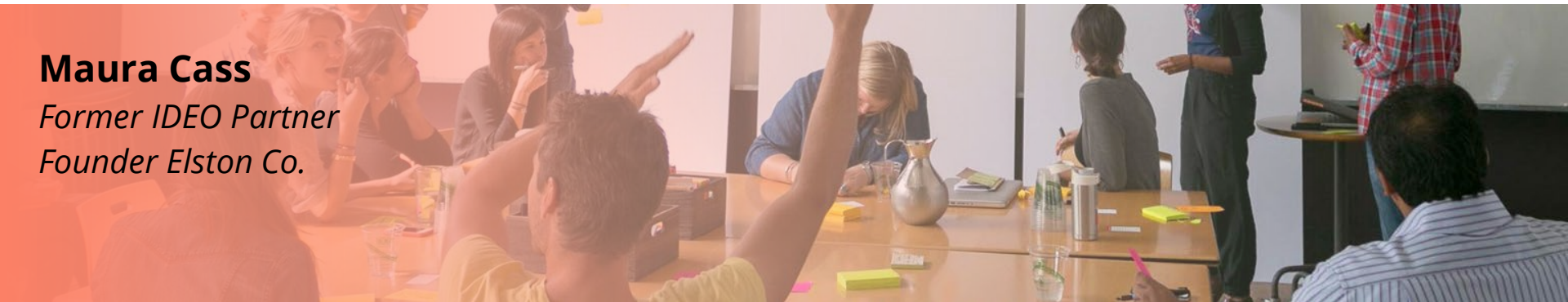


SEPTEMBER 18, 2025
AHRQ CAHPS Research Meeting

Engaging Meaningfully with Patients & Families: Building Capacity for Human- Centered Design

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*Former IDEO Partner
Founder Elston Co.*





THE FOCUS OF TODAY

Consider the integral role of patients and families in the development and implementation of care experience assessments and quality improvement strategies



How might we...

THE DESIGN CHALLENGE

*How might we engage patients
and families in the creation
and success of care
assessments?*

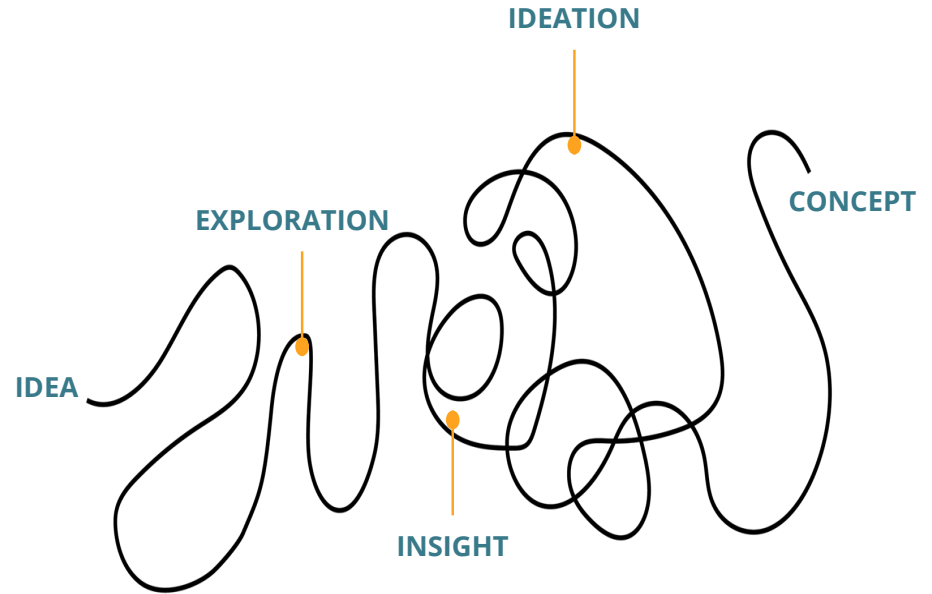
BACKGROUND

Design Thinking is the primary problem solving methodology employed by human-centered designers

	 DESIGN THINKING	 TRADITIONAL METHODS
Types of Problems	Complex, Ambiguous	Defined, Technical
Focus	Innovation & experience	Efficiency & Reliability
Methods	Empathy, Ideation, Prototyping	Root cause, data analysis, standardization
Tools	Personas, journey maps, rapid prototype	Control charts, value stream maps, process metrics
Culture	Curious, creative, iterative, failure-safe	Disciplined, analytical, structured

BACKGROUND

The journey through the DT process often is visualized like this



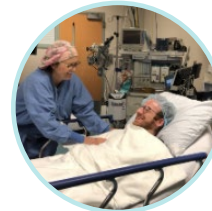
BACKGROUND

Design utilizes a range of creative research methods and tools. All are rooted in deep collaboration and engagement with those centered in a design challenge.

EXAMPLES



CONTEXTUAL
INTERVIEWS



FIELD VISITS &
SHADOWING



INTERCEPTS



CO-CREATION AND
CO-DESIGN
WORKSHOPS



PROTOTYPE
TESTING



ANALOGOUS
EXPERIENCES

BACKGROUND

But not all of the methods used are true co-design, which requires **shifting power** to co-create a specific outcome by which those involved in the design process play a direct role in shaping outcomes and making decisions.



There is **a range of how to collaboratively and more meaningfully engage patients and families**. Identifying where you are, what you are capable of, and where you want to go will be key to **unlocking change**.



CASE STUDY

Designing to reimagine patient and provider experience at a top teaching-community hospital.

THE CHALLENGE

How Might We design the patient and employee experience with the goal of disrupting the current state of healthcare delivery in the community.



THE DESIGN CHALLENGE

How might we design a seamless and differentiated day surgery experience that leads to lasting patient impact?

METHODS OVERVIEW

Phase 1: Inspiration & Understanding

- Discovery research with families and patients to uncover opportunities for design



CONTEXTUAL INTERVIEWS



FIELD VISITS & SHADOWING



CO-CREATION AND CO-DESIGN WORKSHOPS

Phase 2: Design & Prototyping

- Testing early ideas and prototypes with patients and families



INTERCEPTS



PROTOTYPE TESTING



ANALOGOUS EXPERIENCES

Phase 3: Refinement

- Continued testing and refinement within the context of implementation



CONTEXTUAL INTERVIEWS



PROTOTYPE TESTING



4 Principles

PRINCIPLE 1

Place value on the **skills required** to do this work and the **partners** that enable it



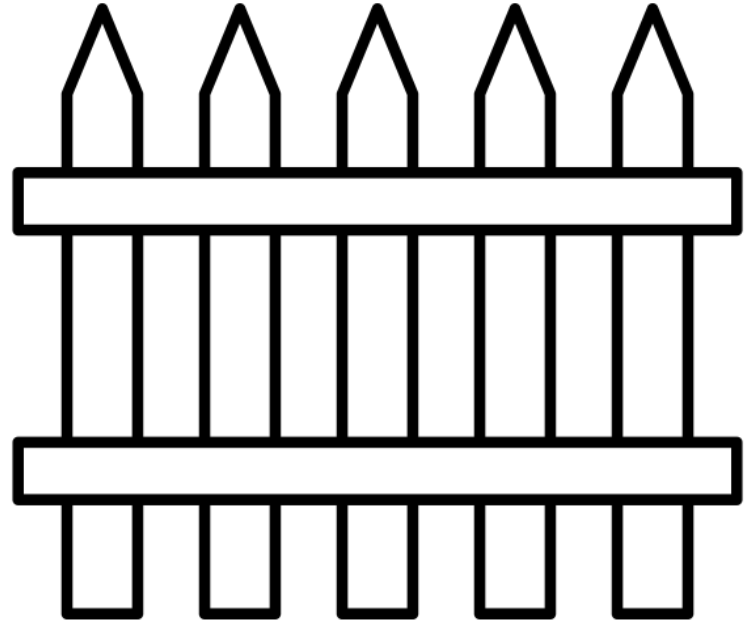
PRINCIPLE 2

Develop the
mindsets, not just
the methods,
especially in
leadership



PRINCIPLE 3

Own your **sphere of influence** and reinforce the **boundaries**

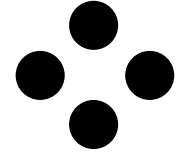


PRINCIPLE 4

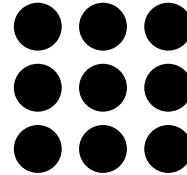
Build the **systems**
and **structures**
that enable
meaningful
relationships



Back and Forth
Interaction



Shared Value



Continuous Engagement
Over Time



Emotional Exchange

A high-angle photograph of a diverse group of people sitting around a large wooden conference table. They are engaged in a meeting, with several laptops open and various documents and colorful sticky notes scattered across the table. The scene is brightly lit, and the overall atmosphere is professional and collaborative. The text 'Thank you!' is overlaid in a large, black, serif font in the center of the image.

Thank you!

CONTACT



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