



Using Design Thinking to Develop Caregiver Mastery Interventions

First Webinar

Organizers:

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Dr. Mi-Kyung Song
Dr. Carolyn Clevenger
Dr. Leila Aflatoony

Facilitators:

Care giver 1: **Sharon Hall**
Care giver 2: **Ashley Cleere**



EMORY ROYBAL CENTER
FOR DEMENTIA CAREGIVING MASTERY



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Our Workshop Goal

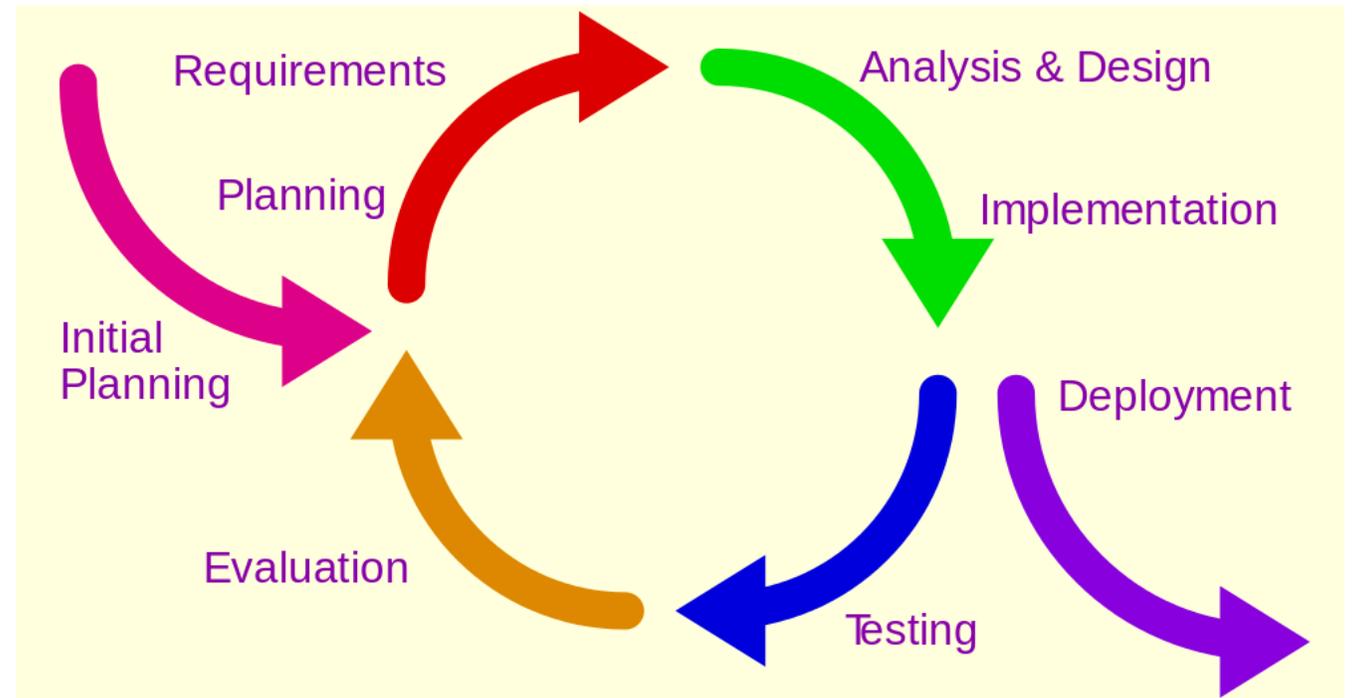
- In keeping with the mission of the Roybal Center, the goal of these workshops is to identify ways in which Design Thinking might contribute to the development of interventions that promote a greater sense of dementia caregiving mastery
- **Webinar Format**
- **Design Thinking Basic Concepts**
 - People-centered approach; importance of empathy with people; address complex problems; problem framing/define; co-evolution of problem and solution; creative problem solving (innovative outcomes).
- **Design Studio Case study: Integrated Memory Care Clinic**
 - How can primary care for people with dementia be improved?
 - How can providers better support caregivers in providing primary care?
 - How can the clinic experience be improved for caregivers?



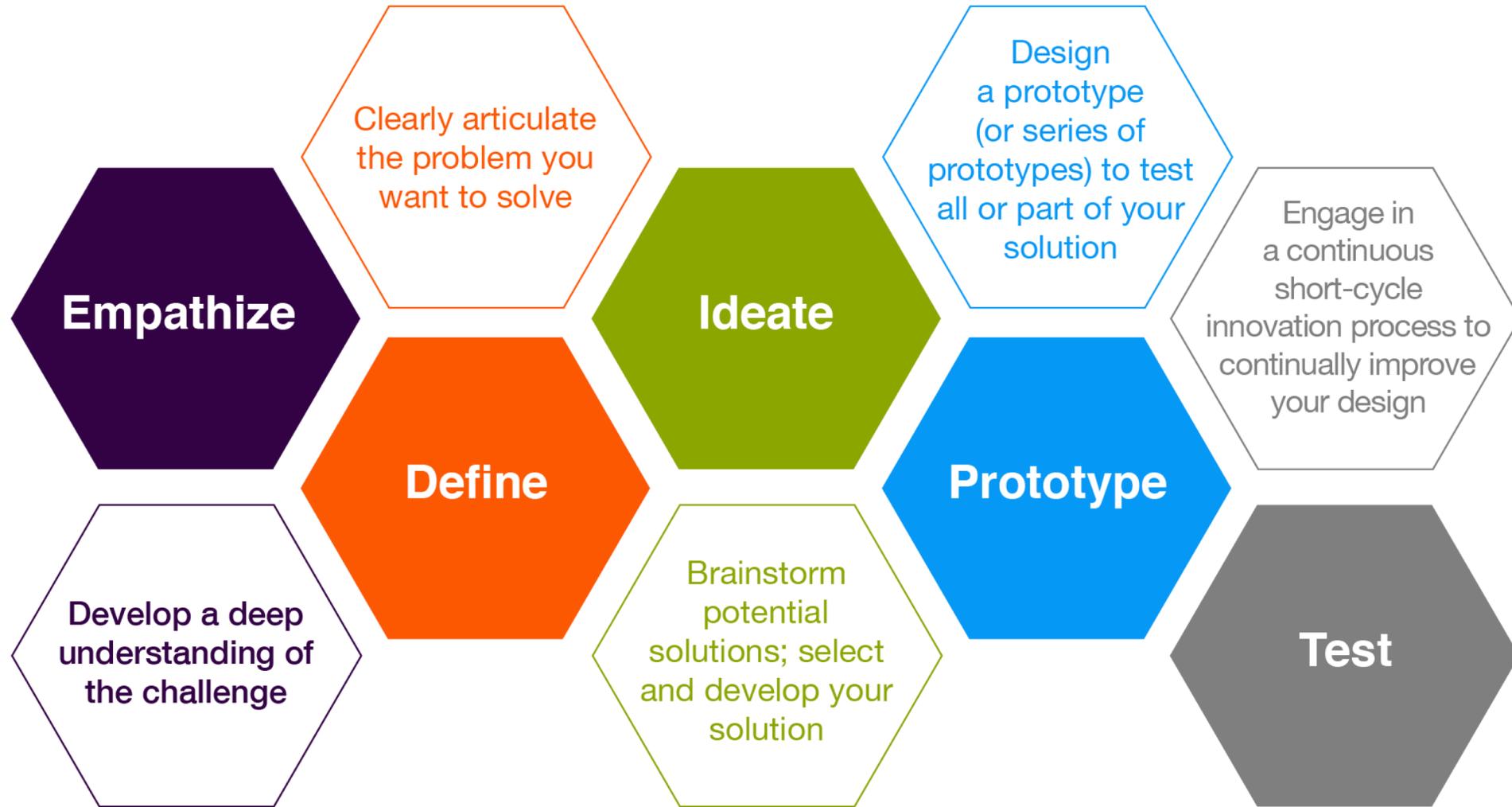
Design thinking is a process for **creative problem solving**. **Design thinking** utilizes elements from the designer's toolkit like empathy and experimentation to arrive at innovative solutions.

Design iteration (rapid prototyping)

- **Identify user need** and generate ideas to meet that need
- **Develop** a prototype
- **Test** the prototype
- Incorporate the feedback in the design: create a new prototype and begin the process all over again until you are satisfied that you've reached the best possible product

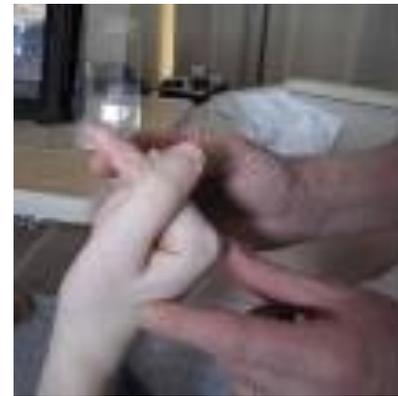
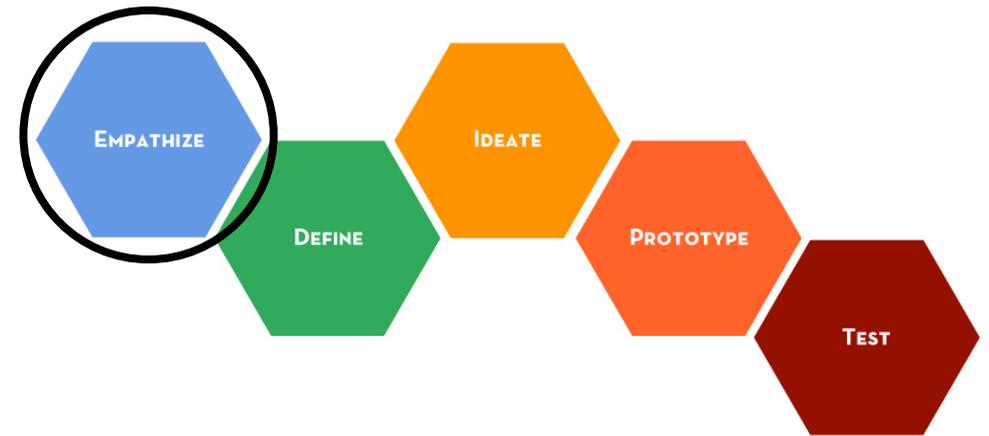


Design thinking

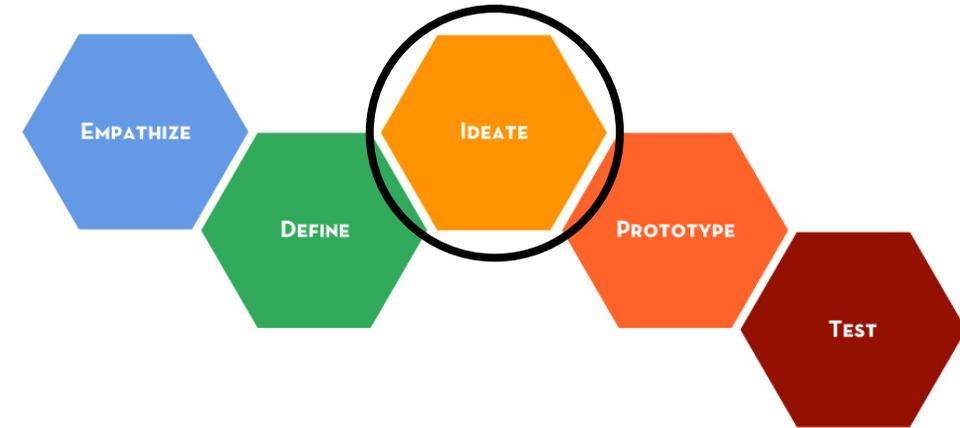
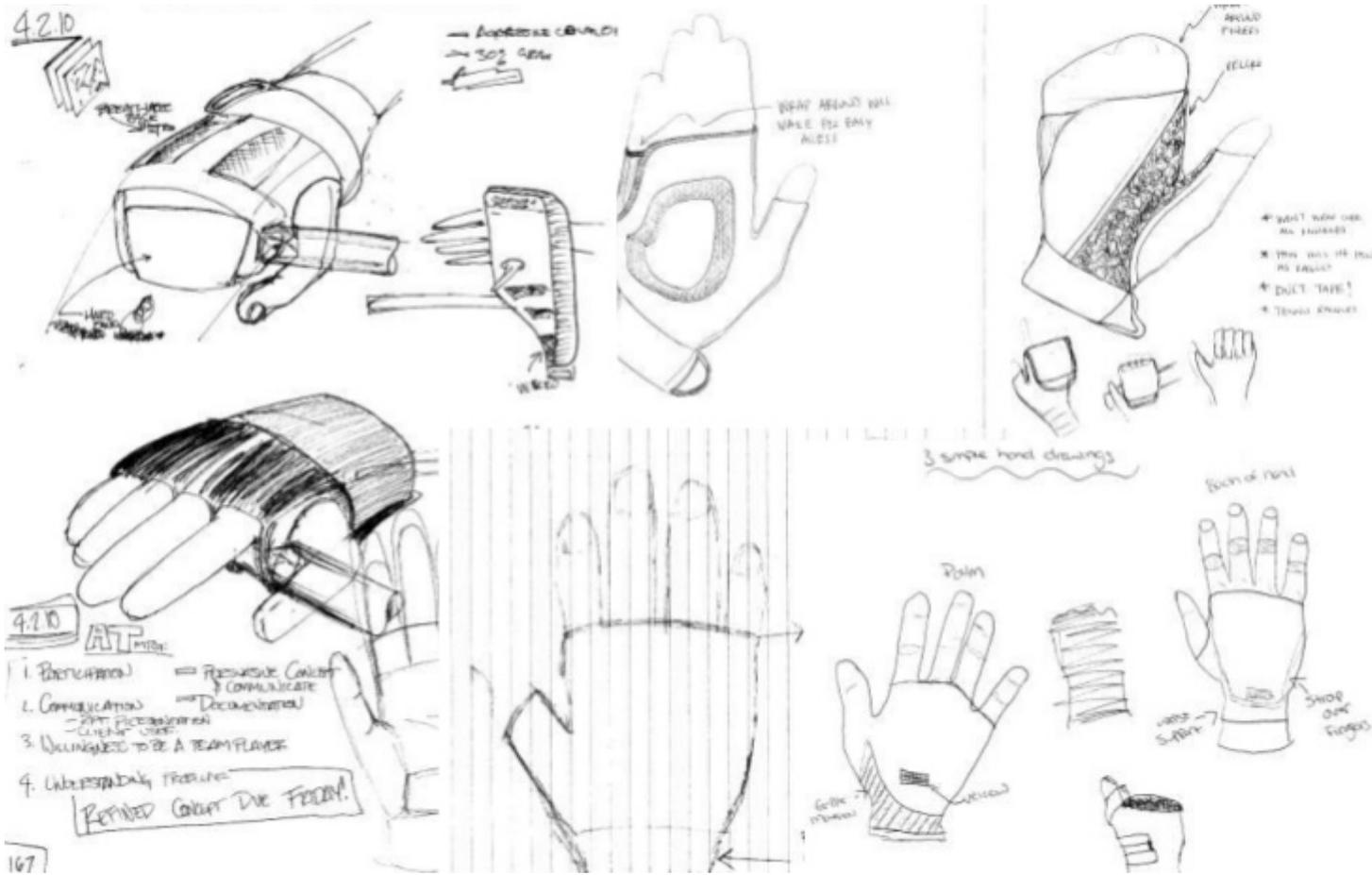


Design Thinking has a strong emphasis on solving the right problem and ideating

Empathize with user

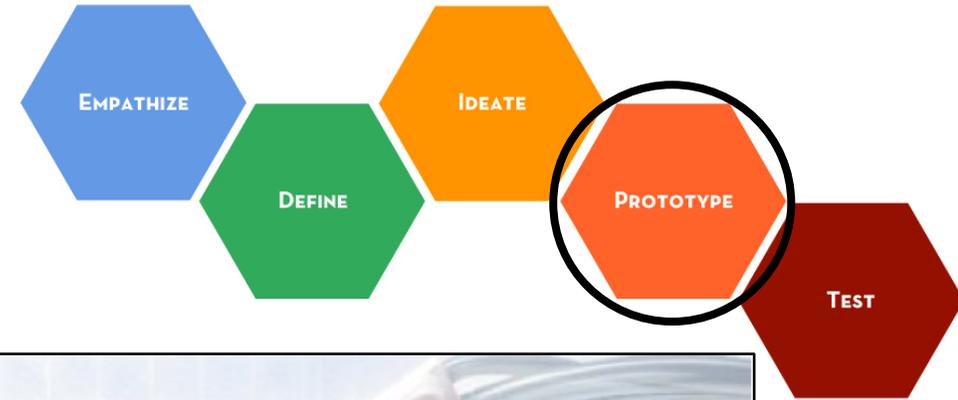


Ideate solutions

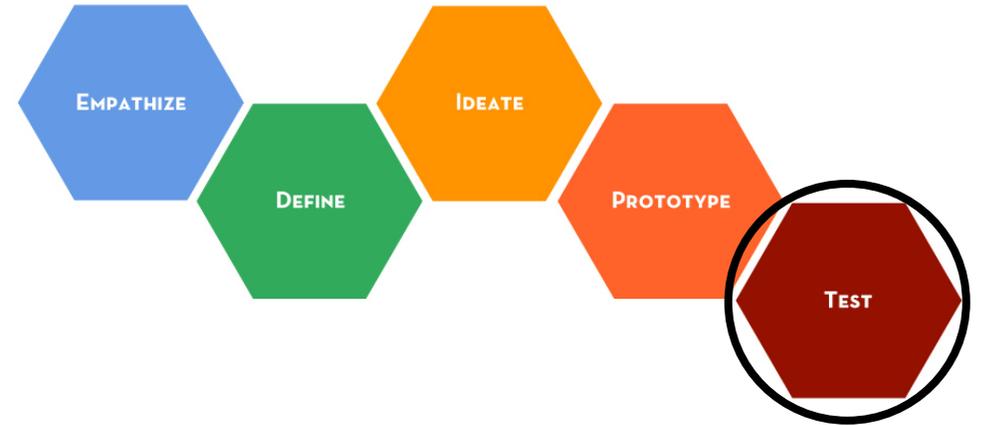
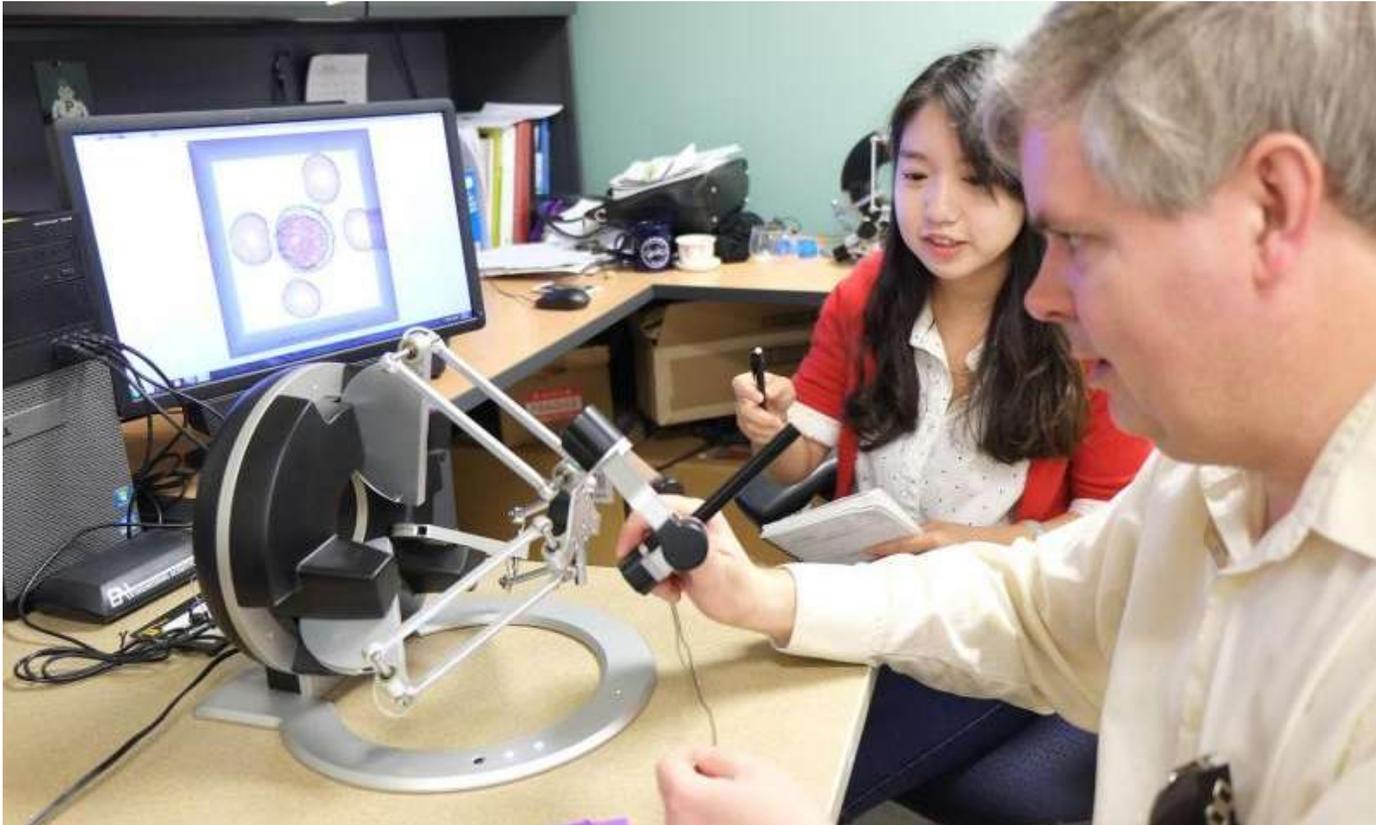


Prototype the solution

IDEO surgical tool prototype

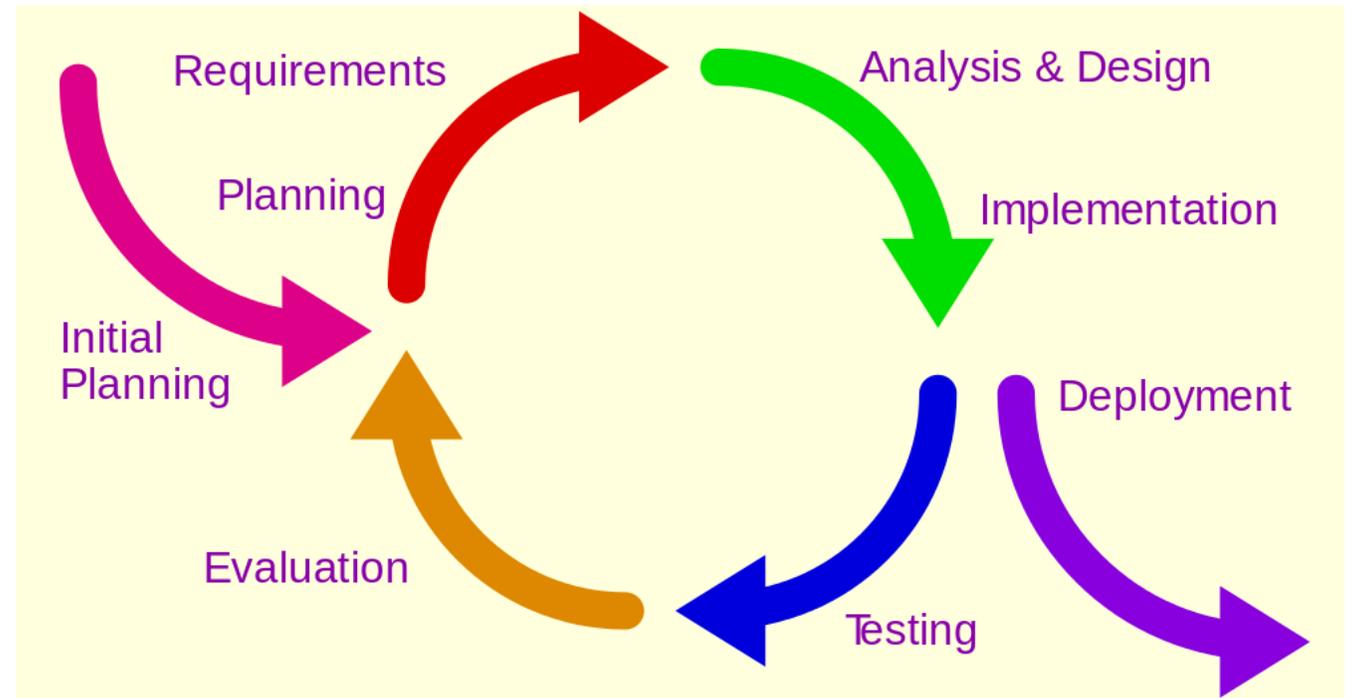


Test the solution with users



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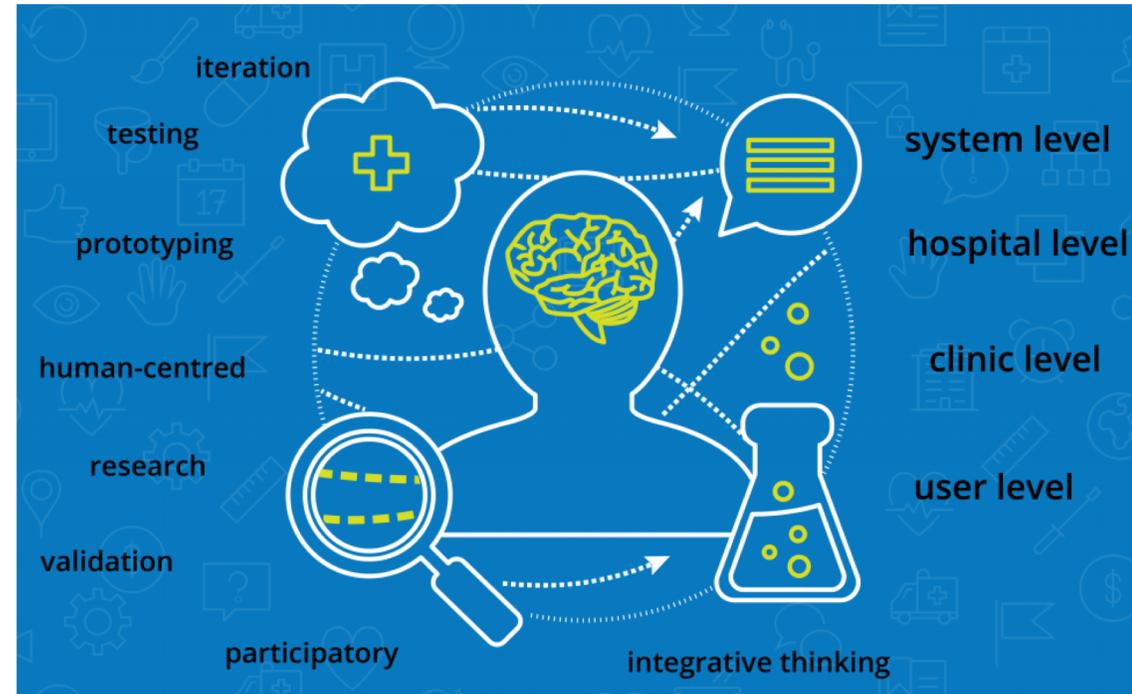


Design Thinking Goal: Improve Health and Wellbeing

Design thinking (a creative and human-centered approach to problem-solving) is **empathy-driven, multi-dimensional, iterative and human-centered.**

Goal: Improve the patient experience and advance patient-centered care

How do you better understand who your patients are/what their needs are through empathizing with them, and then create an entire ecosystem of care?



Apply Design Thinking to Healthcare Challenges

Start by defining the problem you're trying to solve early: spend time [gaining a deeper understanding of the needs](#) of the people you're serving.

Once you have an understanding of the people you're serving, [start ideating potential solutions](#). Brainstorm, what might be possible solutions; what might be some ways of approaching this problem?

Case Study: Integrated Memory Care Clinic

Primary care for people with dementia diagnosis

- Patient-Centered Medical Home
- The Integrated Memory Care Clinic (IMCC) is a patient-centered medical home that provides primary care for individuals living with dementia.
- The clinic supports patient living with dementia in different ways.
- Team involves nurse practitioners, geriatricians, neurologists, and clinical social worker.

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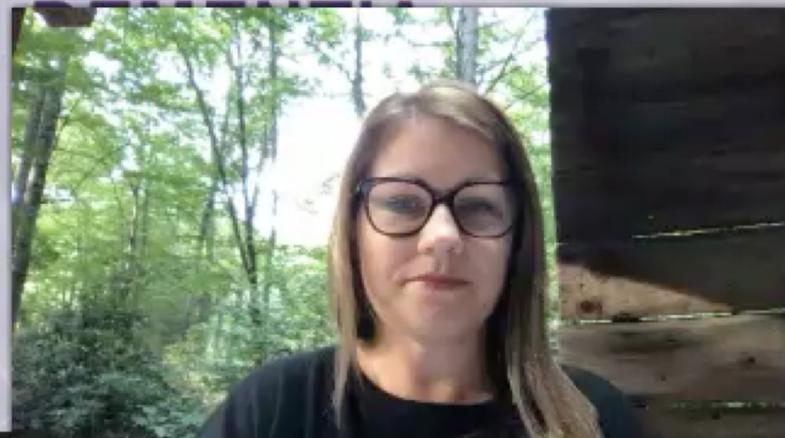
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ALZHEIMER'S ASSOCIATION INTERNATIONAL CONFERENCE®

July 27-31, 2020 > Virtual Event

INTEGRATED MEMORY CARE CLINIC:

PRIMARY CARE FOR PEOPLE WITH



Invited Guests/ Workshop Facilitators

Care giver: **Sharon Hall**

Background

Number of years providing caregiving support

Most memorable caregiving experience

Care giver: **Ashely Cleere**

Background

Number of years providing caregiving support

Most memorable caregiving experience

Q & A Session:

- What are your primary challenges in providing care on an everyday basis?
- What is the most challenging caregiving task in your opinion and how do you handle it?
- What was your experience with the Integrated Memory Care Clinic? What type of support have you received?
- **What are some other ways that the Clinic can support you as a caregiver? What is missing?**
- Have you used any technological interventions to support you in care giving processes? What is your opinion about those tools?

Today's End Point

This workshop: **Empathize**

Empathy is the first step in **design thinking**. It is a skill that allows us to understand and share the same feelings that others feel. Through **empathy**, we are able to connect with how people might be feeling about their problem, circumstance, or situation.



Next workshop: **Define**

As the second step in the **Design Thinking** process, the **define phase** is where we will establish a clear idea of exactly which problem we are trying to solve for the user. We will then shape this into a problem statement. We will frame goals by asking questions such as “How might we...?”