



PROBLEM SOLVED!

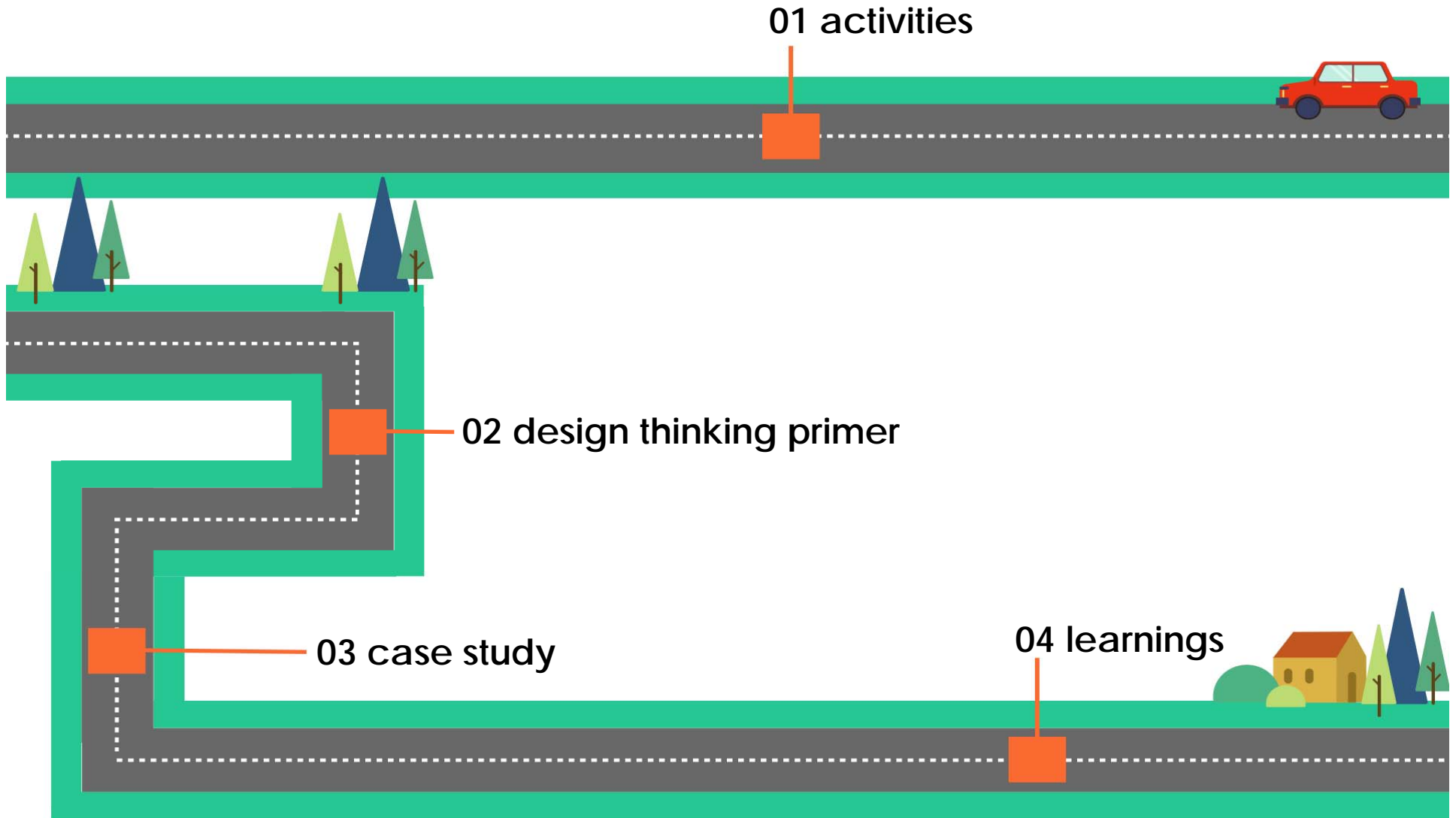
USING DESIGN THINKING TO SOLVE YOUR SBHC'S MOST COMMON CHALLENGES

GINA AIREY CONSULTING
LOS ANGELES COUNTY SCHOOL BASED HEALTH CENTER CONFERENCE
SEPTEMBER 23, 2016

PLENARY PURPOSE

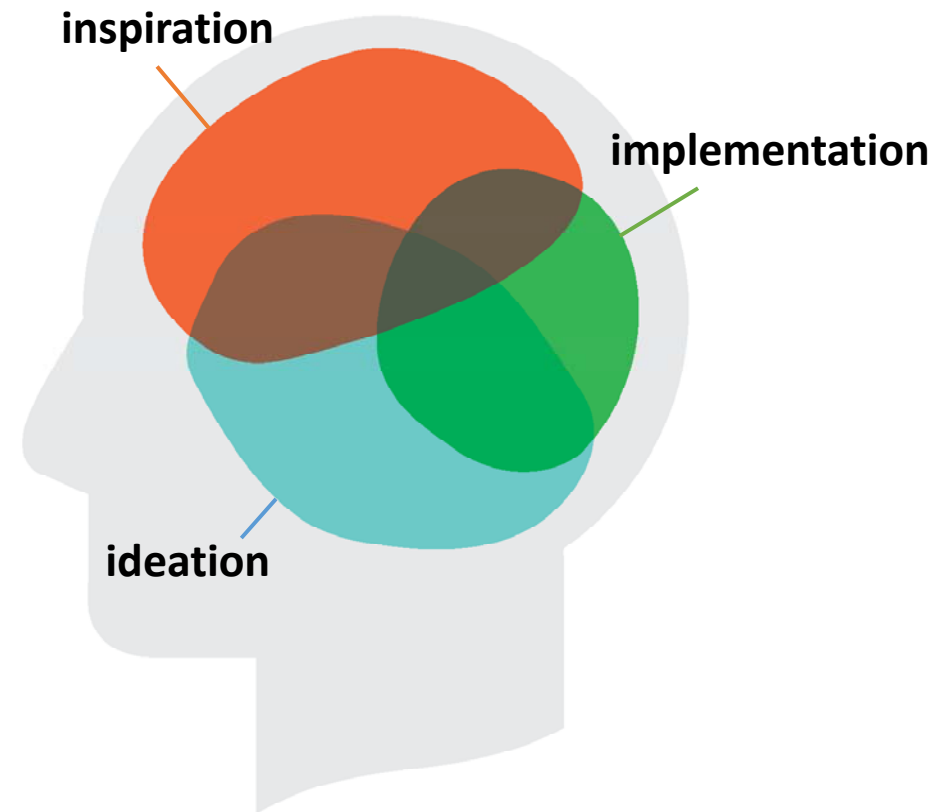
Learn how design thinking can be a useful tool for coming up with solutions to challenges in your SBHC (or related work)

ROADMAP



WHAT IS DESIGN THINKING?

Design Thinking
=
Human Centered
Design



KAISER PERMANENTE NURSE SHIFT CHANGE



PATIENT JOURNEY MAPPING



TODAY'S DESIGN CHALLENGE

How might we strengthen connections and shared learning among practitioners and advocates of school based health care in L.A. County?

INSPIRATION

ACTIVITY 1 – SELF-REFLECTION

Answer the three questions.



PAGE 1 OF YOUR PACKET | 3 MINUTES

INSPIRATION

ACTIVITY 2 – PARTNER INTERVIEW

Answer the three questions.

PAGE 2 OF YOUR PACKET | 3 MINUTES *EACH*

IDEATION

ACTIVITY 3 – INDIVIDUAL BRAINSTORM

Generate 3 – 5 creative ideas.

PAGE 3 OF YOUR PACKET | 2 MINUTES

IDEATION

ACTIVITY 4 – FEEDBACK

Share your favorite idea and capture feedback.

PAGE 3 OF YOUR PACKET | 2 MINUTES *EACH*

IDEATION

ACTIVITY 5 – INDIVIDUAL BEST IDEA

Sketch your best idea on your Post-it note.

PAGE 4 OF YOUR PACKET | 1 MINUTE

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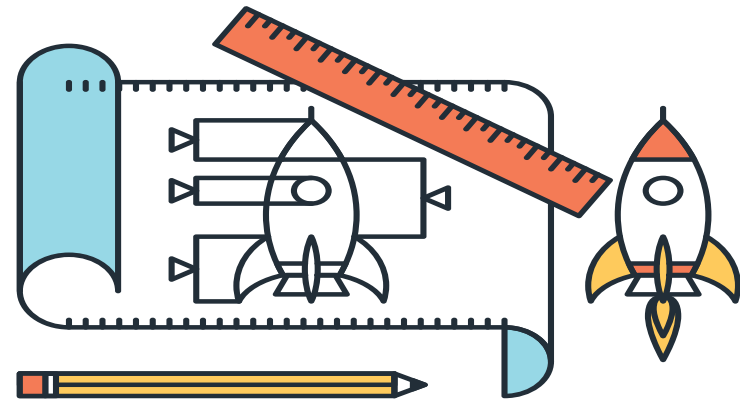
PHASE 1 – INSPIRATION

- Observation + interviews = empathy and understanding for users
- Depth over breadth
- Users and analogous experiences



PHASE 2 – IDEATION

- Unrestrained idea generation = solutions you wouldn't have thought of otherwise
- Prototyping – quickly test ideas, refine based on user feedback



PROTOTYPING

PHASE 3 – IMPLEMENTATION

Implement the prototype that works to solve a problem, improve a service, make a bigger impact



CASE STUDY

California Family Health Council

Design challenge: How might we use electronic health records to help pediatric medical providers deliver sexual health care better and more consistently?



LEARNINGS

What was your “aha!” moment?

How could you use design thinking to solve challenges in your work?

