



Experience flow assessment

Philips Ambient Experience

Today's healthcare environment combines an intensified focus on the quality of patient satisfaction and the patient experience with continued attention to efficacy, outcomes and economic pressures. These complex, sometimes competing issues, demand methodical analysis and ongoing prioritization – and sometimes trade-offs. Through Philips, you have access to professionals who specialize in the high tech, high touch healthcare environment from both a design and technology perspective. We combine technical innovation with design strategies to optimize the patient experience and enhance the staff work environment. Whether you are an architect working to define client priorities or a hospital project director managing requirements for a new build-out, Philips offers a portfolio of assessment strategies and technology solutions to complement your internal resources.

PHILIPS
sense and simplicity

'Experience Mapping' for actionable insight

Our Experience Design Consultants can help you document both existing and target experience flows for staff and patients. We identify and illustrate disconnects and recommend opportunities for improvement through spatial, process, or technology strategies. When your project begins with a clear, agreed upon definition of the desired patient experience and the things that impact it, your planning team is best able to prioritize features within the built environment and identify those changes and adjustments that have the most impact and added value for you.

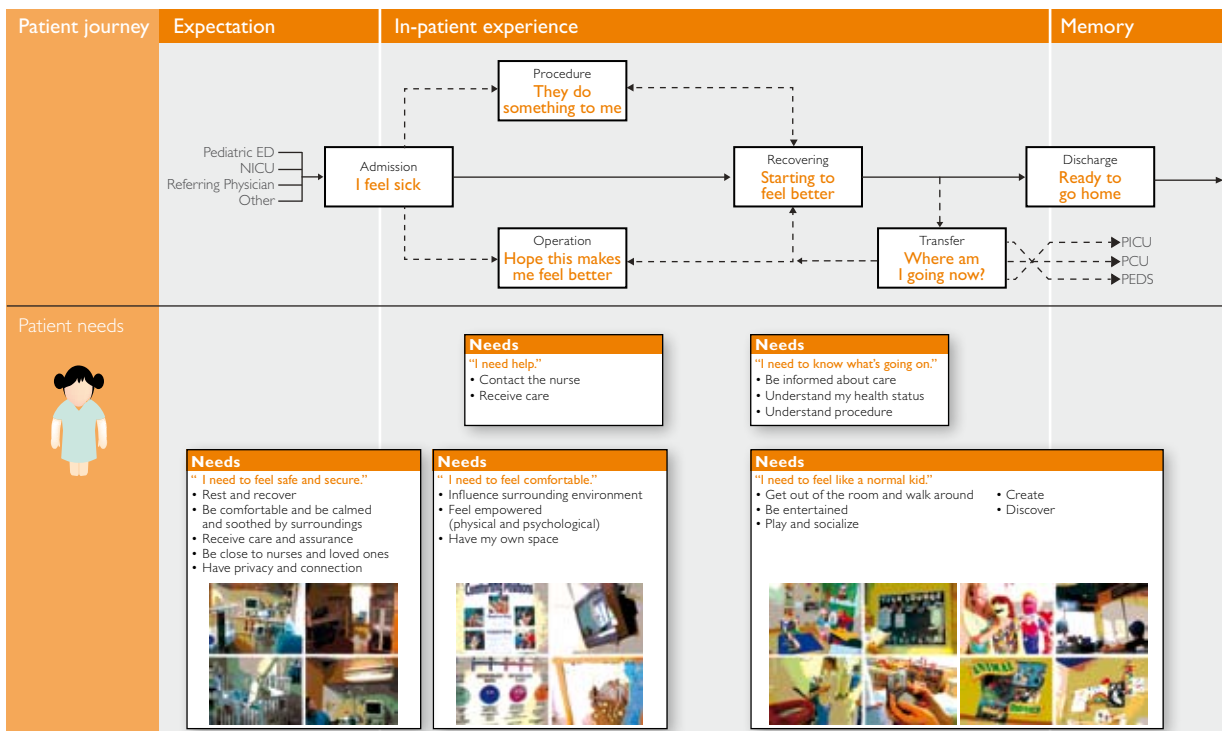
With access to experts across the spectrum of healthcare services, Philips identifies ways to optimize the patient and staff experience while ensuring efficient clinical workflow. Our Design Consulting Team brings experience from hundreds of sites around the world and consults with clinical and technical experts throughout our organization to offer strategies for resolving conflicting requirements.

The process

Our Experience Consulting Team lead will meet with key stakeholders – clinicians, patients, executives – to define the scope of the assessment analysis and key customer objectives and issues. Typically, a two-day on-site evaluation, including insights gathering and validation via observations, interviews and stakeholders meetings, is followed by creation of Experience Maps that visualize the Experience Flow for two or more stakeholder groups. We identify areas for improvement and opportunities for maximum impact on the overall human experience – patients and staff.

A minimum of two stakeholder categories, with associated Experience Maps, will be defined for each target group, to ensure that the analysis and subsequent recommendations are specific and meaningful.


Experience flow mapping



"I need to care"


"I need to be there for my child!"

- Be close to my child at all times
- Comfort and care for patient
- Personalize and enliven space
- Influence environment
- Create mood



"I need to get help when necessary."

- Access nurses and doctors quickly
- Communicate with nurses and doctors
- Know the right doctors and nurses by name

 = Key renovation opportunity

Deliverables

Experience Assessment Report

Includes a methodical summary of our findings with priorities, issues and recommendations based on 2 stakeholder groups (e.g., patients, nurses) and up to 8 Experience Check Points. Additional stakeholder groups, such as families, technologists and physicians, can be added to the analysis with an expanded project scope.

Experience Maps

An illustrated Experience Map for each Stakeholder group, combining insights for each category. Creation of an integrated Experience map to visualize key opportunities to improve the stakeholder experience.

Example of Experience Assessment Report elements

In this example, a complex patient Experience Flow is visualized, referencing documented issues that include barriers, problems and needs. When the corresponding Staff Experience Flow is concurrently mapped, high impact opportunities for design and/or process adjustment can be identified and documented.

Issue cards

Needs
"I need to track down nurses and charts."
 • Obtain up-to-date patient charts
 • Locate and review patient charts
 • Locate nurses

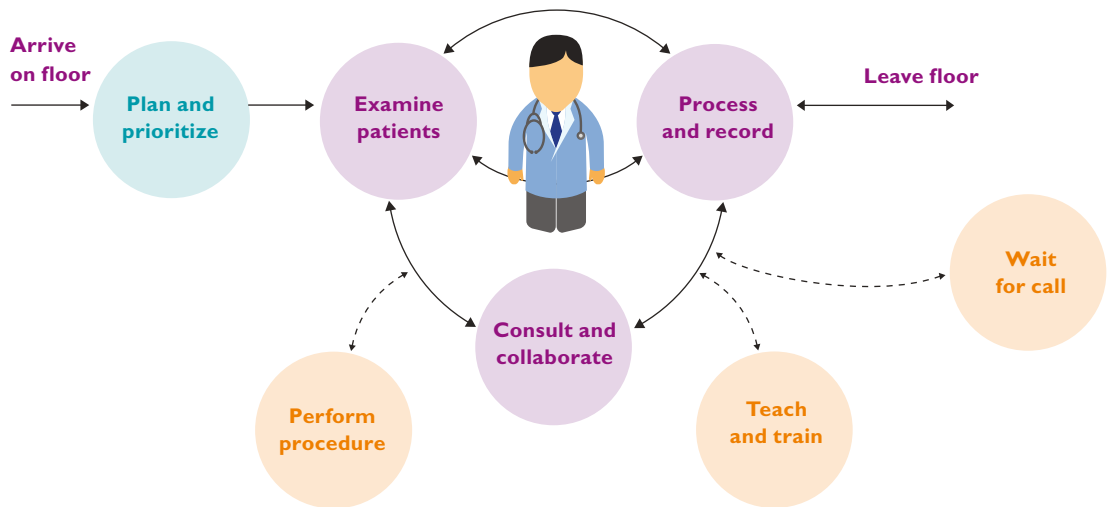
Needs
"I need a place to meet with other physicians."
 • Collaborate and consult nurses and therapists

Needs
"I need to perform procedure."
 • Collaborate and consult nurses and therapists

Needs
"I need to consult with nurses."
 • Collaborate and consult nurses and therapists

Barriers • Problems • Needs • Issues

Stakeholder experience flow framework



Personality • Values • Condition • Coping strategies • Design implications

...e for my child."

"I need to understand what's going on with my child!"
 • Consult privately with doctors
 • Access up-to-date information
 • Know daily agenda and patient goals
 • Understand their health status and how I can help out

"I need to know how to care for my child outside the hospital."
 • Understand how to provide care after we leave the hospital
 • Understand lifestyle change implications

This example is based upon an actual customer engagement. To protect the privacy of staff and patients in this case study, the actual photographs have been altered.

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Printed in the USA.
BOT-10-15827 * NOV 2010