Human-Centered Empathic Healthcare Design

Cecilia Wang
Assistant Professor | DHA | College of Design
Feb 2021
Graphic Design

Industrial Design

Urban Design

Architecture
Design
as early design thinking
The "Big Bang" of Design - Craig Vogel
FELLOWSHIP OPPORTUNITY

LIVEWELL COLLABORATIVE FELLOWSHIP PROGRAM

APPLY NOW
Patient Reporting
Patient Reporting

UC Health Radiology

During the consecutive studios of Summer 2018 - Spring 2020, the Live Well team identified the challenge of patients and families not fully understanding the processes and workflow of UC Radiology. Humanizing Radiology was identified as a top priority. Patients stated that they are not fully aware of what to bring to their appointments, how long wait times are at the hospital, what to expect during the imaging process, and what happens with their images between getting it taken and their results being read.
SHE’S BRINGING HUMAN-CENTERED DESIGN TO RADIOLOGY

A sterile waiting room can add to the anxiety many patients feel prior to an MRI. But what if that same waiting room resembled a spa or coffee shop? Such outside-the-box thinking defines how Dr. Achala Vagal, professor and vice chair of research in radiology, is reimagining the patient experience. Together with colleagues from the Live Well Collaborative, GE Global Design and UC’s College of Design, Architecture, Art, and Planning, Dr. Vagal and other pioneering physicians are using human-centered research models to innovate medical systems, operations and culture.

Indispensable medicine, right here in Cincinnati. #NextLivesHere

University of CINCINNATI | MEDICINE

INDISPENSABLE
Possible relationships between a design function and the larger organisation that it supports

**Separate**
Design as external resource
Design thinking and design methods have no continuous presence in the organisation.
They are add-ons, limited to traditional problems: form, communication, function.

**Peripheral**
Design as part of the organisation
Design thinking and design methods are practised somewhere in the organisation.
They apply to specific products and services.

**Central**
Design at the core of the organisation
Design thinking and design methods are highly visible and take a central position.
They unify products and services across an organisation; apply to corporate design and brand strategy.

**Integrated**
Design integral to all aspects of the organisation
Design thinking and design methods are being applied at an organisation’s top level as means to inquire into a wide range of organisational problems with the aim to develop integrated solutions.

*Source:* Junginger (2013)
Improving the Prostate Cancer Patient Experience
One of the core problems that patients face is **sorting through the vast amount of information they receive about prostate cancer in order to make an informed shared decision.** For UCCC, it is critical that they offer patients the best experience and the clearest means of education throughout their care trajectory.
Ideation:

Patients overwhelmingly value and prefer interactions with people, and any technology that is implemented must be created to help enable and extend human support.
Design Value Award Winner

DMI 2020 Honorable Mention
RESEARCH:
Long term complex issues of interest to funding organizations, companies, CDes and UMN

Result:
Varied results could include; papers, books, Ph.D. dissertations, master thesis, articles, exhibits, seminars, conferences

PROJECTS:
Corporate sponsored, focused on short term contemporary issues of interest to companies, CDes and UMN

Result:
Clear product/service deliverables
Thank You!

Cecilia Wang
Assistant Professor | DHA | College of Design
Feb 2021