

Faculty of Design

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Conversations in Healthcare Service Design – The characteristics and use of conversations in ecosystemic service design

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Conversations in Healthcare Service Design

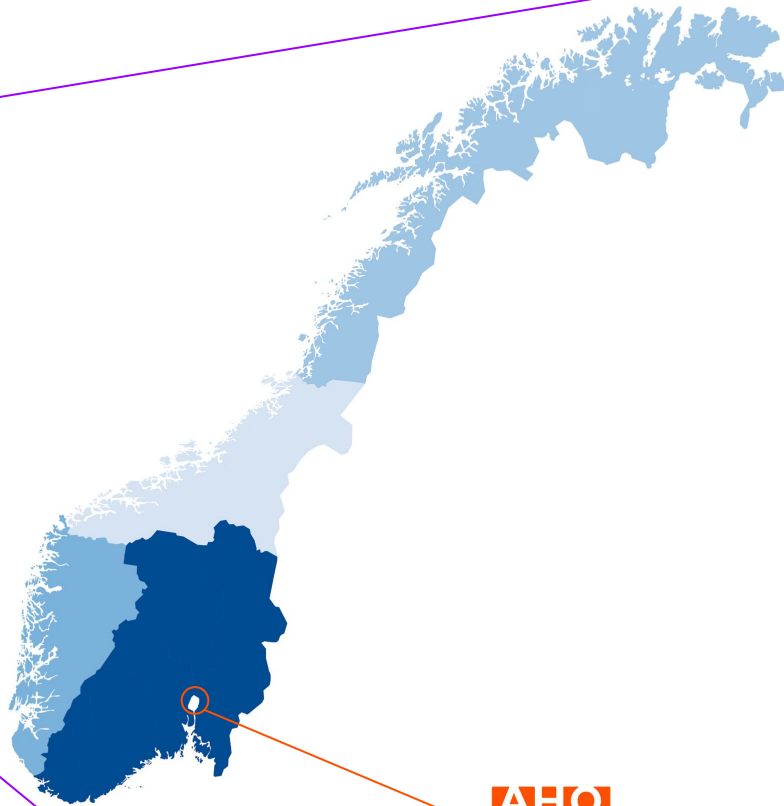
Jonathan Romm, Palak Dudani, and Shivani Prakash

RSD9 Symposium - Systemic Design for Well-being: From Human to Humane



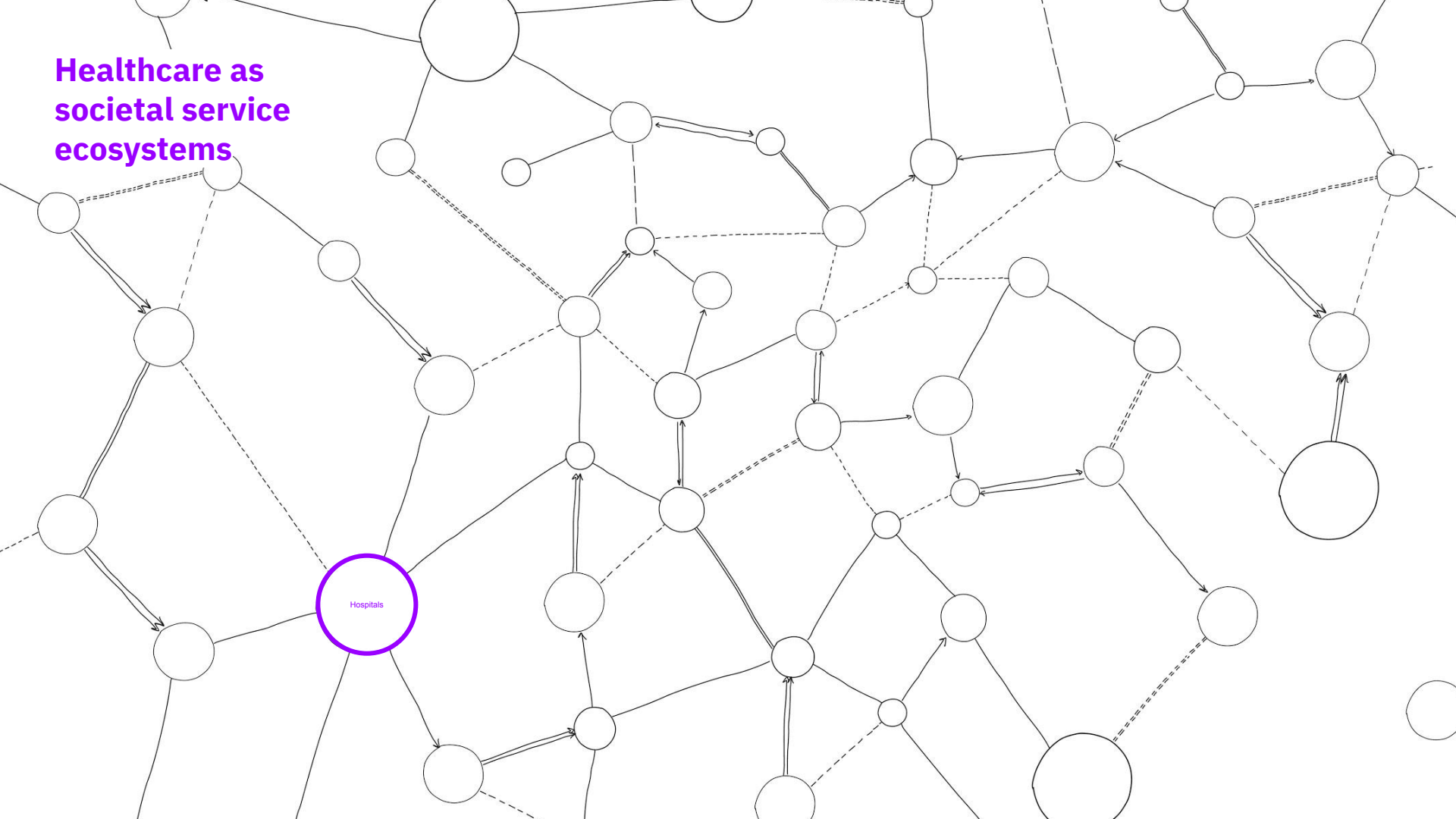
The Oslo School of Architecture and Design (AHO) - Institute of Design

The Norwegian healthcare system

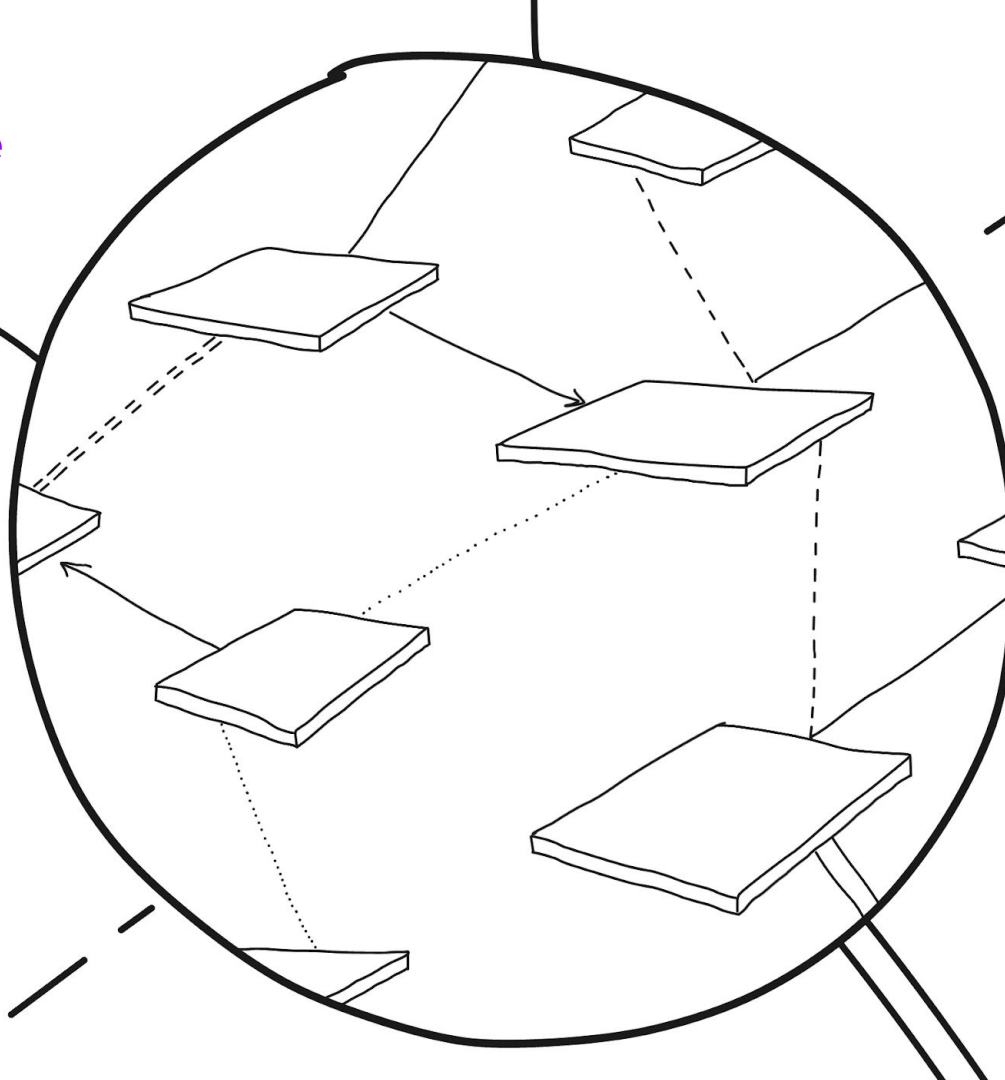


Arkitektur- og designhøgskolen i Oslo
The Oslo School of Architecture and Design

Healthcare as societal service ecosystems

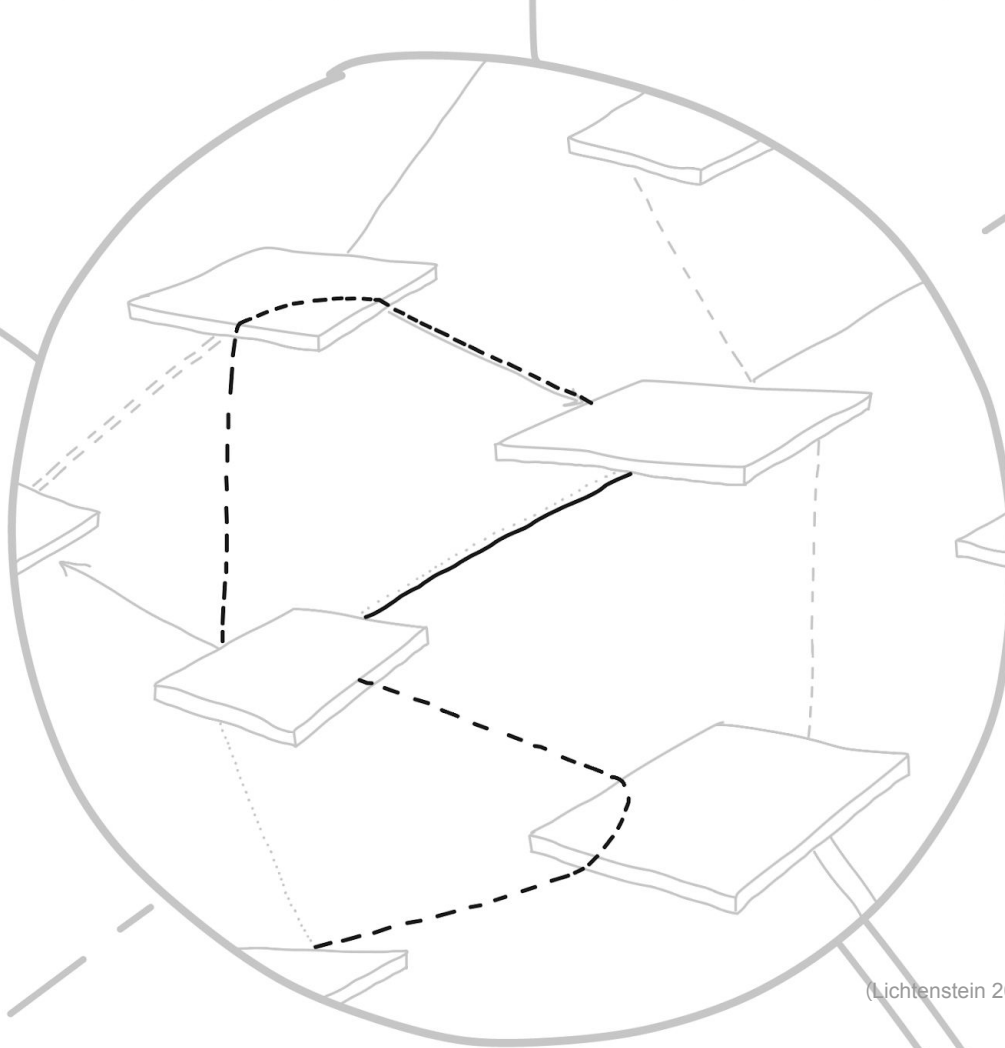


Hospitals as Complex Adaptive Systems



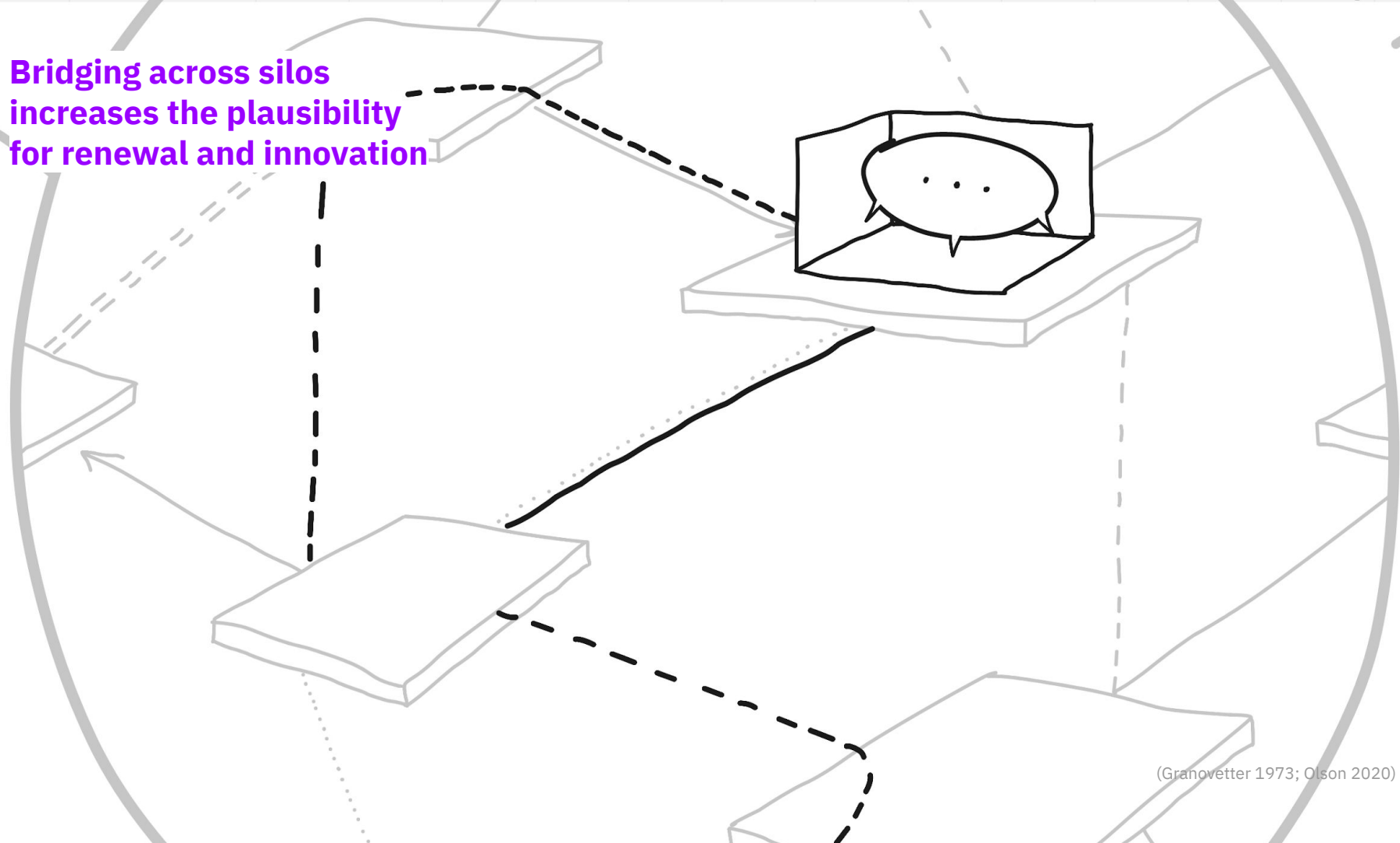
(Begun et al. 2003)

**Generative
emergence of
innovations inside
complex systems**



(Lichtenstein 2014; Oliveira et al. 2005; Wang et al. 2015)

**Bridging across silos
increases the plausibility
for renewal and innovation**

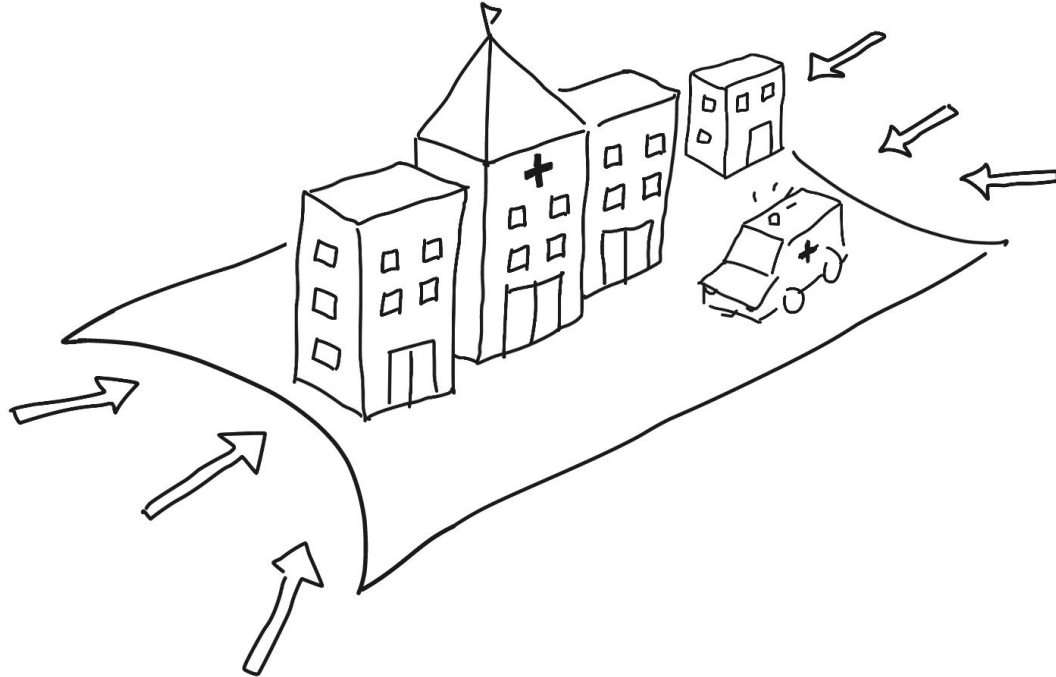


(Granovetter 1973; Olson 2020)

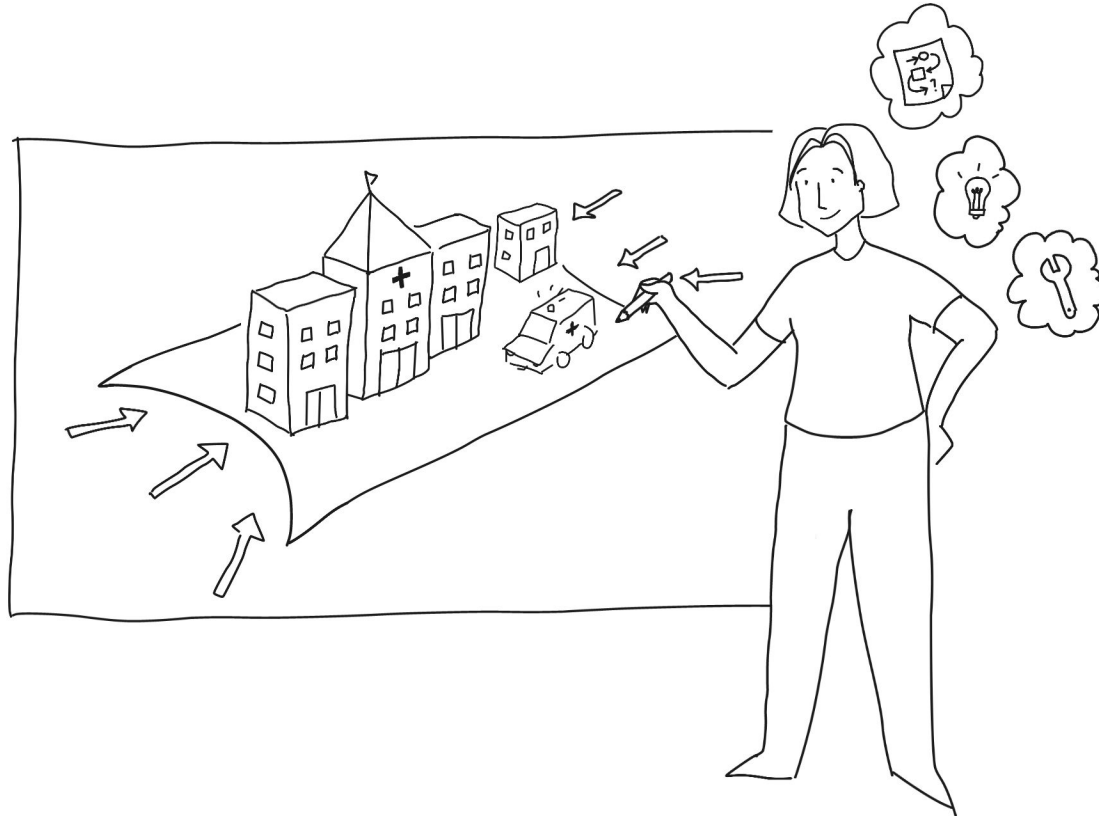
Conversations in healthcare interventions are defined as:

‘A collaborative process in which meaning and organization are jointly created’

A changing healthcare system

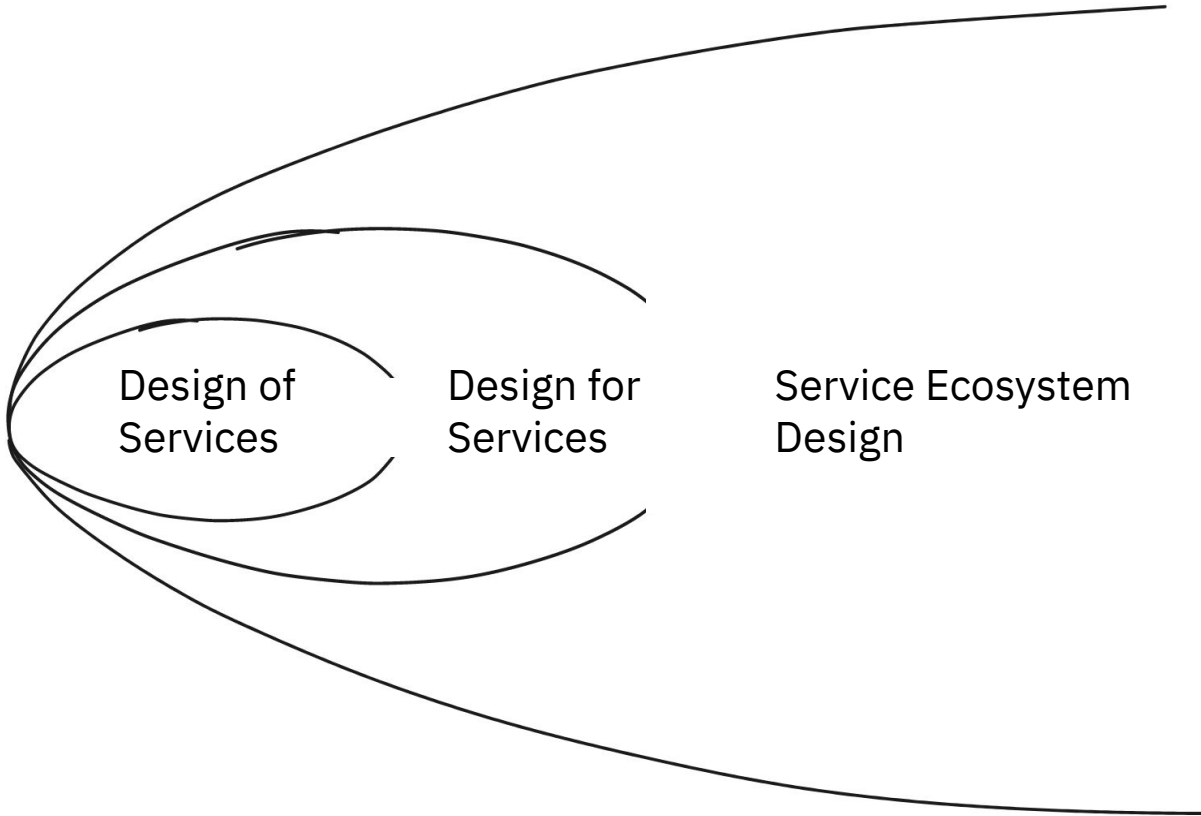


Service design in healthcare is increasing



(Mager et al. 2017; Mager et al. 2016; Jones 2013; Vink 2019; Donetto et al. 2015)

Our interest in service design



(Vink et al. 2020)

The evolving healthcare design practice

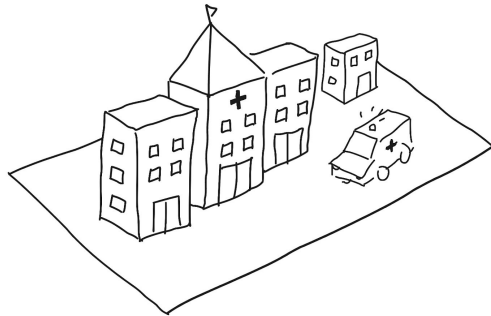
Healthcare

Approach

Linear, protocol based

Primary evidence

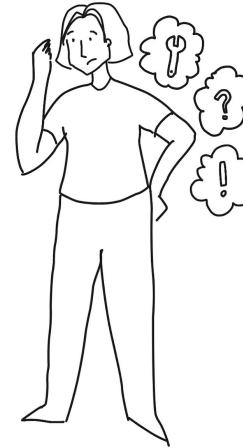
Randomised Controlled Trials



Design

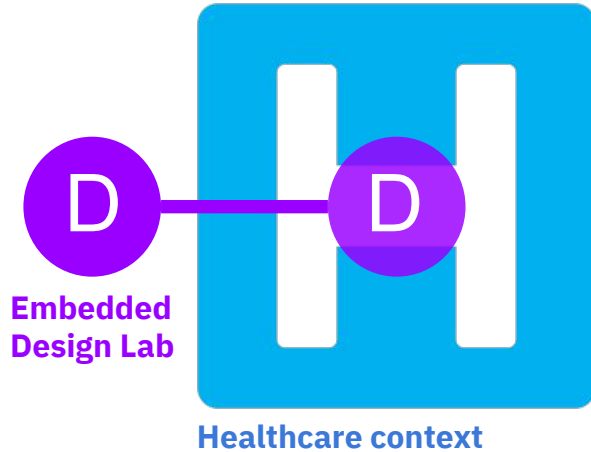
Iterative, exploratory

Lived experience



(Freire and Sangiorgi 2010; Sangiorgi et al. 2017; Tönurist et al. 2017; Molloy 2018)

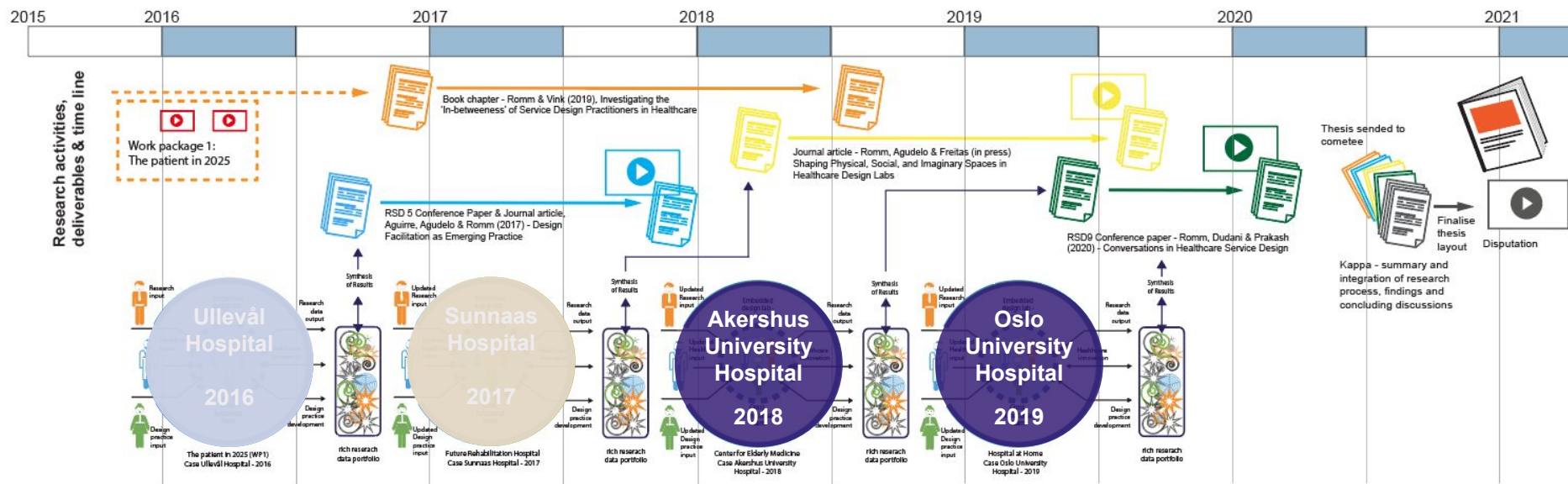
Exploring embedded design labs



Embedded design labs - pop-up design studios in healthcare

- Embedded into a healthcare context
- Maintains a critical outsider view
- Creates a sense of ownership to proposals
- Introduces a cocreative approach

Lab interventions



How do service designers in
embedded design labs help to
change the conversations inside
healthcare systems?

Methodology: Action Research by Design



Akershus University Hospital (Ahus) 2018
Center for Elderly Medicine



Oslo University Hospital (OUH) 2019
Hospital at Home Services

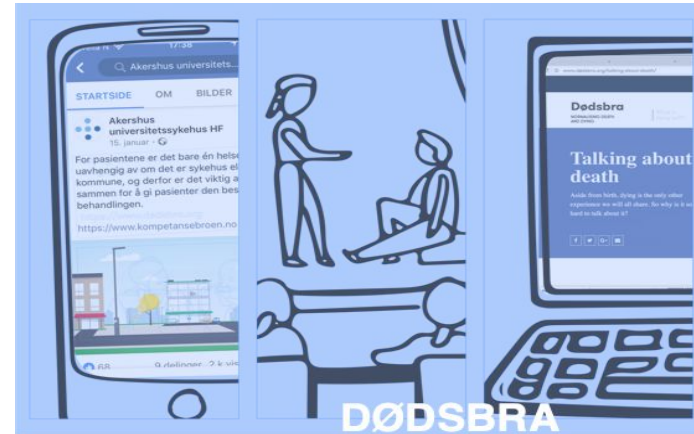
Akershus University Hospital intervention (Spring 2018)

Paulina Buvinic, Palak Dudani, Vilde Aasen, Frøya Thue, Frida Brevik, Mengxue Zhou, Timo Tveit, Ester Kaasa, Karen Byskov, Alice Smejkalova, Trygve Restan,



Center for Elderly Medicine at Akershus University Hospital

End of life care for the elderly



Oslo University Hospital intervention (Spring 2019)

Ida Margrethe Sørensen, Marie Frogner, Martin Theodor Gravdahl Vange, Morten Mellingen
Welle-Watne, Raoul Ronald Antoni Koreman, Amir Seyedamirarsalan Shamsabadi, Shivani Prakash,
Tord Halvor Langfeldt Stenstadvold (students) & Sara Graversen (lecturer)

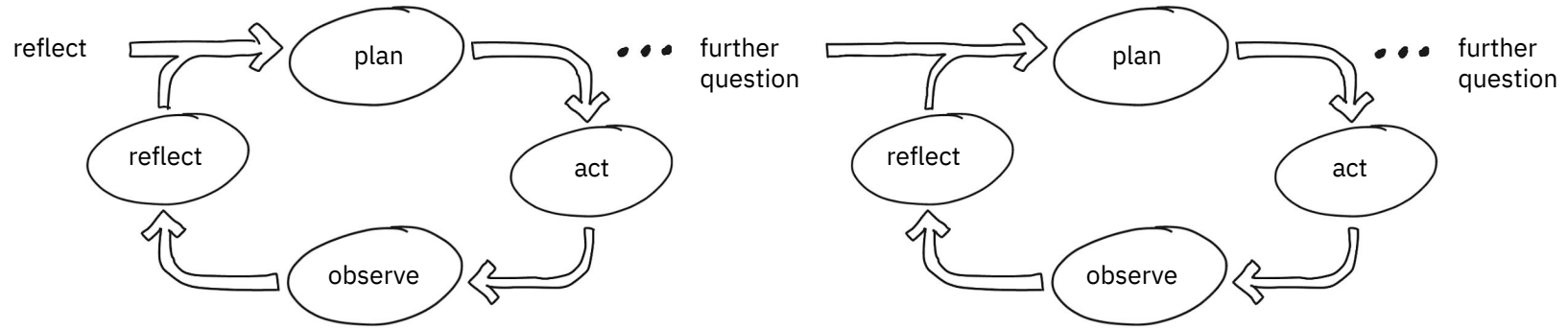


Hospital at Home Services at the Oslo University Hospital

Hospital at home for patients recovering from stem-cell transplantation



Data collection



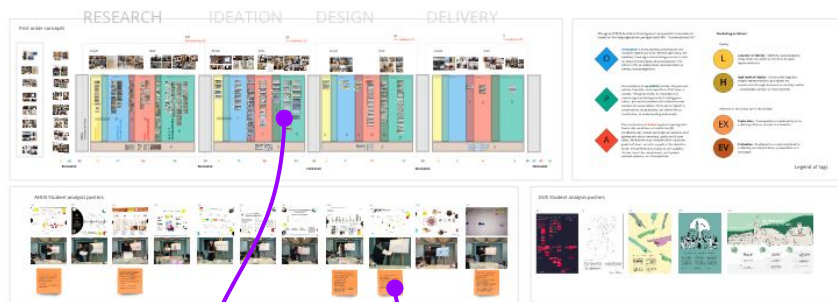
Student research diaries

Reflections on conversations

Summarizing posters

Analysis giga-map

CONVERSATIONS IN HEALTHCARE SERVICE DESIGN LABS



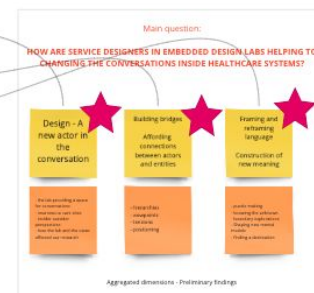
DATA FROM FIELDWORK

analysis giga-map



THEMES AND MODELS DERRIVED FROM DATA

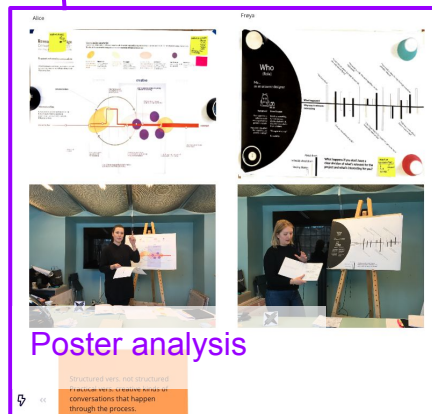
Romm, Dudani, Prakash - 2020



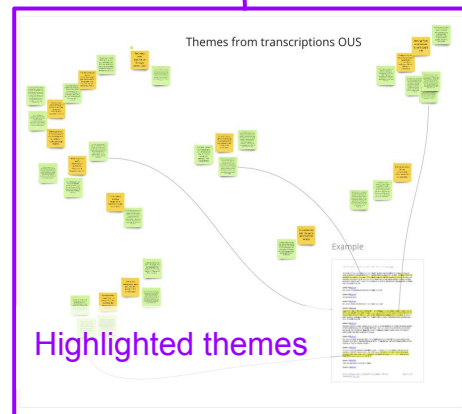
PRELIMINARY FINDINGS



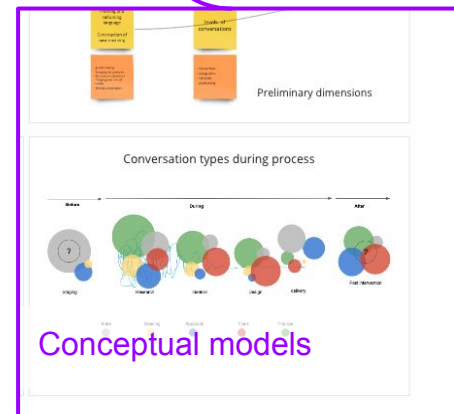
Tagged diary entries



Poster analysis



Highlighted themes



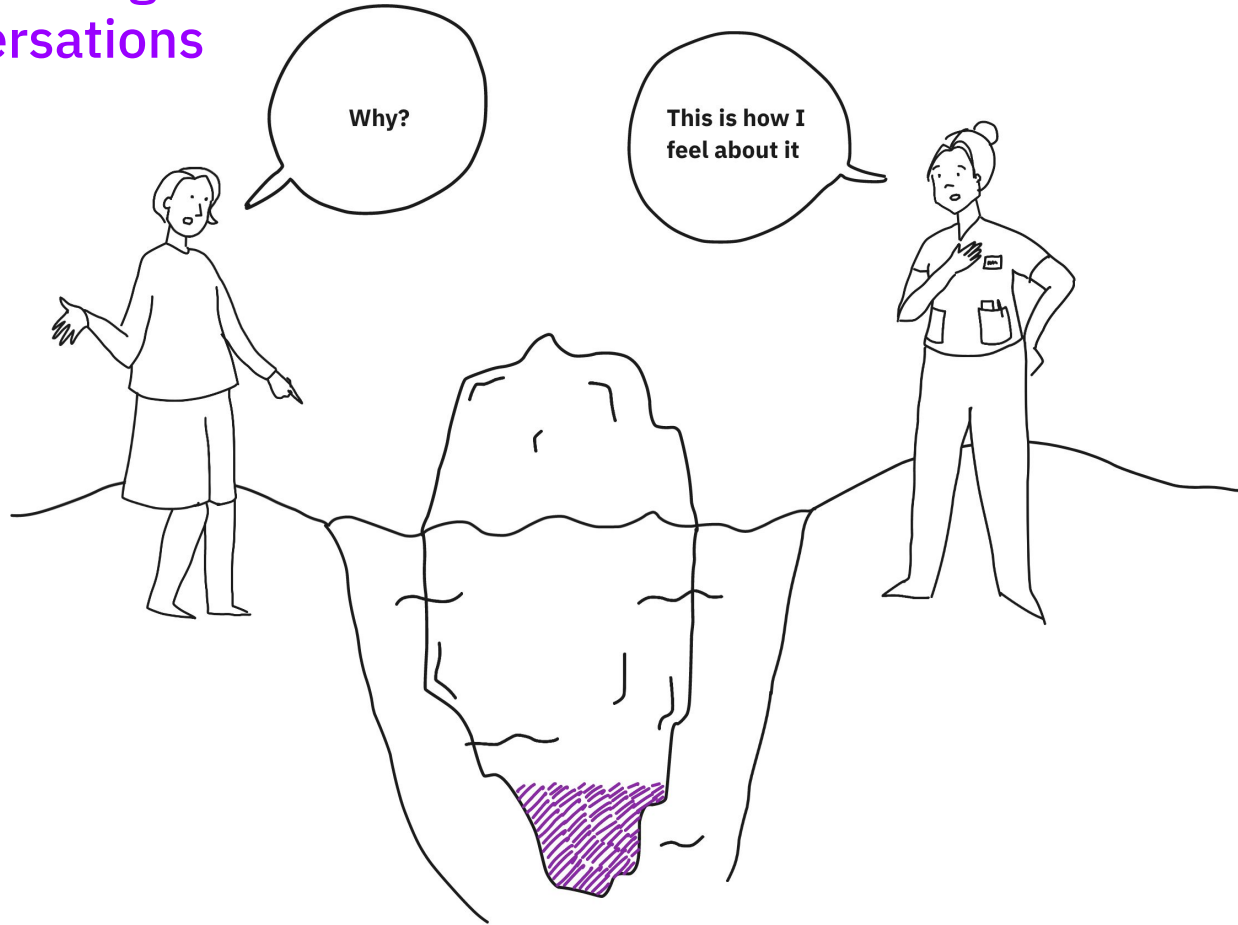
Conceptual models

Findings

How did the interventions help
to change the conversation?

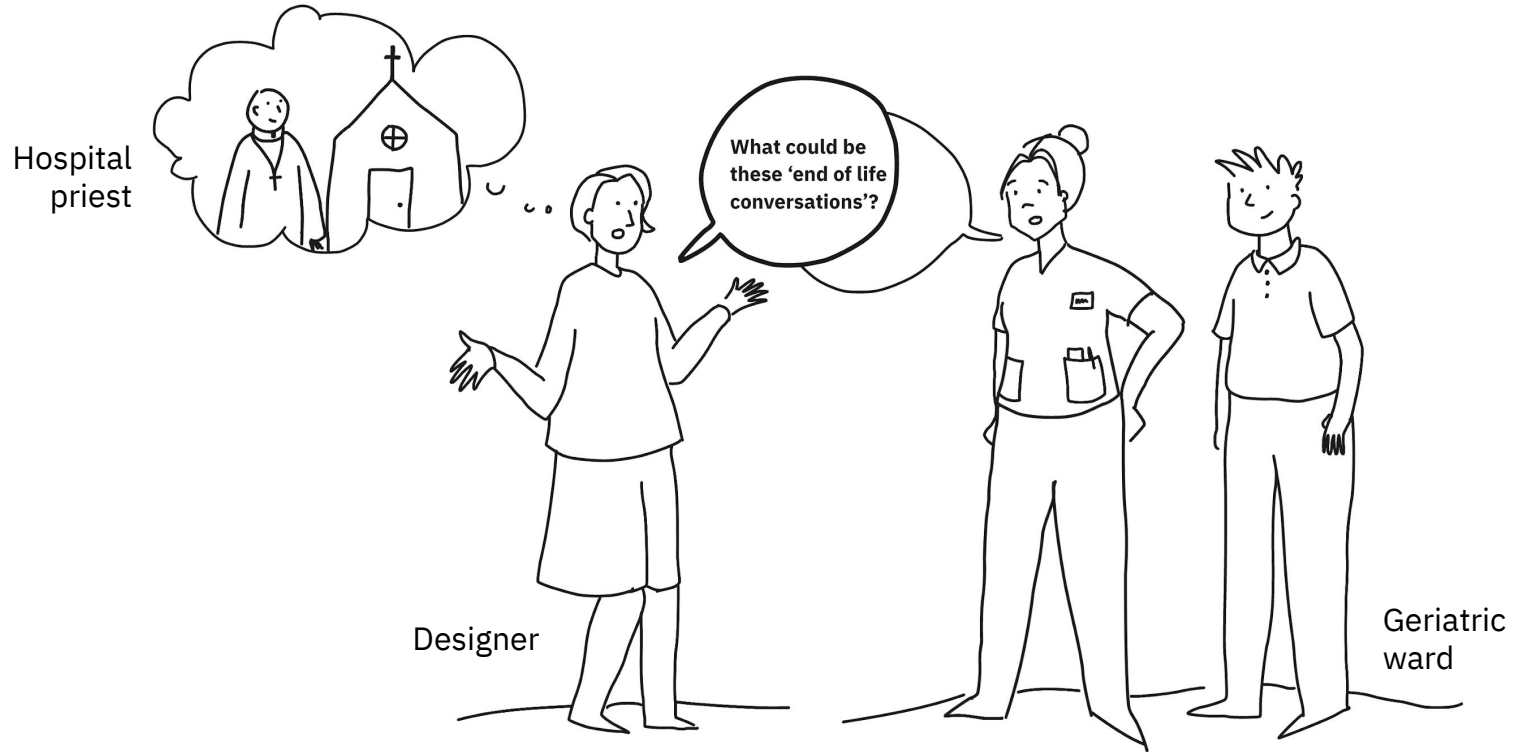
Finding 1

Designers leverage basic conversations



Building bridges between agents

Mediated bridging

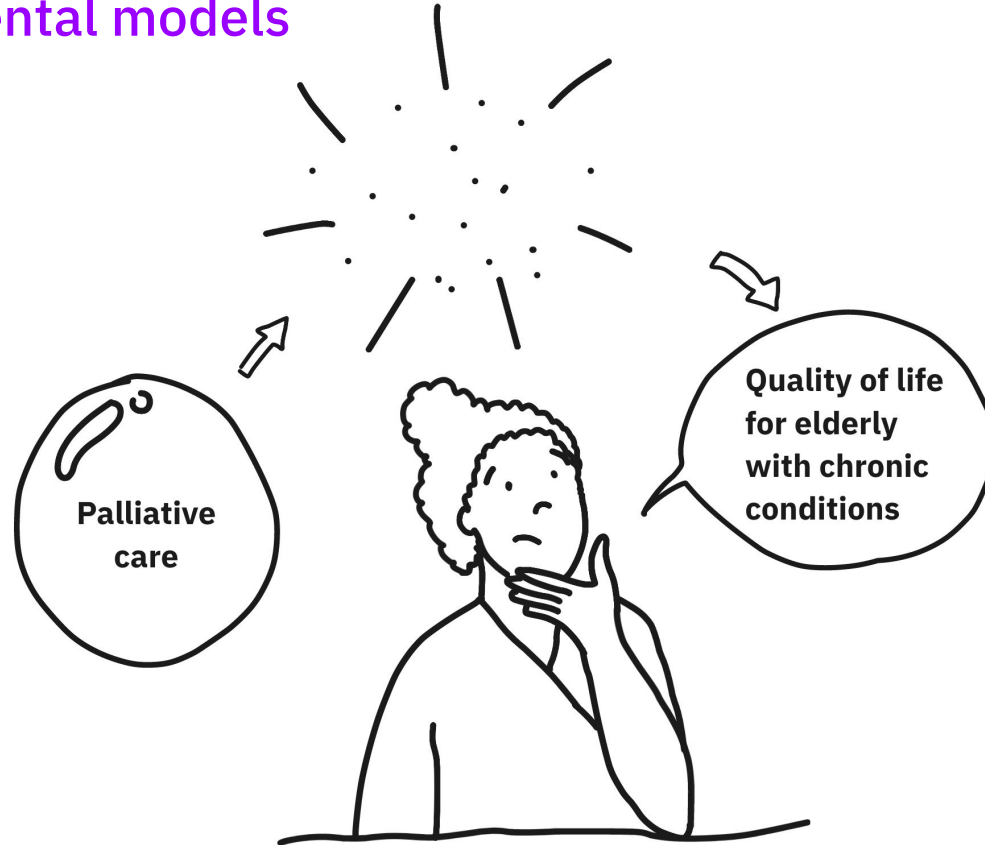


Building bridges between agents

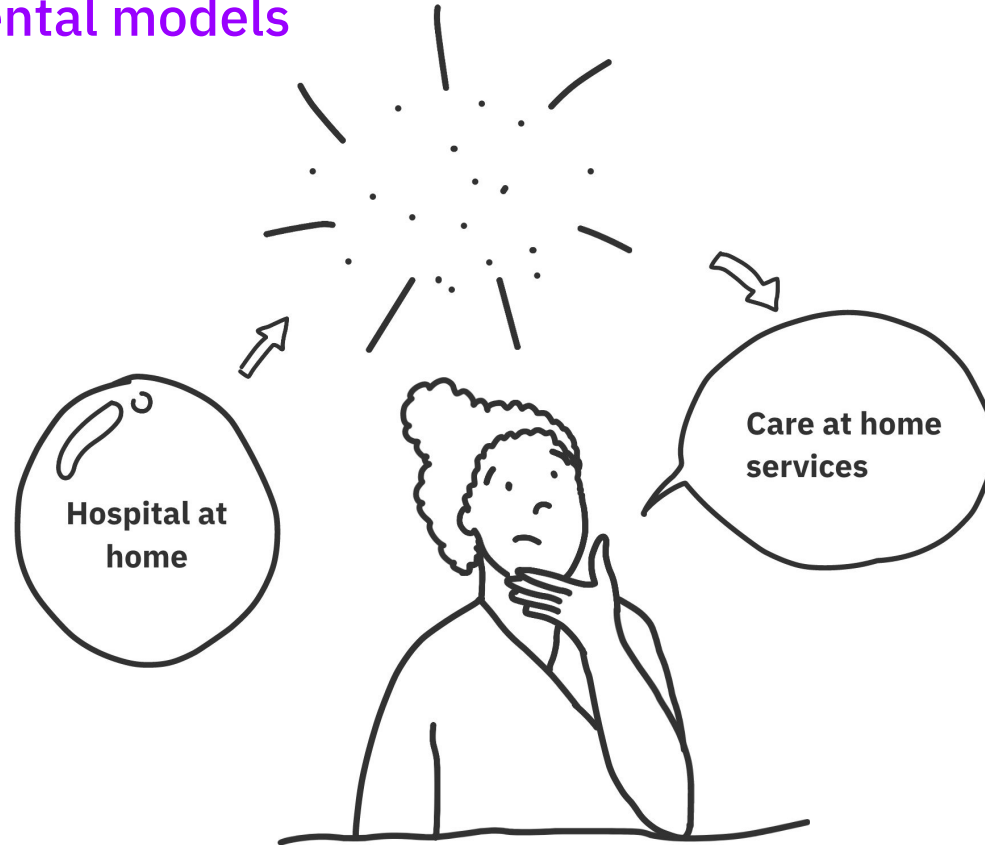
Direct bridging



Reframing language and shaping new mental models



Reframing language and shaping new mental models

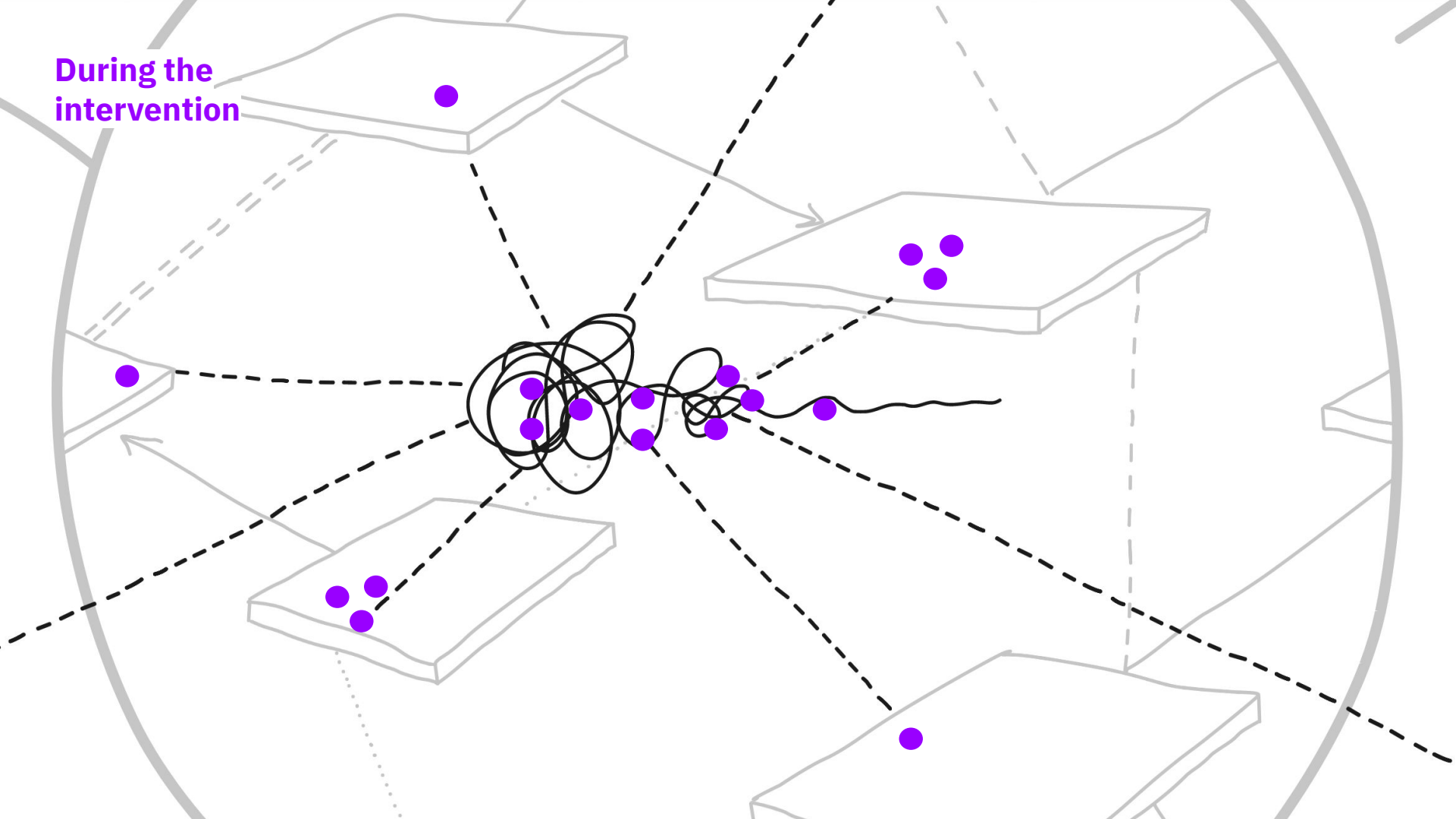


Implications

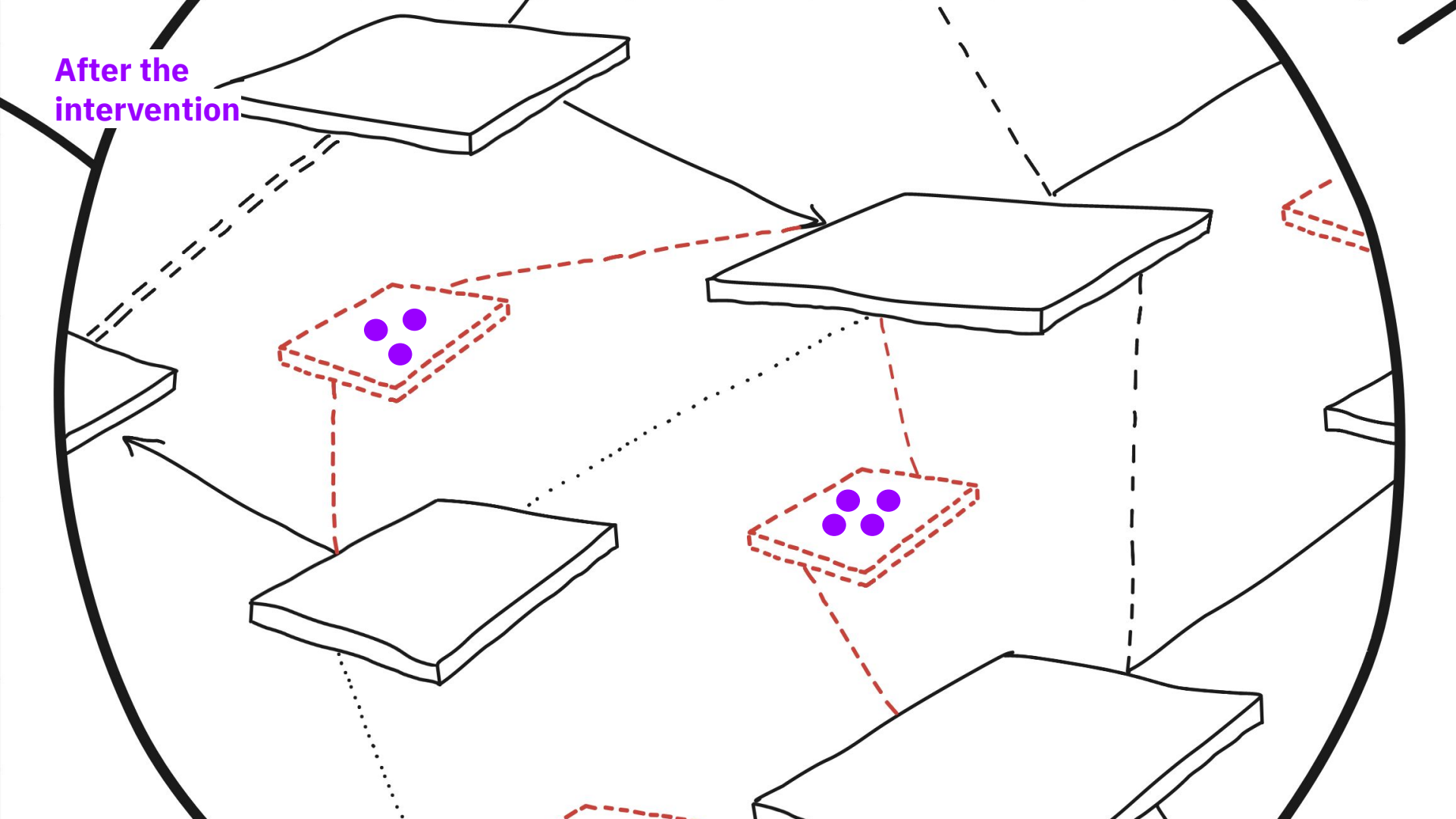
The diagram shows a cycle of four rectangular plates, each with a purple dot in the center, arranged in a circle. Solid arrows connect the plates in a clockwise direction: from the top-left to the top-right, from the top-right to the bottom-right, from the bottom-right to the bottom-left, and from the bottom-left to the top-left. Dashed lines connect the plates to a central point, and dotted lines connect the plates to each other. The text "Preparing the intervention" is written in purple in the top-left corner. The text "(Pangaro 2016)" is written in the bottom-right corner.

(Pangaro 2016)

During the
intervention

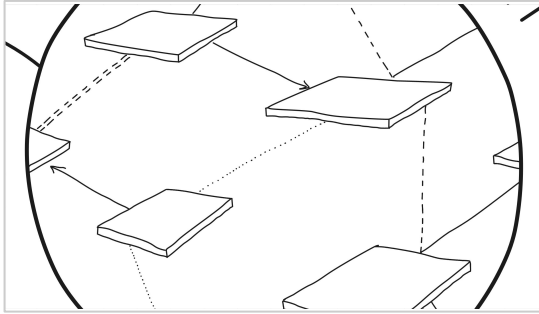


After the
intervention



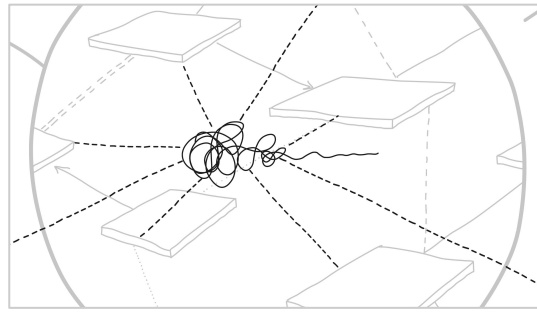
Theoretical Implications

Before



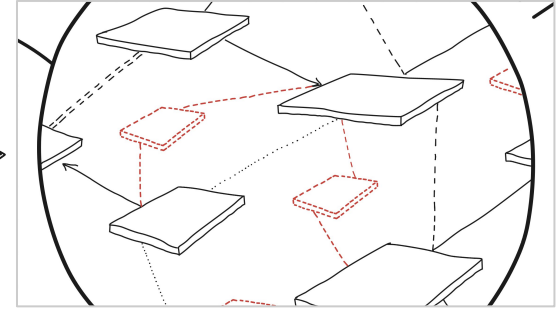
Siloed sub-systems and
social networks

During



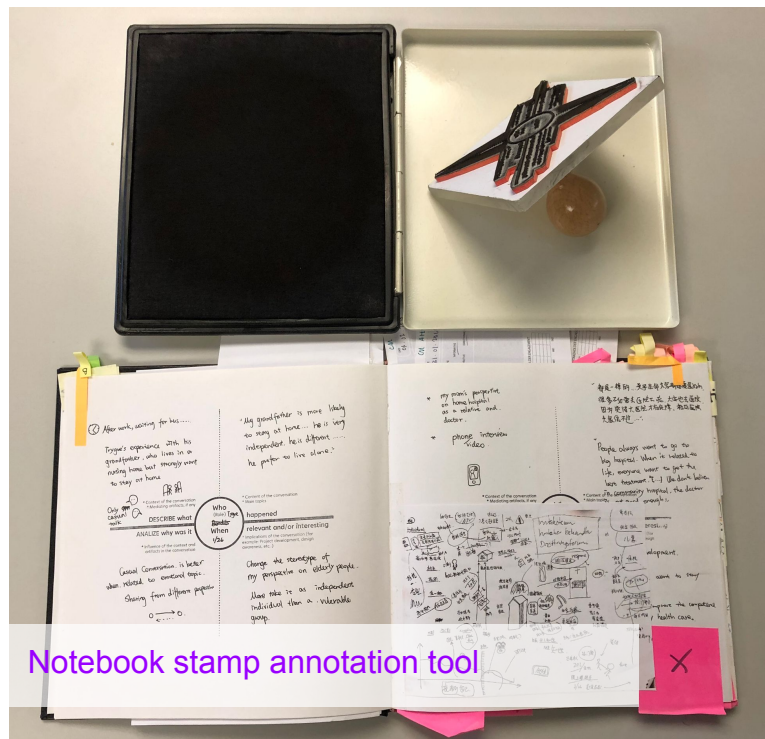
Conversations between
different actors facilitated by
the embedded design lab

After

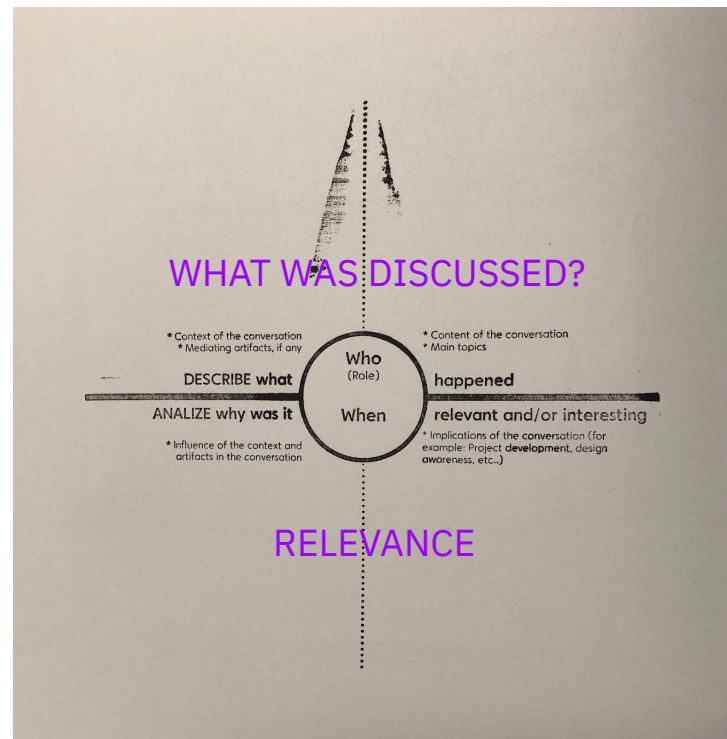


Emergent systemic
structures

Practical Implications



Notebook stamp annotation tool



Conclusion

To stimulate innovation in systems of healthcare, designers need to become conversational experts.

Thank you!



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Palak Dudani



Shivani Prakash

Acknowledgments

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This research was done as a collaborative effort involving many people. We would like to thank all the members of the reference group at Akershus University Hospital, coordinated by Bendik Westlund Hegna. Our warmest thanks goes to the coresearching students from AHO's Service Design MA Studio, Spring 2018: Pauline Buvinic, Karen Byskov, Ester Kaasa, Alice Smejkalova, Timo Treit, Vilde Rebekka Aasen, Frida Breivik, Trygve Restan, Frøya Thune and Mengxue Zhou.

We would also like to express our gratitude to the reference group at the Oslo University Hospital, coordinated by Camilla Stolp, Elisabeth Dreier Sørvik, Mona Helén Rønningsen, and Christian Skattum. Once again, our warmest thanks goes to the coresearching students from AHO's Service Design MA Studio, Spring 2019: Ida Margrethe Sørensen, Marie Frogner, Martin Theodor Gravdahl Vange, Morten Mellingen Welle-Watne, Raoul Ronald Antoni Koreman, Amir Seyedamirarsalan Shamsabadi, and Tord Halvor Langfeldt Stenstadvold.

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