

22nd ANZAM 2008 Conference Workshop

• **Workshop Title**

Transforming patient and staff experiences in Australia and English hospitals: an Experience-Based Co-Design research symposium

• **Summary of the Workshop objectives and Workshop activities**

- to introduce participants to the key steps in implementing an Experience-Based Co-Design (EBCD) approach to service improvement
- to present case studies of the approach as applied in Australian and English hospitals, using films of patient and staff narratives to highlight the various steps in the approach and potential benefits
- to summarise the evidence-base for the approach
- to draw lessons from the case studies that could be applied to other public sector services to secure lasting change in the quality of those services
- to reflect with participants on how user-centric design approaches (such as EBCD) and traditional organisational development activities might best be integrated and applied

• **Workshop Abstract**

This symposium describes a two-year 'research into practice' collaboration between Organisation Development (OD) researchers and healthcare practitioners in Australian and English hospitals. The aim of the collaboration was to design, pilot, test, and evaluate a methodology and process aimed at dramatically improving patient experiences of health care as well as staff experiences of providing that care. The approach draws its inspiration from the rapidly expanding field of experience-based co-design (EBCD), a subfield of the design sciences such as architecture and software engineering whose distinctive features are:

- direct user and provider participation in a face-to-face collaborative venture to co-design services, and
- a focus on designing experiences as opposed to systems or processes (thereby requiring ethnographic methods such as narrative-based approaches and in-depth observation)

Five emergency departments - four in Australia and one in the UK (including large urban and rural hospitals) - were the focus of the work with patients and carers, local teams of clinicians and service improvement managers linked together in a virtual learning network/collaborative.

The symposium presents this work in a case study form, describing the various steps the change process went through:

- diagnosis (including films of patients and staff describing their experiences),
- solution design,
- implementation (codesign),
- evaluation, and
- spread - and the various bumps in the road that were encountered on route.

Its purpose is to provide a 'rich description' of a process for others who are contemplating a much more 'user-centric' orientation, one that seeks to mobilise and privilege change on behalf of the consumers or users of a product or service, involving them at every stage of the change process.

The symposium concludes with the results of a formal evaluation of the work to date, which, we shall argue, offers some promising new directions for OD and healthcare research and practice.

• **Relevance of the Workshop to ANZAM members (100 word maximum)**

The workshop will explore the burgeoning, multidisciplinary field of interactive or user-centric design, and particularly one of its variants, experience-based co-design, might bring both to OD and public sector improvement by way of new frameworks, approaches, methods, and processes. In addition, we want to explore what is implied by the idea of OD specialists and health care practitioners becoming more like the kind of designers found in the design professions generally and in participatory or codesign more particularly.

• **Names, titles and affiliations of the organiser(s) and other presenters**

1. Dr	Glenn Robert	King's College London
2. Professor	Paul Bate	University College London
3. Mrs	Jane Gray	New South Wales Health Department

• **Targeted attendees**

Organisational development specialists; organisational change researchers; health care (public sector) leaders and researchers