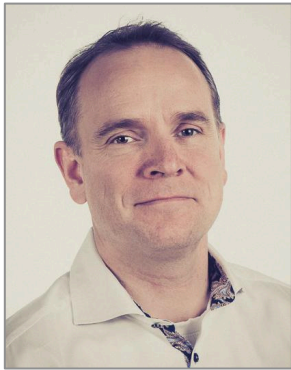


Service design as a tool in healthcare development



Mr Peter Barkman

CEO and Founding Partner
PALMU Group
Finland

PALMU

- Enormous growth in demand for health care services
- Diagnostics much improved and improving
- Treatment chain very long and siloed (both in private and public)
- Privatized health care has incentive to treat, not to keep out of treatment
- The welfare-state creates entitlement

Health care costs are exploding and it is unclear who will pay for it all

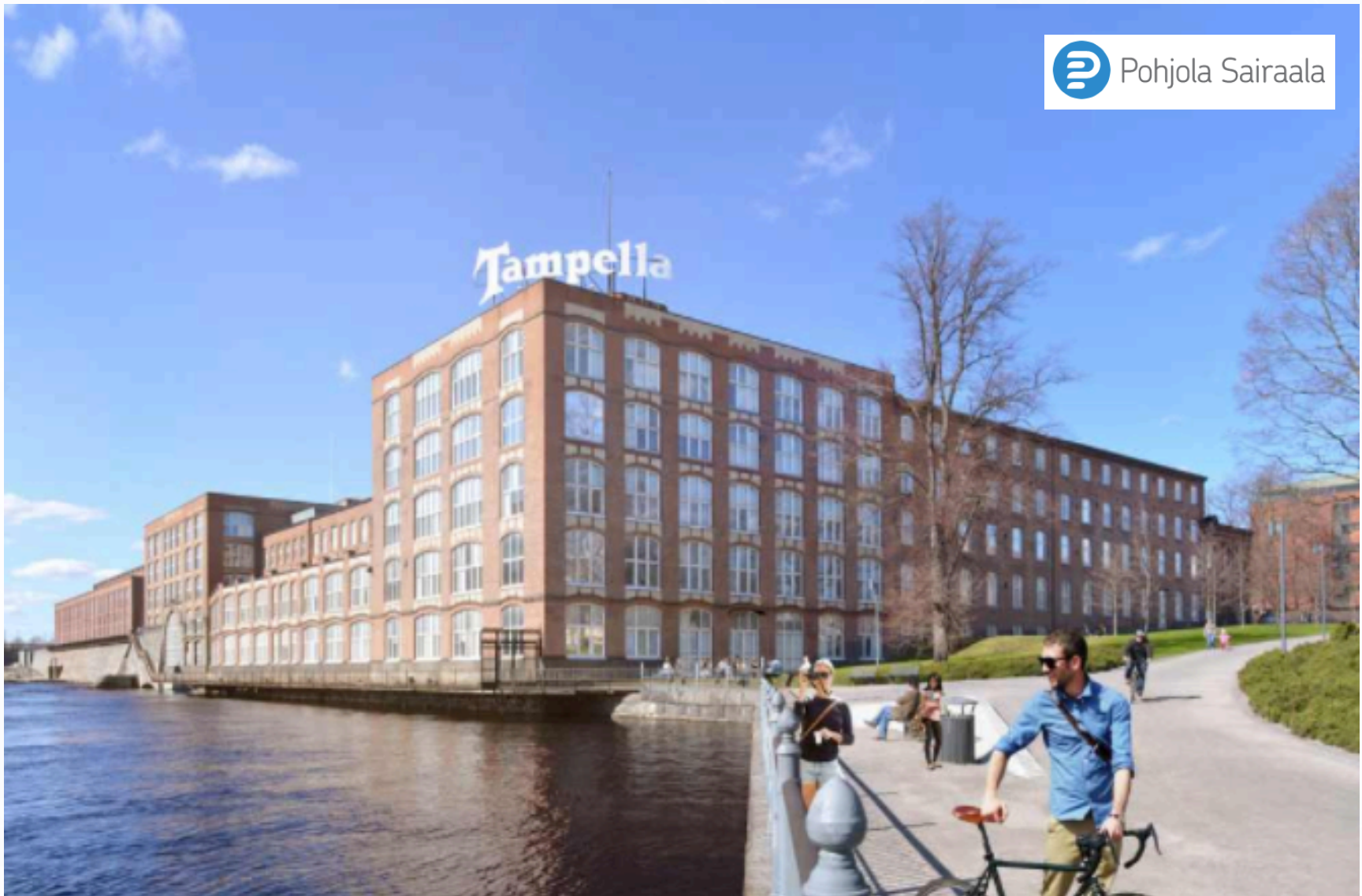
Technology enables “everything”



Key elements of good service design

- Understand the “customers” real dilemma
(patient, health care-, wellness or elderly care organisation)
- Create fast hypothesis on how to solve challenge
- Set relevant KPI's and measure
- Ensure financial viability
- Create solutions which are possible to implement

Case - Pohjola sairaala



The dilemma

- The treatment chain is slow and siloed which becomes costly to insurance companies and employers as people are slow to return work.
- Ultimately the state and/or individuals carry this cost.

The opportunity

- By redefining the treatment chain there is a possibility to create true competitive advantage for the insurer and its clients.

KPI's

- Customer experience
(measured in Net promoter score -NPS)
- Length of care chain

Guiding principles

- Customer must never move backwards in the process
- Strive to maximize the treatment result
- Optimize use of rare expensive assets (CAT-scan, specialists etc.)

Traditional KPI's out the window as they drive wrong behaviour

VIP-PATIENT



PERSEVERANT

HIGH THRESHOLD TO CONTACT MD

- Ractive, acts only when only alternative



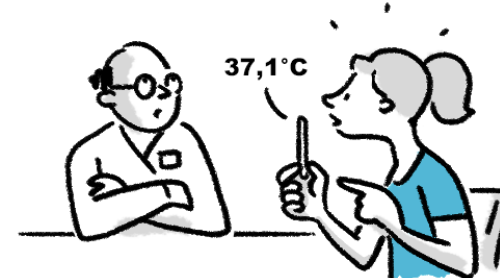
DEMANDS

- Employer health-services don't serve optimally
- Distrust towards authority



ACCEPTS

- Attitude towards employer health-services humble and thankful
- Trusts authority



DIAGNOSER

LOW THRESHOLD TO CONTACT MD

- Proactive, acts preventively

WORRYER

Attitude towards service

I would never go to an MD for advice for well being

Time is money, of course I want to get away fast and easily!

No reason to call nurse, I know I can get it sorted with my MD faster.

If I say that my back hurts, it really hurts!

NOW!



Self diagnosis by digital

If I have an ear infection it doesn't get cured by talking!

















I get bored fast, I would answer anything just to get ahead faster.

I don't get my blood-count by filling in forms!

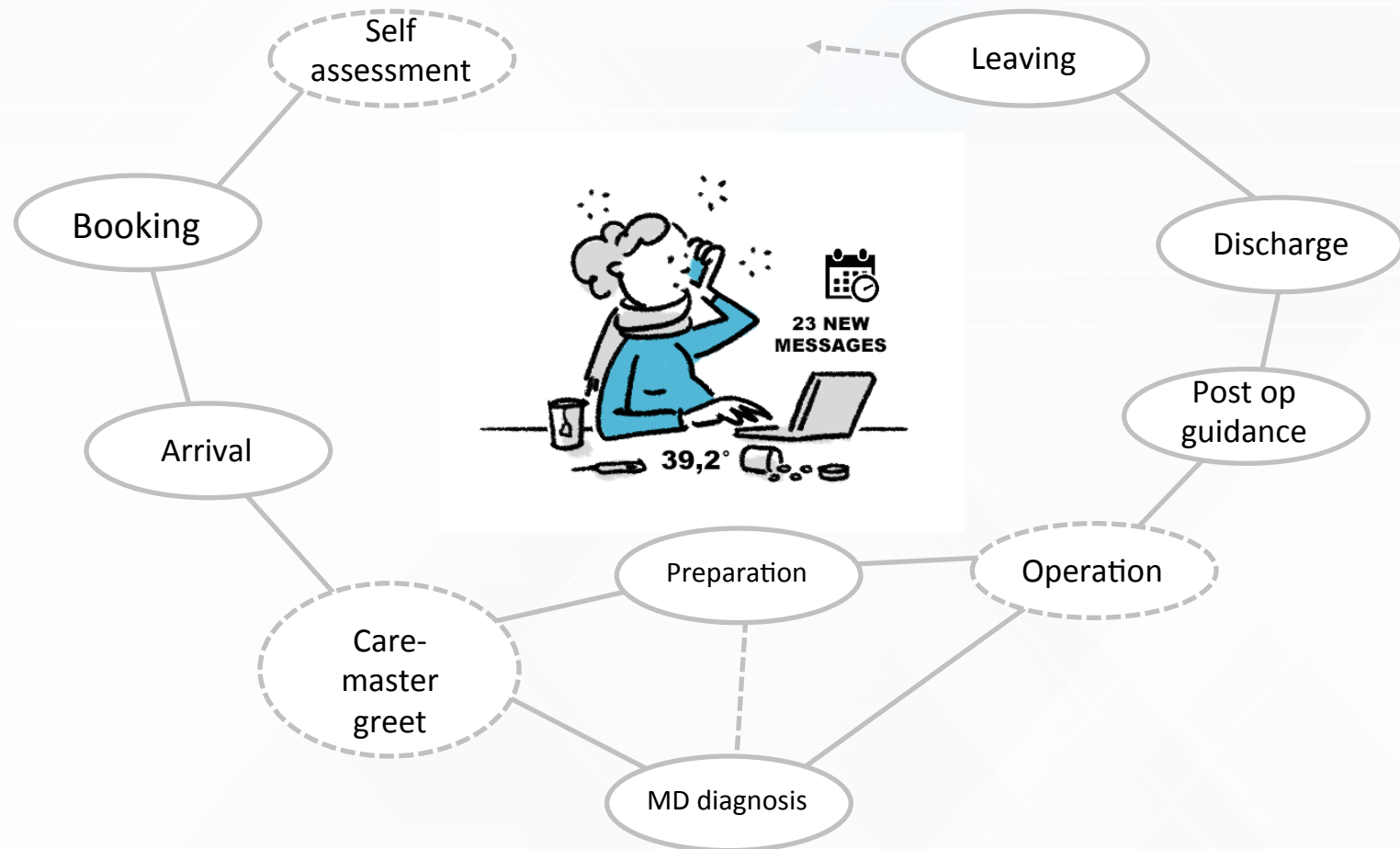
I don't Google anything, I contact my MD when I know I must see her.

Evaluating hypothesis'



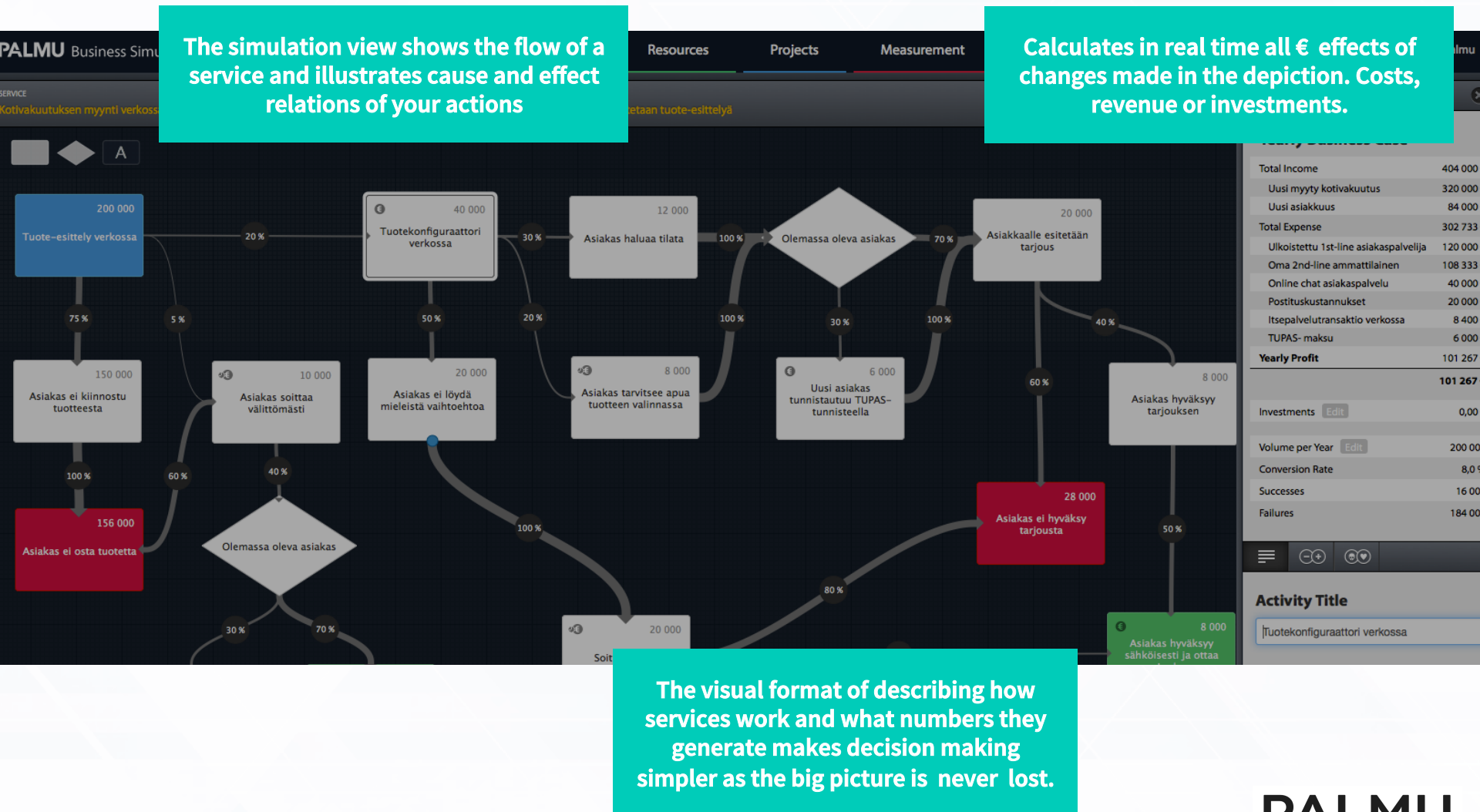
Digital self-service – treatment assesment					<ul style="list-style-type: none"> Helps diagnosis and determination of necessity to visit MD Can feel distant, cold, and frustrating
Remote-MD (chat, video, phone)					<ul style="list-style-type: none"> Works best with familiar MD, or when on trip or for renewing recepies Can this be bypassed if it is clear that physical presence is required?
Digital health-check					<ul style="list-style-type: none"> Proactivity brings clear added value and improves preventive measures Adds teh more value when user can monitor her own health-data
Digital monitoring of chronic illness					<ul style="list-style-type: none"> Own health data is eagerly given if benefit is clear and understandable

Evaluating hypothesis'

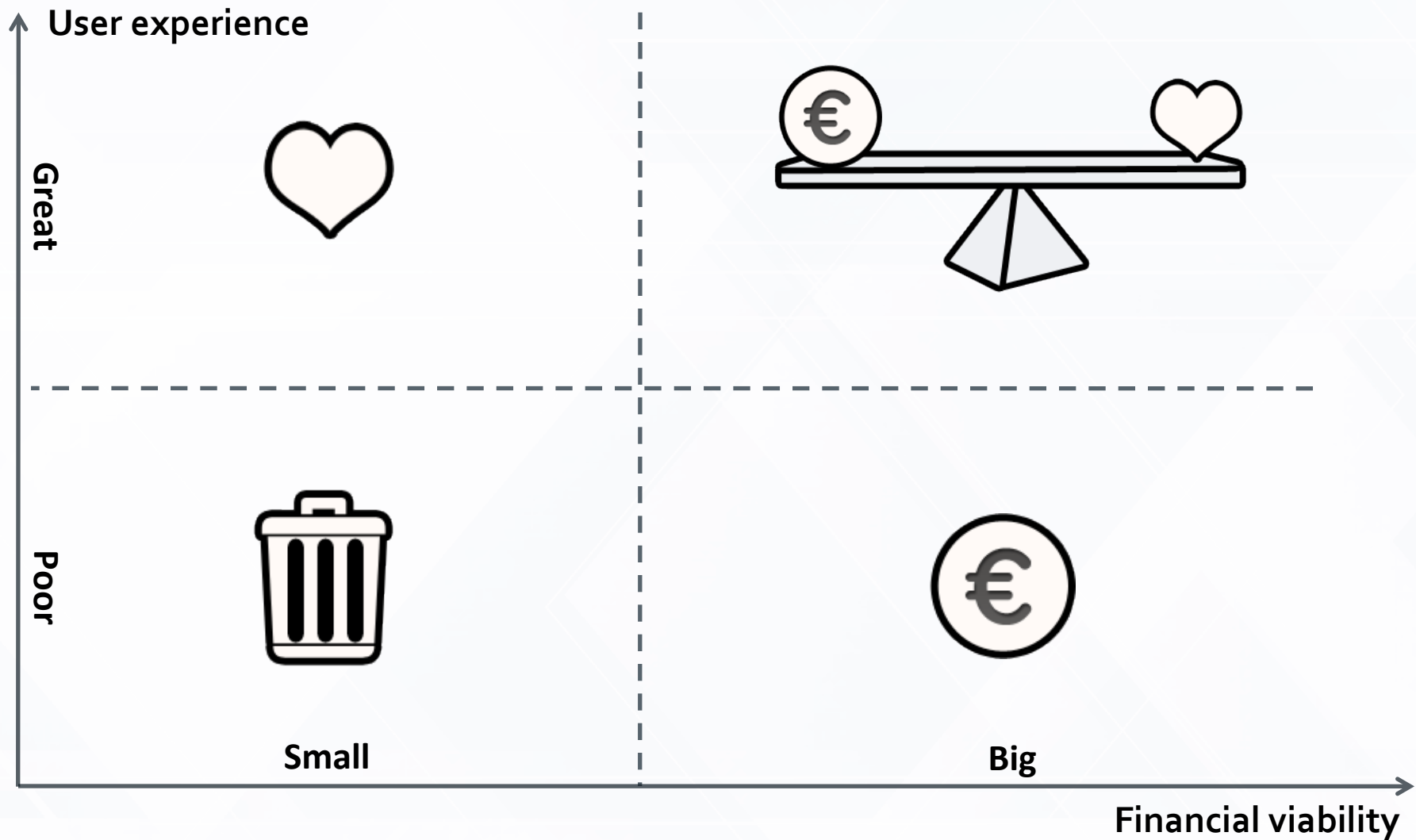


Simulate to understand and improve

Financial viability and measuring what you do



Evaluate viability from two angles



Asiakkaamme suosittelevat meitä

Lue lisää

95.4



Results

- NPS = 95,4
- Length of treatment chain down by 50%
- Pay-back of investment in less than 3 years for Pohjola group

Key learnings

- Understand for real. Don't guess. Observe through early prototypes root causes and behaviour
- Don't create services which require teaching to users
- Measure everything you do
- Try to be holistic

Why Service design in a tech conference?

PREVENTIVE CARE

Private?

Public?

Medication
Chronic illness



holistic view of
patient's situation
ill lacking!

Mental well being

PALMU

PALMU

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