

CITATION FOR USE:

Ruiz, Andres and Velasquez, Sebastian (2020, June 25). Happy Patients, Happy Staff: How to Build Healthcare Services for the Experience Economy [Webinar]. American College of Healthcare Executives – SouthEast Texas Online Presentation.

RETRIEVED FROM: [HTTPS://WWW.YOUTUBE.COM/WATCH?TIME_CONTINUE=3&V=4PEAEGRGE_4&FEATURE=EMB_LOGO](https://www.youtube.com/watch?time_continue=3&v=4PEAEGRGE_4&feature=emb_logo)

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES - SOUTHEAST TEXAS
ONLINE PRESENTATION

HAPPY PATIENTS, HAPPY STAFF

HOW TO BUILD HEALTHCARE SERVICES FOR THE EXPERIENCE ECONOMY

JUNE 25, 2020

SPEAKERS
SEBASTIAN VELASQUEZ AND ANDRES RUIZ

MODERATOR
KARLA PIERSON







3.6_M

appointments missed per year
(no-show rate 20% -30%)

150_B

dollars annual cost to
healthcare system

THE EXPERIENCE ECONOMY

Welcome to the Experience Economy.

'70s

PRODUCT FOCUS

—

'90s

PRODUCT + SERVICE

—

'00s

CUSTOMER CENTRIC

—

Today

RELATIONSHIP CENTRIC

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

INNOVATION

SERVICES | PROCESSES | EXPERIENCES

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

HUMANIZE

SERVICES | PROCESSES | EXPERIENCES

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

EXPERIENCE AS STRATEGY

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

DESIGN LEAD

THINKING | PROCESSES | INNOVATION

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY



20%

increase in customer
satisfaction

15%

increase in
revenue

20%

reduction in service
delivery costs

Desirable. Feasible. Viable.

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

DESIGN + HEALTHCARE

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

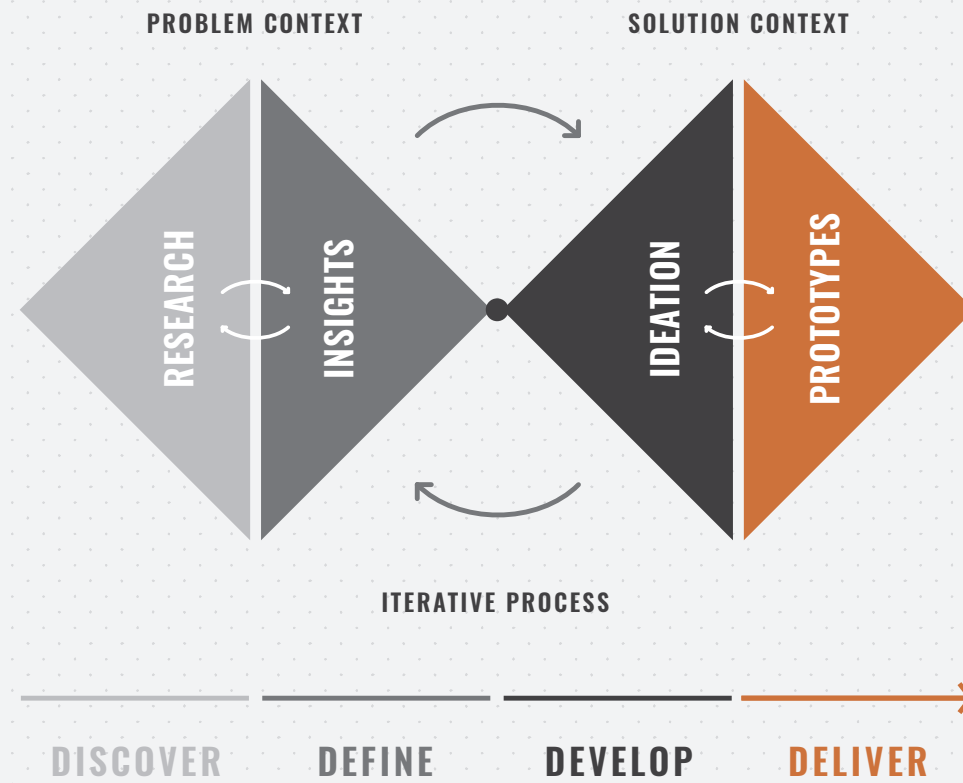
HUMAN-CENTERED

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

“ ”

**To design clinical experiences and
meet patient needs we must first
understand those needs**

DOUBLE DIAMOND FRAMEWORK



Citizens are untapped resources for innovating healthcare

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

PARADIGM SHIFT

**WE HAVE
SOMETHING
PEOPLE NEED**



**WE PERFORM
IN SERVICE TO
PEOPLE'S NEEDS**

PARADIGM SHIFT

**PRODUCTIVE
SYSTEM**



**PRODUCTIVE
CITIZENS**

CASE 01

OB NEST: INNOVATING PRENATAL CARE

MAYO CLINIC - CENTER FOR INNOVATION

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY



3.9_M

annual births req ~10 prenatal
appointments (2012)

1_M

provider work days made available
(10 – 30 min appointment)

6.9_M

mother work days made available
(1 – 3 hrs per appointment)

OB NEST : INNOVATING PRENATAL CARE

**DECENTRALIZE
MAYO-OB**

+

**RE-CENTRALIZE
MOM**

MAYO CLINIC | CENTER FOR INNOVATION



“ ”

**This allowed me to listen to the heartbeat
with my two kids and see how big I am
getting. Thank you.**

OB NEST PATIENT TESTIMONIAL

“ ”

This is an amazing resource. Being a first time mom and a nervous wreck, it's wonderful and priceless to be able to stop in for some reassurance. Thank you Mayo!

OB NEST PATIENT TESTIMONIAL



75%

**reduction in in-person prenatal
appointments (~12 – 3)**

MAYO CLINIC | CENTER FOR INNOVATION

Storytelling is a powerful driver of service innovation

ADVENTURE SERIES: CHILDREN'S MRI/CT/PET EXPERIENCE

CO-CREATION

PATIENTS + MEDICAL STAFF + ADMIN

CHILDREN'S HOSPITAL OF PITTSBURG

ADVENTURE SERIES: CHILDREN'S MRI/CT/PET EXPERIENCE

STORYTELLING

ENGENDERS EMPATHY | SHARED UNDERSTANDING | UNIFIED VISION

CHILDREN'S HOSPITAL OF PITTSBURG

CASE 02

ADVENTURE SERIES: CHILDREN'S MRI/CT/PET EXPERIENCE

CHILDREN'S HOSPITAL OF PITTSBURG

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY





100%

This infographic features a large, light gray circle with a thin white border. Inside the circle, the text '100%' is displayed in a large, bold, dark teal font.

**children under the age of nine
sedated for MRI procedure**



80%

This infographic features a large, light gray circle with a thin white border. Inside the circle, the text '80%' is displayed in a large, bold, dark teal font.

**children sedated for
CT procedure**





27%

The infographic consists of a large, light gray circle with a thin white border. Inside the circle, the text '27%' is displayed in a large, bold, dark teal font.

**children sedated for
MRI procedure**



3%

The infographic consists of a large, light gray circle with a thin white border. Inside the circle, the text '3%' is displayed in a large, bold, dark teal font.

**children sedated for
CT procedure**

Technology is an enabler, not a driver of service innovation

“ ”

**Leading with empathy and involving staff
and patients helps deliver better processes
and humanize technology while taking
full advantage of it**

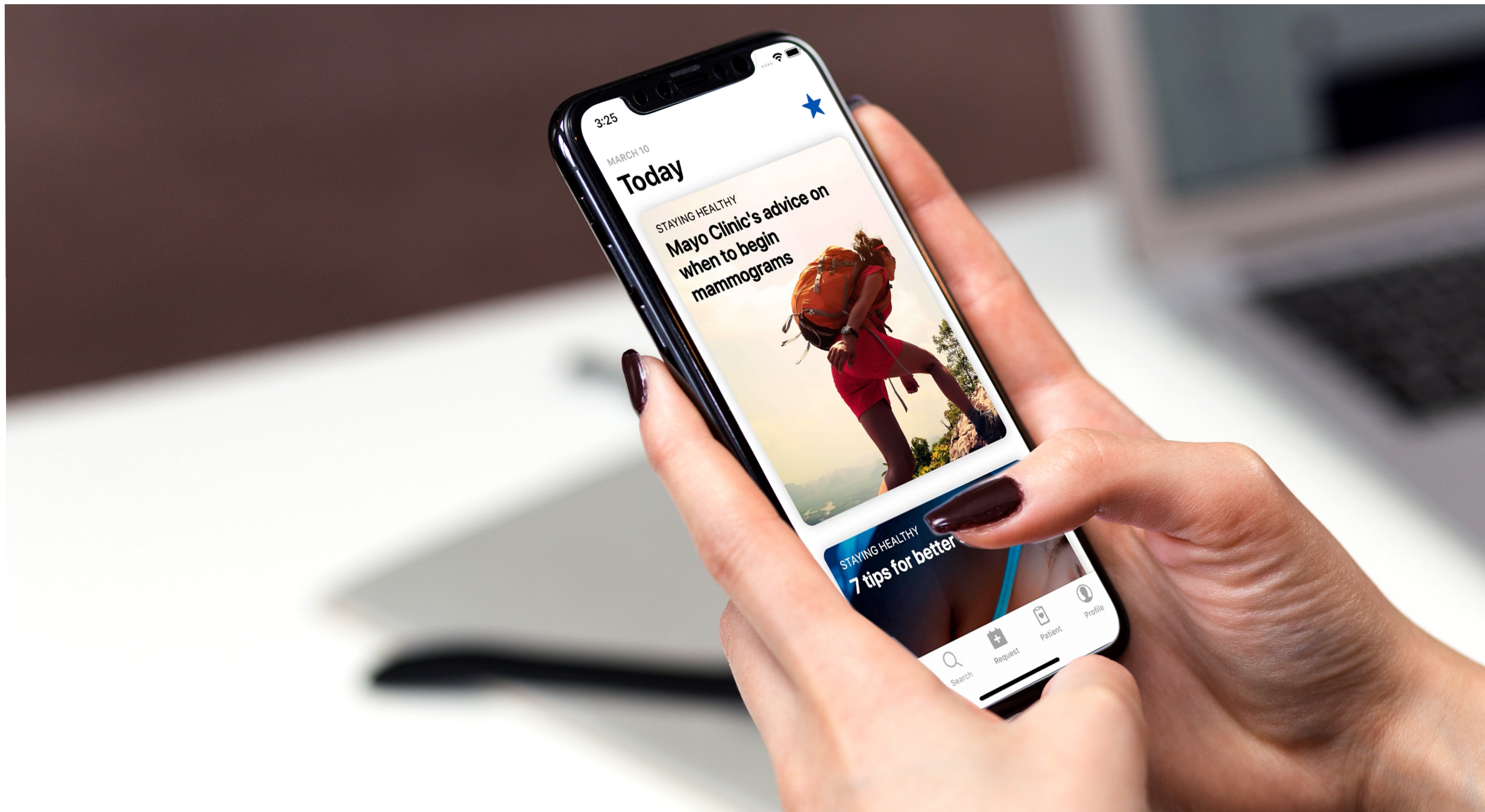
LIVE WORK STUDIO

CASE 03

MAYO APP: FOSTERING COMFORT

MAYO CLINIC - CENTER FOR INNOVATION

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY





downloads since it's release on
Apple and Android App Stores



**2013 Gold Edison Award for
Innovative Services in Healthcare**



**2016 Best Content Marketing
Program in Healthcare**



**#1 patient-facing personal care
app by Apple**

**Show, don't tell to enable those
around you to live the experience
of others**

“ ”

**99% of the time we are not the
people for whom we are designing**

ERICA GIBSON | TELENOR

CASE 04

INCREASE ADHERENCE TO MEDICATION COMPLIANCE

UNIVERSITY OF PENNSYLVANIA ANTICOAGULATION MANAGEMENT CENTER



INCREASE ADHERENCE TO MEDICATION COMPLIANCE

**DESIGN
THINKING**

+

**BEHAVIORAL
ECONOMICS**

UNIVERSITY OF PENNSYLVANIA ANTICOAGULATION MANAGEMENT CENTER



\$5

**1 in 5
chance to win**



\$100

**1 in 100
chance to win**



20%

**reduction in non-compliance over
three months (22% – 2%)**

UNIVERSITY OF PENNSYLVANIA ANTICOAGULATION MANAGEMENT CENTER



\$3

daily payoff



20%

**reduction in likelihood of an
additional stroke**

We are more than just patients

UNIVERSITY OF PENNSYLVANIA ANTICOAGULATION MANAGEMENT CENTER

BEYOND THE CLINIC

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

“ ”

**I have a doctor's appointment
once a week, but my life is what
happens in between**

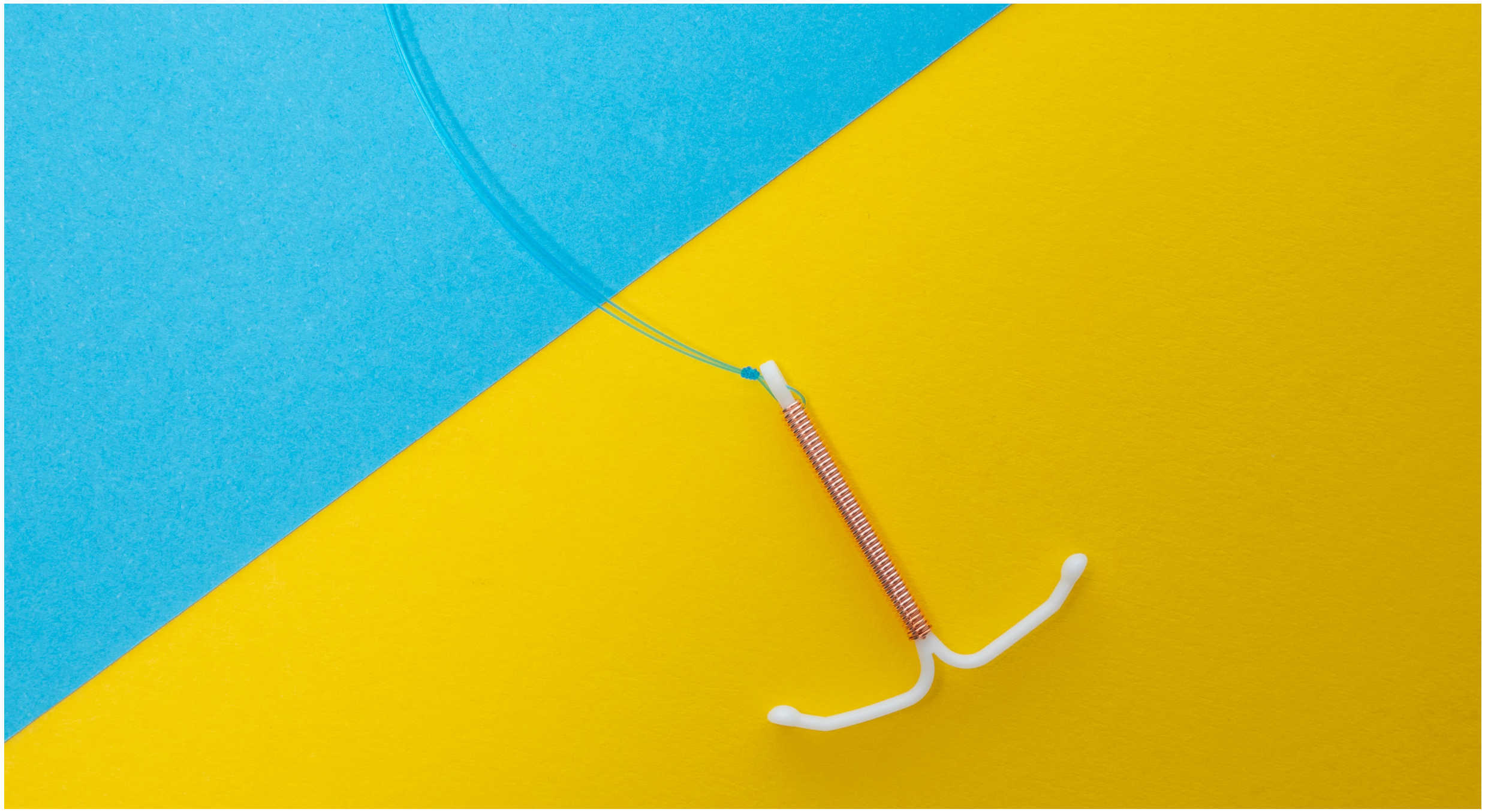
PATIENT | OSLO UNIVERSITY HOSPITAL

CASE 05

6 OM DAGEN: REFRAMING SEXUAL HEALTH

6 OM DAGEN | NORWAY

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY



Hvor går du?

Præsentation af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

...den nye og forbedrede version af...

Facebook

Twitter

Instagram

LinkedIn

Google

YouTube

Spotify

SoundCloud

Bandcamp

ReverbNation

MySpace

Beats

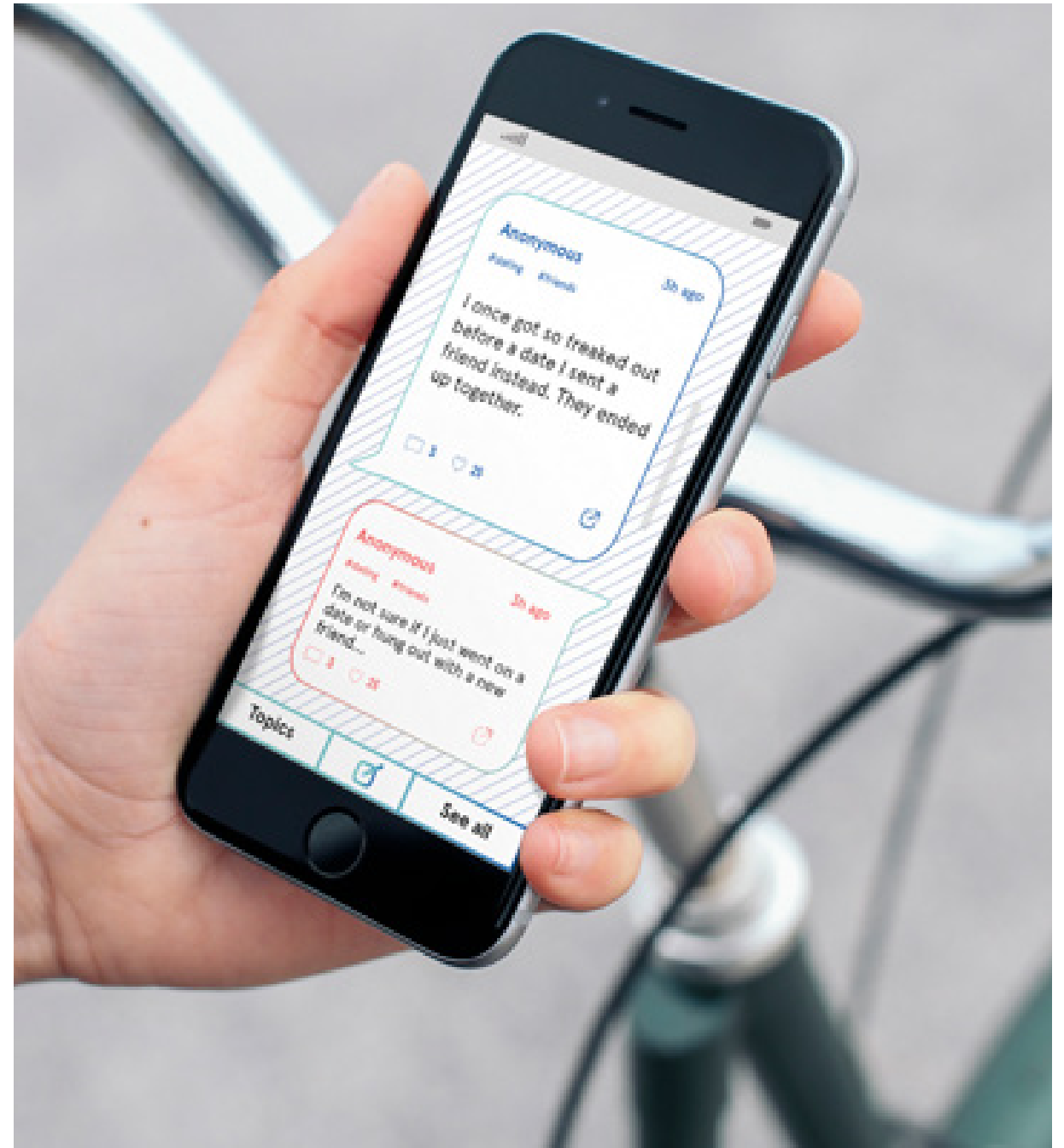
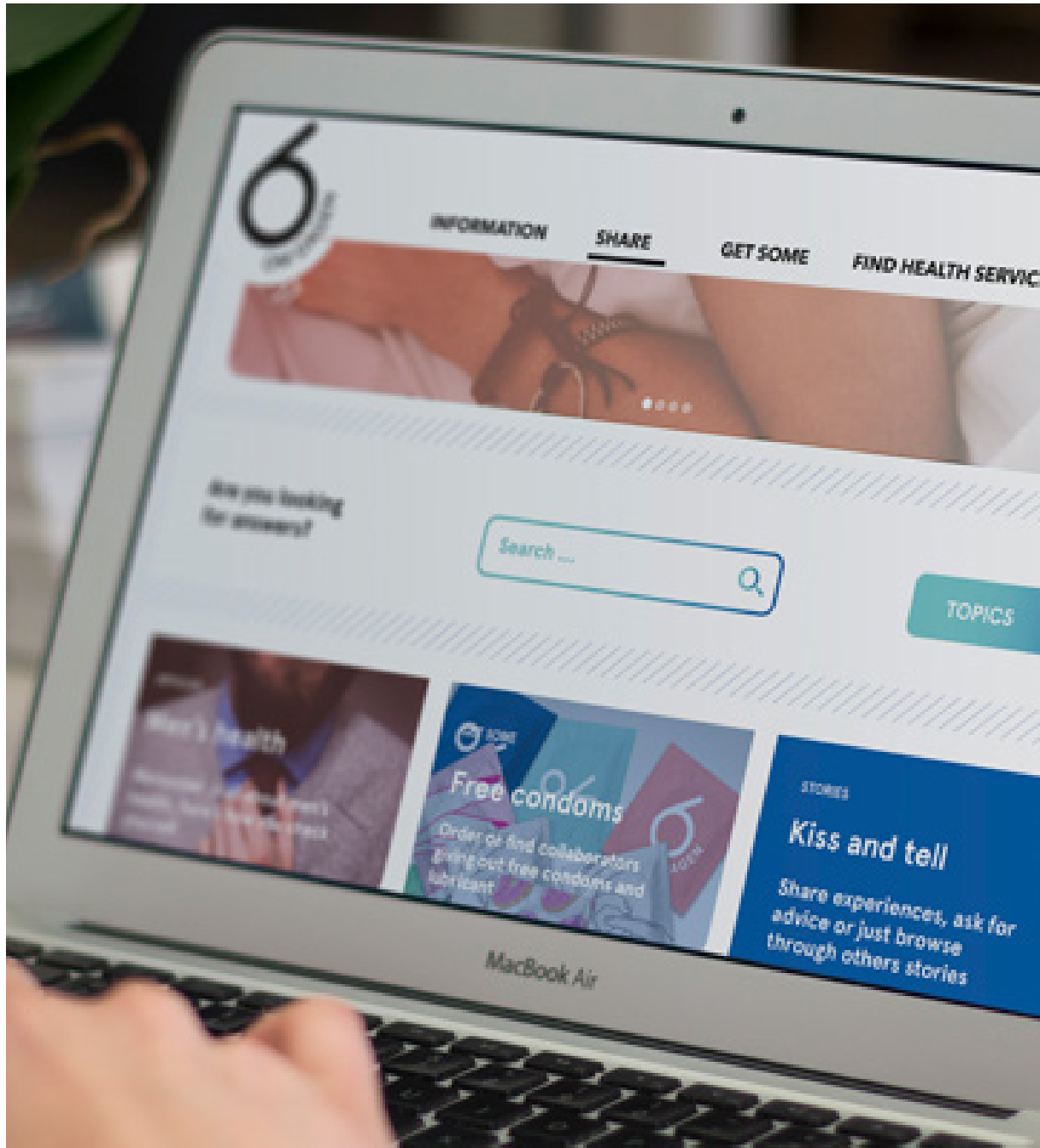
Apple Music

Amazon Music

Deezer

Google Play

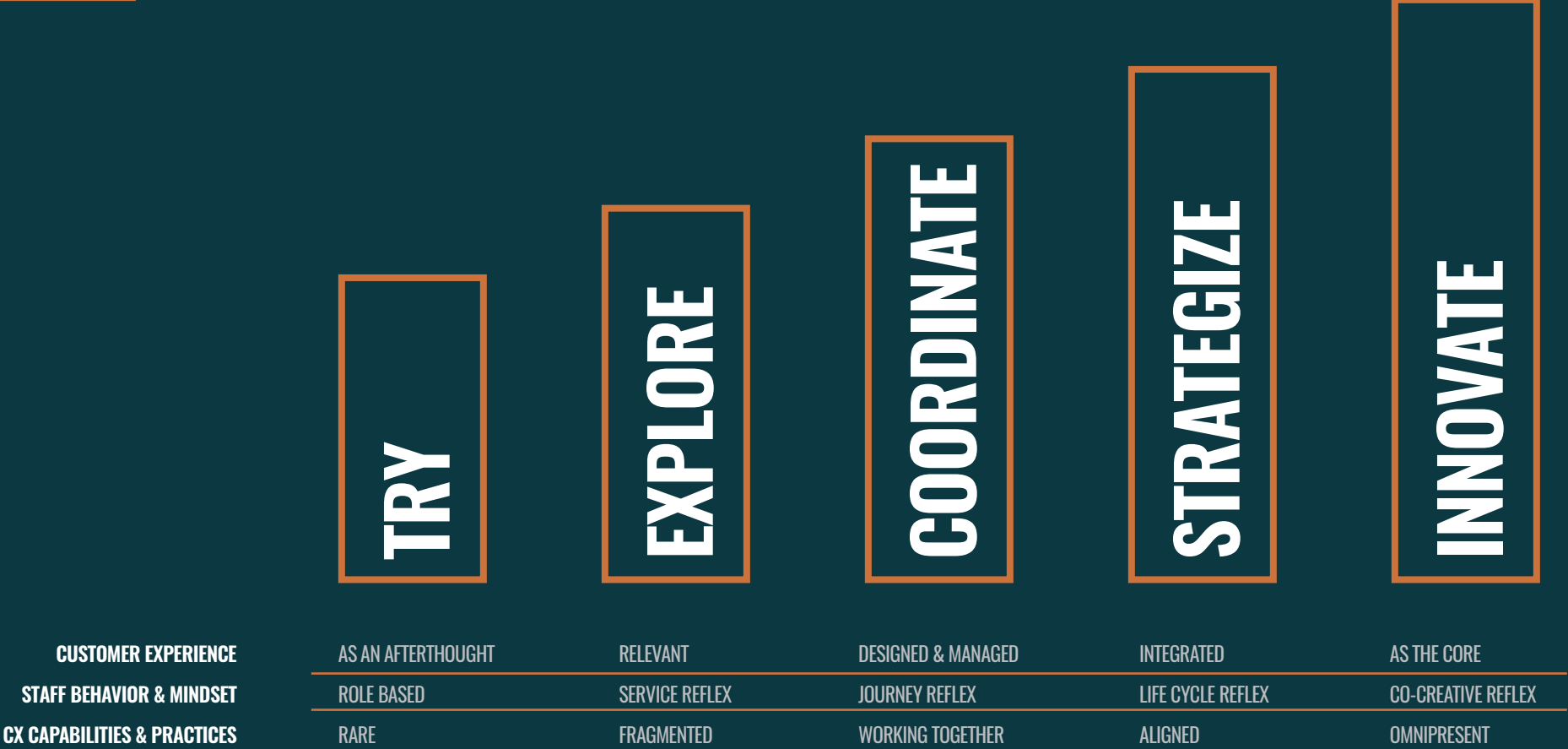
YouTube Music





Useful. Usable. Meaningful.

INNOVATION MATURITY



“ ”

**In healthcare patient
experience is the product**

MAYO CLINIC | CENTER FOR INNOVATION

LEAN INTO THE TENSION

DESIGNERS AND CLINICIANS

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

LEAN INTO THE TENSION

NEAR TERM AND LONG TERM

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

LEAN INTO THE TENSION

ALREADY KNOWN AND BRAND NEW

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

NEEDS **INFORM** **ATTITUDES** **DRIVE** **BEHAVIORS** **DELIVER** **RESULTS**



HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

MEASURING SUCCESS

QUALITATIVE + QUANTITATIVE KPIs

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

MEASURING SUCCESS

QUALITY OF LIFE IMPROVEMENT

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

HUMAN FOCUS + CURIOSITY + TEAMWORK

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

HUMANIZING

SERVICE | TECHNOLOGY | HEALTHCARE

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

PATIENTS + STAFF

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

KNOW HOW + TECHNOLOGY

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

KNOW HOW + TECHNOLOGY + EMPATHY

HAPPY PATIENTS, HAPPY STAFF | HEALTHCARE FOR THE EXPERIENCE ECONOMY

“ ”

It's every health care leader's mission to improve patient experiences. The answers to patients' problems start with getting to know them.

HARVARD BUSINESS REVIEW



SEBASTIAN VELASQUEZ

sebastian@labeldistillery.com



ANDRES RUIZ

andres@labeldistillery.com

HAPPY PATIENTS, HAPPY STAFF

HOW TO BUILD HEALTHCARE SERVICES FOR THE EXPERIENCE ECONOMY



candeo partners
GROW VISION. GROW PEOPLE. GROW BRILLIANCE.

