Design Thinking in Healthcare

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IDEO

DESIGN THINKING IN HEALTHCARE

Tim Brown
DESIGN THINKING

PEOPLE (desirable)

BUSINESS (viable)

TECHNICAL (feasible)
SAY

THINK

DO

FEEL
Designers use metaphors, analogies, and other elements to provoke inspiration and look at problems in new ways.
5 stories for inspiration.
SFUSD partnered with IDEO to rethink the school food system, and ultimately re-educate the public about food.
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How might we re-educate society about health?
Government Digital Service, from GOV.UK, is leading the digital transformation of government.
How might we massively simplify the experience of healthcare?
Next Door is a community-focused learning center from State Farm that offers free, no-pressure financial coaching to consumers in the Chicago area.
How might engaging patients in new ways lead to unexpected outcomes?

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THE AMPLIFY PROGRAM

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How might we bring the wisdom of the world to bear on healthcare problems?
INNOVA engaged IDEO in a deep exploration of the academic model— and all of the dimensions of the business surrounding it— in order to create an affordable, scalable, and excellent education experience.
How might taking a holistic systems approach help us create excellent, affordable, scalable health care?

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THANKS