Codesign and collaboration: using design to improve patient care.

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What challenges did the pharmacy face?
The patient experience:

Feeling vulnerable, very loud and bright, a complex and misunderstood process, many opportunities for information loss, frustration with the staff and the overall service
The clinician experience:

Continually under pressure, out of sight, with limited patient interaction, creating low morale and lack of confidence in making an impact on patient’s health
Whittington Trust Strategic Objectives:

1. Integrate models of care, by redesigning services around individual’s needs...

2. Ensure no decision about me, without me, by working in partnership with service users...

3. Deliver efficient, effective service that improve outcomes for patients and service users while providing value for every pound spent.

4. Improve the health of the local people....... Treating all interactions as health promotion opportunities, identifying people at risk and intervening at an early stage...

5. Change the way we work by building a culture of innovation and continuous improvement by working flexible and differently..
Could a user centred pharmacy approach align patient needs, staff needs and strategic needs through a single design process?
1. Our codesign methodology focuses on space as the needed context for all solutions (Space and Service)

2. We test and retest approaches: in model, half scale then full scale

3. Rapid growth from a pharmacy in microcosm to in situ testing in a short timeframe

4. Engaging process to inspire, enable and support participants

5. Real time feedback and responses from actual users
Journey: Checking of a prescription and patient consultation

Aldina - Pharmacist

Journey: Preparation of a prescription

Amanda - Dispensing

Journey: Screening of a prescription

Amalia and Fatima - Screening

Journey: New patients appointment and prescription collection

Amanda - Patient

Journey: Collection of a prescription via a local pharmacy

The patient uses the hospital to get his treatment.
HOW OUR PHARMACY WORKS

1. Go to Prescription hand in
2. Collect a ticket
3. Wait until your number is shown
4. Pick up medication from collection point

CAFE

PRESCRIPTION HAND IN

TOILETS [BACK OF CAFE]

COLLECTION

PRESRIPTION HAND IN

THIS IS THE ROBOT THAT CREATES YOUR PRESCRIPTION
WHAT DO YOU THINK OF IT?
What was the effect on patients?

- Engagement of patients
- Diverse
- Difficult to reach groups
- Complaints
- Live feedback
- Staff interaction

What was the effect on staff?

- Acknowledgment it is a difficult place to work
- Improved morale
- Improved patient contact and therefore communication
- Empowered staff for ideas
- Holistic approach
- Flexible working to improve processes and decrease stress
Legacy of the Pharmacy Project

Motivated staff take forward their own ideas and small changes with limited budgets

TILT work on the Ambulatory Care Project with the same approach: proof of concept

The Ambulatory Care Unit is judged Outstanding by Care Quality Commission

The Pharmacy now has Capital Spending to fully implement the codesigned space. After 4 years there is now build work, it is now it is being realised based on a codesign approach and internal resilience
Care Quality Commission: Outstanding

**Environment and Equipment:**
Welcoming space, bright and well designed

**Emotional Support:**
Responsive alternative to inpatient care, focusing in their needs and preferences

**Meet the needs of local people:**
Trust wide initiation, providing *person-centred* hospital level care without the need for admission
Conclusions

Developed confidence in communicating direction to architects and management to meet both staff and patient needs.

Patient representation and advocacy gave the organisation a feeling of living its values ‘no decision about me without me.’

Start Small, Create Impact: The Ambulatory Care Project was only possible after the Pharmacy Project gave the codesign process credibility.

Being able to look outwards: there is a critical need to have internal champions who can see things differently.

Codesign: a constant focus on user centred processes.
Community x Space x Creativity = Innovation

Collaboration