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How might we optimize the user experience for stroke and brain tumor patients at UCGNI?

UCGNI PATIENT JOURNEY MAPPING

UC Health approached the Live Well Collaborative to map out the patient journeys for both stroke and brain tumor patients (pre-diagnosis, treatment, and post-treatment).

WHEN:
Fall 2019

SKILLS INVOLVED:
Service Design
User Research
System Mapping
Graphic Design
Medical Design

UNIVERSITY OF CINCINNATI MEDICAL CENTER, GARDNER NEUROSCIENCE INSTITUTE

Stroke and brain tumor patients interact with a variety of different resources both within and outside of UC Health. The challenge was to understand all of the variables and where all of the touchpoints are..

Research
Over the course of fifteen weeks, this multi-disciplinary studio focused on understanding every step in the patient journeys, from the pre-diagnosis to referral to treatment to post-treatment. The team interviewed a multitude of clinicians and families to better understand their entire experience with these conditions. The LWC team also interacted with stakeholders to receive insight and feedback on concepts throughout the process.

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Ideation

The LWC team developed visualizations for the patient experience including journey maps and personas.

Tools:

- **Journey mapping**
  A map of the patient experience including pain points and any interaction points.

- **Stakeholder interviews**
  A primary research method used to gain insights into the current environment/system.
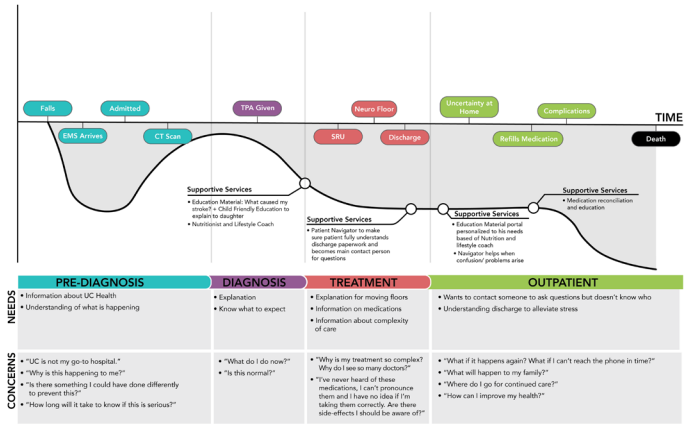
- **Personas**
  A design tool used to generate examples of patients that might be impacted by future designs.

Refinement

The team presented a thorough map of the user journey for stroke and brain tumor patients, and proposed a supportive services department to aid them. The supportive services department would assemble a team of individuals and a toolkit of resources for each individual patient's needs. The team utilized six personas to showcase how dynamic and adaptive the supportive services department could be.
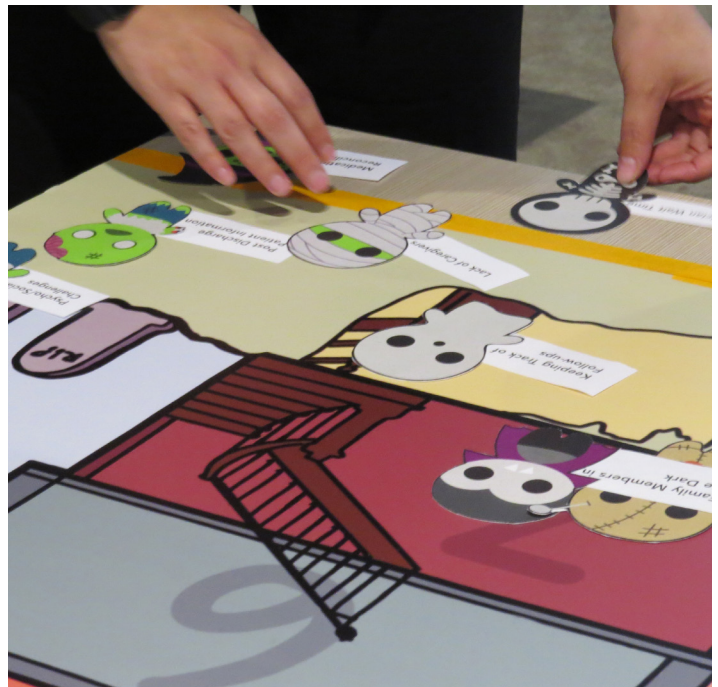
Key Benefits:

01. Comprehensive view of system
02. Patient experience insights
03. Data visualizations and maps

Persona journey visualization

Photo taken during a tour of UCGNI

Where is it now?

Data and designs were shared with the clinical team.