Health Design Studio

OCAD UNIVERSITY

1 Patient communication at discharge from the emergency department

2 COVID Printables

3 SOONER – Overdose kit

Photo and illustration credits:
Y Gader, M Mallakin, M Beaubien, C Liphuyoong

Patchwork of connectivity for health sector

Low tech for high-complexity

Clinical environment constraints

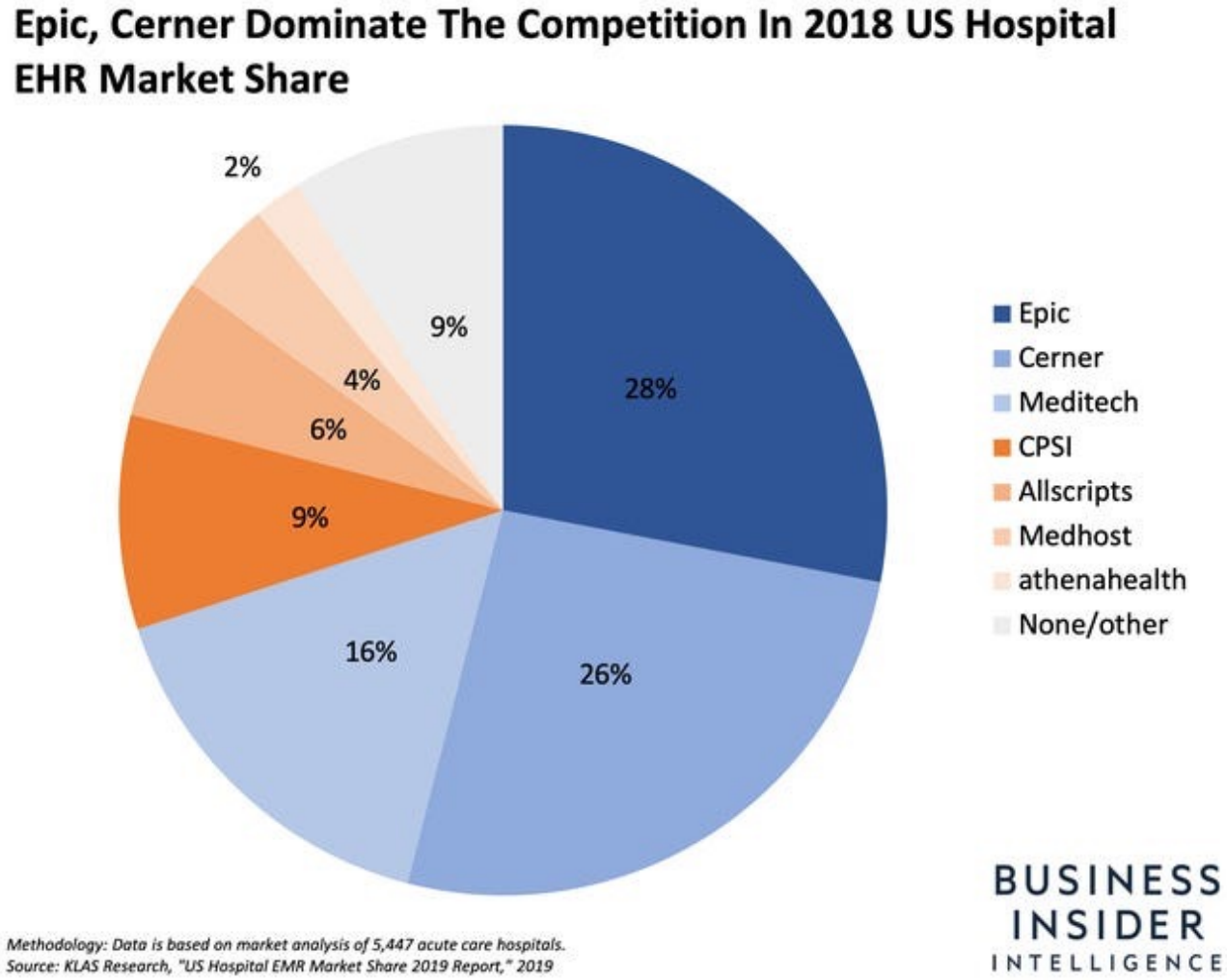
Workflow and resourcing

Digital landscape has two disparate characteristics

Low-literacy and digital literacy issues

Channels for spread and adoption

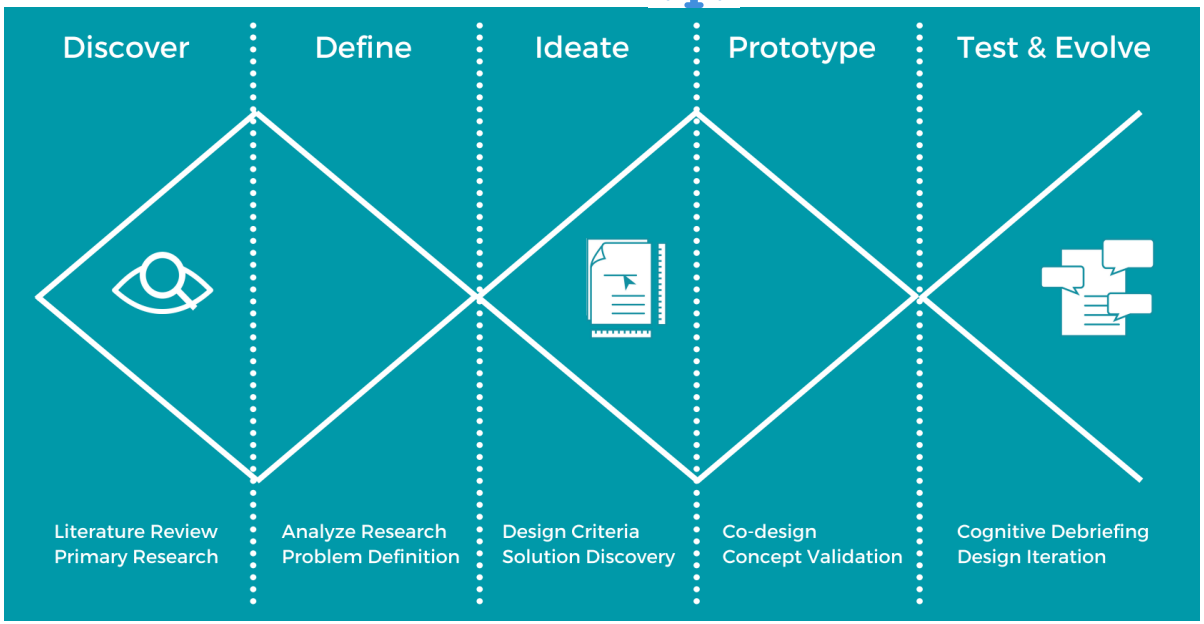
systemic barriers to adoption, interoperability, timelines and visibility



Relatively sophisticated interaction, assume digital literacy

siloed roles
physician led
time constraints
unionised spaces
safety concerns

CO-DESIGNING DISCHARGE AFTER EMERGENCY CARE



Auto-discharge
PATIENT
Clerical
Nurse
PASSIVE
ACTIVE
TOUCHPOINTS
SYMPTOM-RELIEF
UNDERSTANDING
Workarounds / Ideas

Continuous feedback and prototyping in discrete manageable increments – patients by phone, inclusive, equitable

Field Testing

A refined version of the prototype was further developed to reflect the insights and feedback from the co-design sessions. A further three versions of the prototype tool were developed over the course of field testing based on needs identified during these scenarios.

Feedback

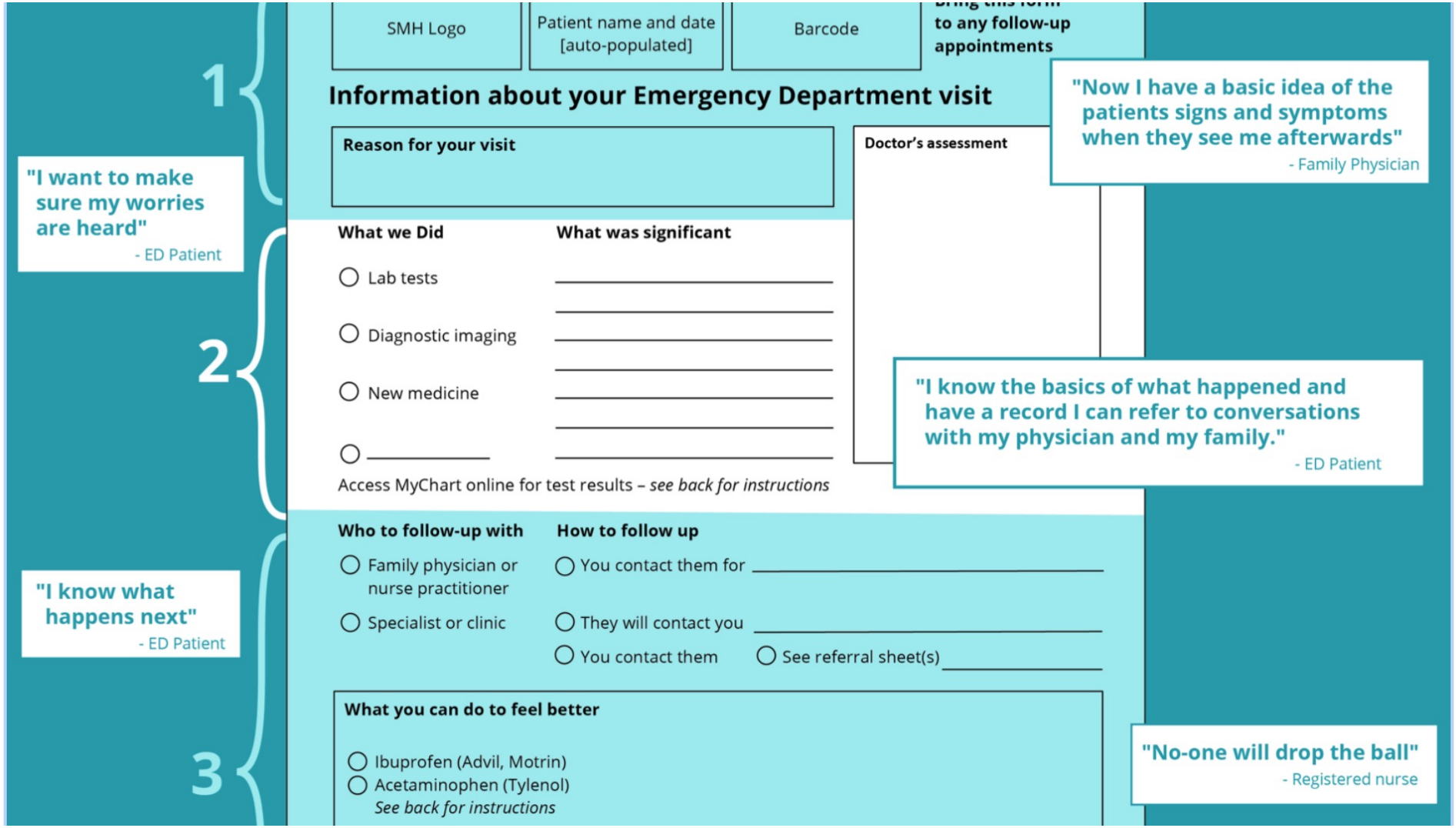
Feedback received through cognitive debriefing was used to further refine and iterate the developed prototype.

Demonstration of responsiveness, shared ownership, transparent design process

more able to balance physician role, in-situ testing was the only option

4
co-design sessions
(patients, ED nurses, family physicians, ED physicians)

57
patient scenarios
prototypes were used by physicians in 57 patient scenarios


SMH Logo
Patient name and date [auto-populated]
Barcode
to any follow-up appointments
1
Information about your Emergency Department visit
Reason for your visit
Doctor's assessment
"Now I have a basic idea of the patients signs and symptoms when they see me afterwards"
- Family Physician
"I want to make sure my worries are heard"
- ED Patient
2
What we Did
What was significant
Lab tests
Diagnostic imaging
New medicine
Access MyChart online for test results – see back for instructions
"I know the basics of what happened and have a record I can refer to conversations with my physician and my family."
- ED Patient
Who to follow-up with
How to follow up
Family physician or nurse practitioner
You contact them for
Specialist or clinic
They will contact you
You contact them
See referral sheet(s)
"I know what happens next"
- ED Patient
3
What you can do to feel better
Ibuprofen (Advil, Motrin)
Acetaminophen (Tylenol)
See back for instructions
"No-one will drop the ball"
- Registered nurse

COVID Printables

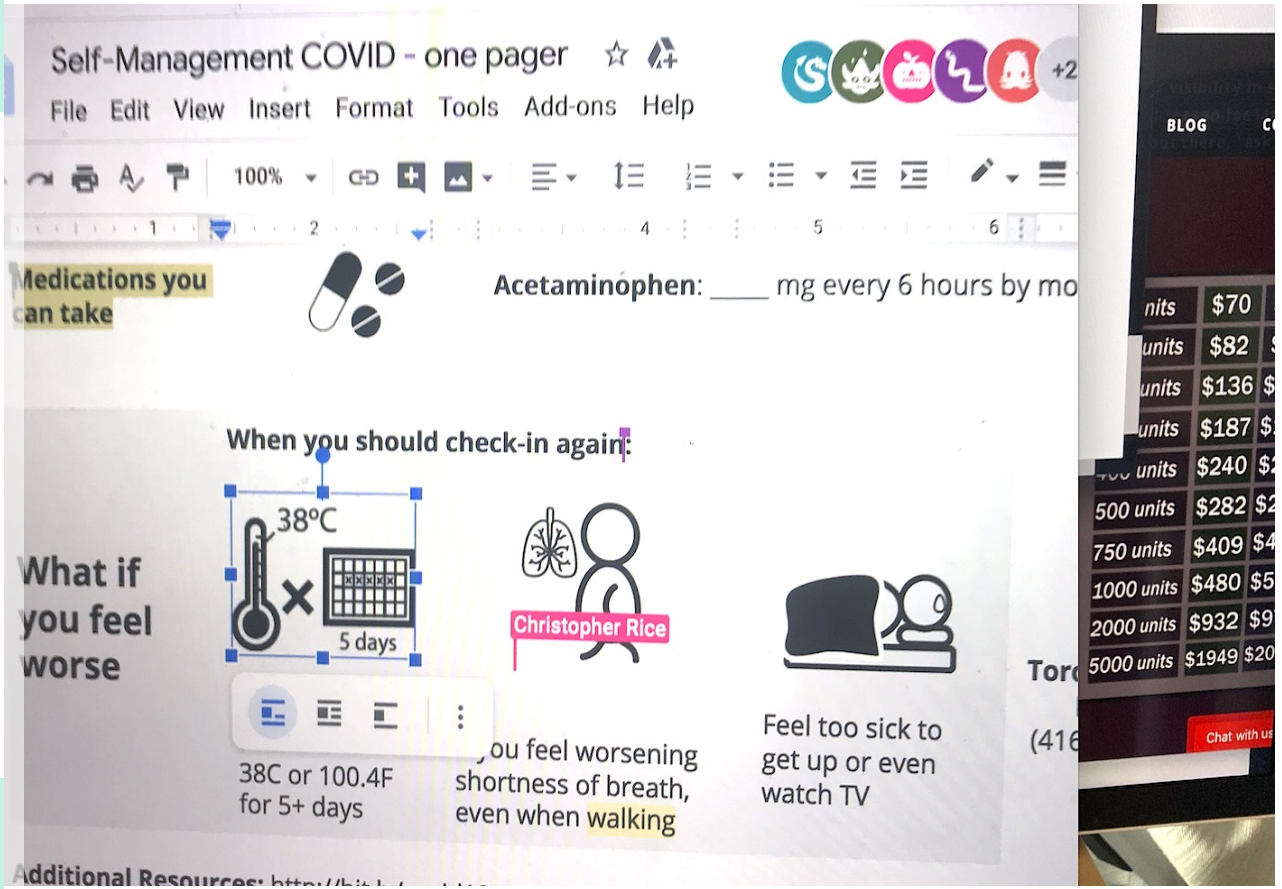
1 pagers low literacy newcomer and refugee health

SILVER IIIDaward 2020

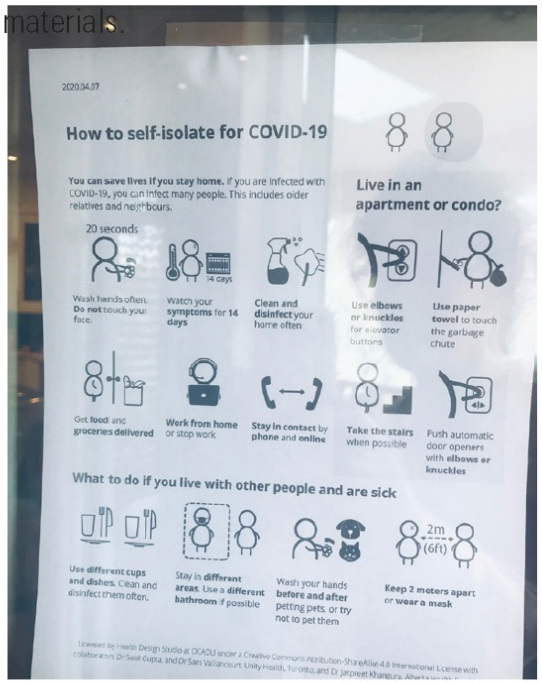
COVID-19 PRIZE

continuous
collaborative
participation

community group
patient panels



The endoresement of Canadian Association of Emergency Physicans enabled smaller health centres and groups to confidently downlaod, adapt, and use materials.



The materials can work as printout, posters, and as digital media.

Step 1 - distilling text heavy advice into simple steps and concepts, and creating **simple, friendly,** and flexible inlcusive icons

Step 2 - constructing an i**nformation design** strategy based on **process** (e.g. leaving your apartment), **place** (isolating at home), or **state** (feeling worse)

Step 3 - consistent supportive language on staying home

Step 4 - multidisciplinery review with a team of physicians, public health, and patient experience specialists

Step 5 - identifying information that must be left **editable for adaptation** to local guidelines or resources, and translation.

Plus, rounds of community feedback in individual zoom sessions and translator suggestions, so continuous feedback and prototyping

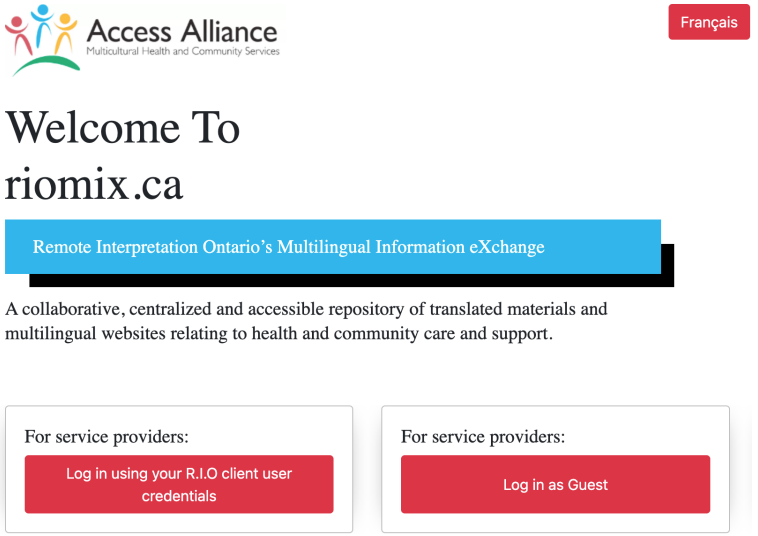
Table 1 - Key Features of the Printables

- One page
- Black and white printable sheets
- Plain and supportive language
- Reassuring tone
- Infographic style
- Multilingual: community partnership to develop translations
- Open access and downloadable
- Editable and customizable for local adaptation
- Multi-media use: printouts, posters, digital media

United States, Australia, France, China, Jordan, Vietnam, India, Canada

Used at the Scotiabank max vaccination site in 8 languages

“….more challenging to access Kurdish and Rohingya but many of the people speaking these languages are incredibly vulnerable”



SOONER stands for

Surviving Opioid Overdose with Naloxone Education and Resuscitation

The SOONER Project is a partnership between St. Michael's Hospital and OCAD University.

Goals
Barriers
Insights
SOON-ER
ACTIONS
WHAT ABOUT AWARENESS & INFORMATION?
WHAT ABOUT ACCESS TO RESOURCES?
HOW DO WE RESPOND TO OVERDOSE?
FOLLOW UP
TOUCHPOINTS
QUESTIONS
FEELINGS/ THOUGHTS

Overdose first aid kit – nasal naloxone

design & the visual language of overdose

1 shake and shout
2 call 911
3 get them onto the ground
NARCAN® NASAL SPRAY
4 mg
4 insert and press
5 push hard and fast
NARCAN® NASAL SPRAY
4 mg
4 insert and press
5 push hard and fast

Animation training – ultra-brief, shareable

QR Code
for each
language

English

French

Portuguese

Spanish

To access THN Kits

We believe that access to life-saving resources should be easy and equitable for all. That's why our THN kits are open-access, meaning you can obtain them in two ways:

1. **Contact Us:** Reach out to us directly to receive printed THN kits. Our team is here to assist you in accessing the resources you need to keep yourself and your community safe.

2. **Download and Print:** Prefer to print the kits yourself? No problem! You can download the package design from our website and print it at your convenience. We provide all the necessary information to ensure this is as easy as possible.

By providing open-access THN kits and education sessions, we invite you to join us in our mission to prevent opioid overdose deaths. Together, we can make a difference and create a safer, more supportive community for all.

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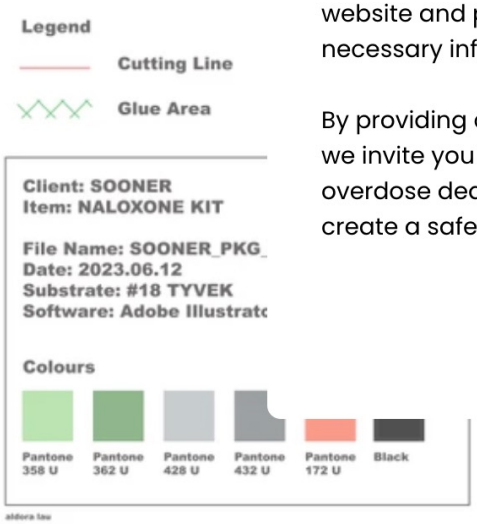
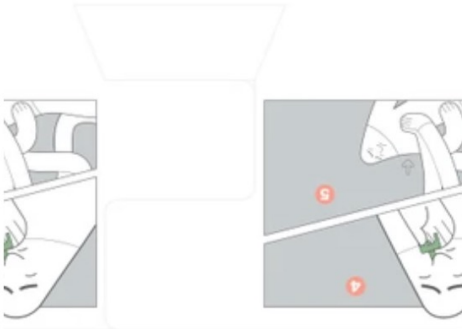
Attribution-NonCommercial-ShareAlike 4.0 International





Front

Un(der)paid Innovators: The Commercial Utilization of Consumer Work through Crowdsourcing, Frank Kleemann and G. Günter Voß.

Crowdsourcing

Extra pay, career prospects,
experience, novelty

Mass customization

save money and better control the
service they receive

Open source (innovation)

desire to acquire new knowledge,
to share expertise with others,
and to reach common goals

Peer-production

personal adeptness, autonomy,
and social embeddedness

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Finding Commercially Attractive User Innovations: A Test of Lead-User Theory*

Nikolaus Franke, Eric von Hipp

Firms and governments are i
lead-user innovations for cor
are needed to inform and to

The past, present and future of open innovation

Barbara Bigliardi, Giovanna Ferraro, Serena Filippelli, Francesco Galati

European Journal of Innovation Management
ISSN: 1460-1060
Article publication date: 24 June 2020

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ALTMETRICS 11

Review

OPEN ACCESS

Defining frugal innovation: a critical review

Chandni N Hindocha,[1] Grazia Antonacci,[1] James Barlow,[2]
Matthew Harris [1]

[1]Department of Primary Care

ABSTRACT

Thank you !

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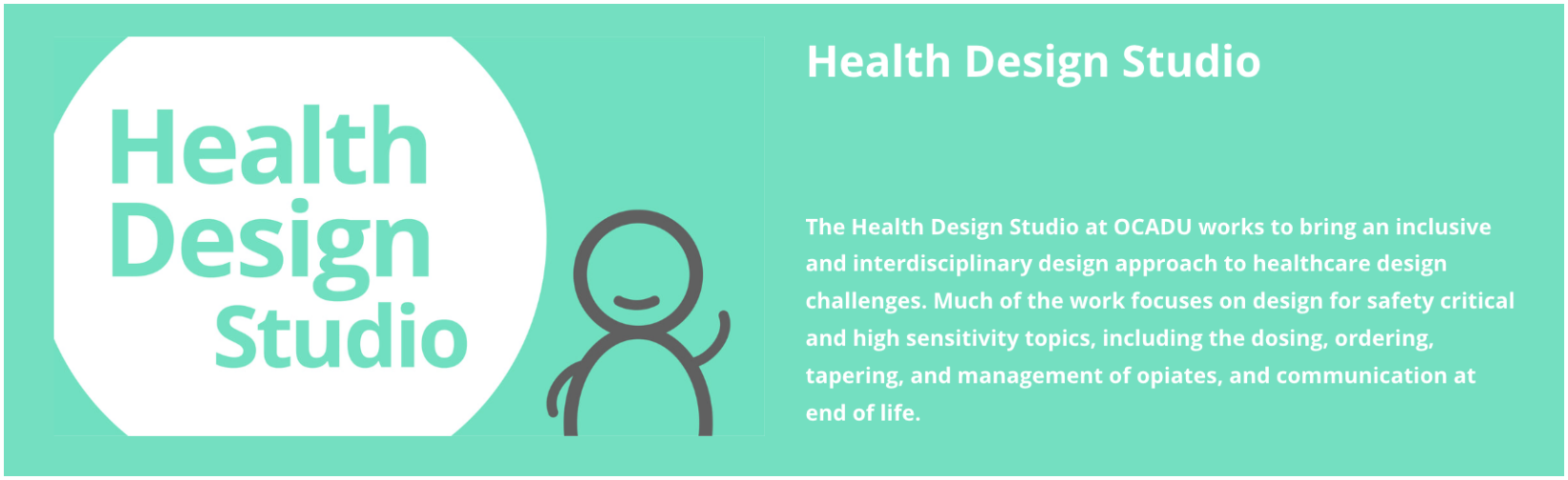
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