



*The Evolution of the Patient Experience*





## The “Typical” Hospital Stay



*The hospital stay—the entire healthcare continuum—is experiencing a revolution in how care is delivered.*

The typical hospital stay is a profoundly stressful experience. You arrive already in discomfort only to be subjected to a litany of indignities: you’re poked and prodded, reduced to wearing a flimsy gown, and dependent on strangers for information, food, and help going to the bathroom. The typical surroundings only exacerbate the situation. Just when you need home comforts the most—perhaps a quiet sunny space, some soft cotton sheets—you’re thrust into a dreary cinder-block room, set under the glare of fluorescent lights, and left writhing on a sea of antibacterial fabrics and hard plastic surfaces with an endless soundtrack of disembodied voices emanating from an intercom by your head. Is that any way to convalesce?



*The typical hospital stay is a profoundly stressful experience. Reimagine...*

## Reimagine the Patient Experience



*Patients and staff need to work collaboratively to reimagine and design the ideal experience—and to ensure its implementation is unique and personalized to the individual.*

A friendly person at reception smiles and welcomes a patient by first name. Hotel-style amenities include flat-screen televisions that can be used to access the Internet, patient-education materials, and even room-service menus. All overnight rooms have bathrooms with hair dryers. With wireless phone systems, patients can have direct contact with their caregivers rather than going through a reception desk. With less phone calls and overhead paging, patients and overnight guests experience a better night's sleep. Each room has a wall-mounted computer so that nurses and caregivers retrieve patient charts only steps from the bedside. Since parents often stay for long shifts, why not offer luxury daybeds? The possibilities for designing a phenomenal patient experience are endless. The bottom line is this: People from all walks of life have an innate desire to feel a part of something—to believe they matter. Listening to your customers and understanding their unique needs and desires will be critical to truly differentiating your organization and competing in a saturated marketplace.



*Carve Out Uncontested Space in your Market...*

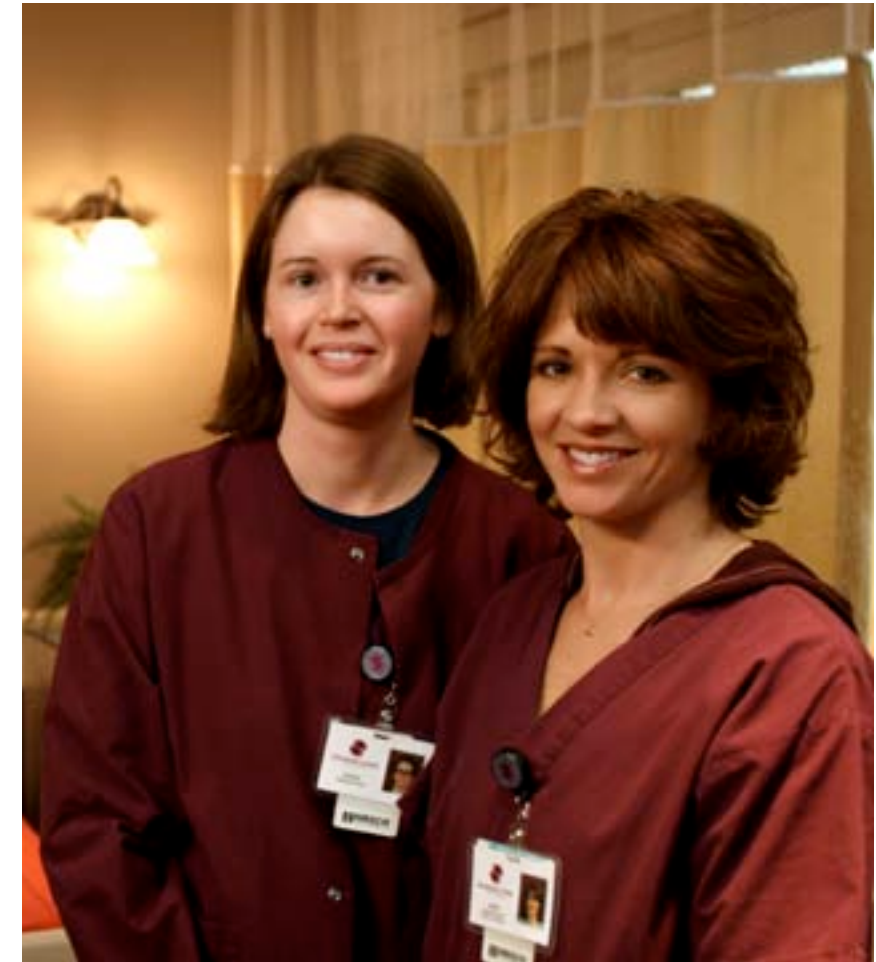
## Uncontested Space



*We work with patients, care providers and frontline staff to redesign experiences rather than just systems and processes.*

The real goal: To understand patients' unique needs and align people and behaviors to deliver the right solutions. If your organization can find ways to provide an experience unlike competitors, you command the space in your market.

Our experience-based design experts can augment design work already underway (or begin the process) by working collaboratively with design partners and you, the owner, to create unique and ideal experiences for patients, staff, and the community. Our team typically begins the building process by understanding what you're trying to improve and how to create stakeholder experiences unlike any other.



*Experience-Based Design can bring it all to life...*

**CAPTURE** Patients' Attention.  
**CONNECT** With Patients Emotionally.  
**CAPTIVATE** One Experience At A Time.

## Experience-Based Design: *What is it?*



*Experience-based design focuses on capturing and then designing the ideal patient experience along critical points in the care pathway.*

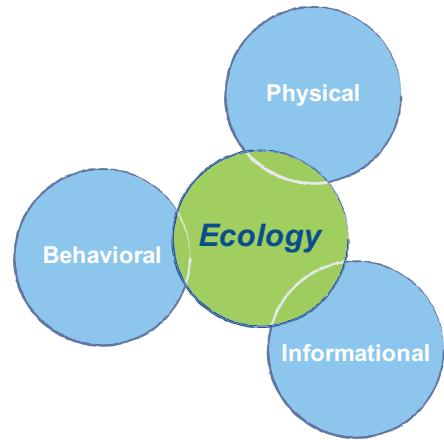
**E**xperience-based design (EBD) in healthcare focuses strongly on capturing and understanding patients' and care providers' experiences; not simply their view of the process—for instance, the speed and efficiency at which they travel through the system. Instead, it deliberately draws out the subjective outcomes: Personal feelings a patient and caregiver experience at crucial points in the care pathway.

Miron provides experience-based design methodologies and strategies that help you identify and create experiences that are unique, original and relevant. We immerse your organization and the patients you serve in proven experience-based design training, exploring and challenging what employees and customers really need to create experiences that exceed expectations. We outline the experiences necessary to bring your vision and brand image to life.



*Experience-Based Design is the intersection at which your brand promise meets reality. It asks the tough question: Are you delivering what you promise?*

# Walk, Talk, Create, Act



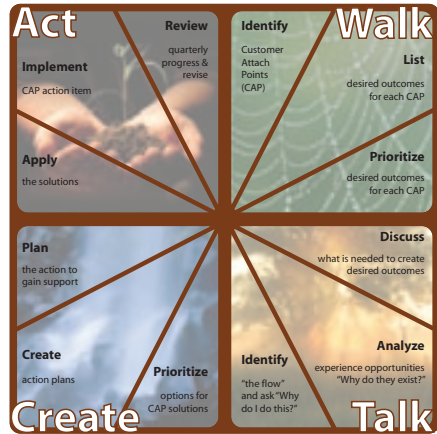
Once the ideal experience is defined, the behavioral, informational, and physical components through which any experience is delivered must be modified to support and deliver the new experience. Miron offers a simple methodology to help your organization’s staff modify their behavior based on the new experience they co-created. It’s a four-step process we like to call “Walk, Talk, Create, Act.” We utilize forty EBD tools to bring the newly created experience to life, and to ensure it continues to endure long after we’re gone. What’s left behind is a complete cultural transformation organized to deliver the ideal patient experience.

*Miron’s Experience-Based Design methodology is more than a “program.” It’s a cultural transformation in how you interact with and deliver care to your customers.*



*Change does not happen overnight.  
It is a gradual transformation that occurs one interaction at a time.*

## Experience-Based Design Tools



*Taking the “blinders” off is the first step. Many innovations have been uncovered simply by observing the current experience through “fresh eyes.”*

When you are able to identify what to change—when, where and how—your organization is then capable of designing a unique experience with efficiency and effectiveness. Miron offers unique, and yet simple to use, experience-based design tools that allow you to:

- Observe the current employee and customer experience through fresh eyes,
- Enhance the current experience to achieve desired patient’s outcome, and
- Intentionally orchestrate those experiences to achieve business results.

Innovation comes to life through the eyes of the user experience and helps to ensure desired outcomes happen every time, without fail.



*The statement “that’s the way it’s always been done” — is simply no longer acceptable.*

## Observation



*Observation reveals and identifies how individuals move through current experience areas, and associated behaviors. This inquiry reveals the primary elements required to chronicle, stimulate and advance change.*

Utilizing techniques developed by the Miron innovation team, the design team “lives” in the space to see how the work really gets done. Our team doesn’t simply compile an inventory of what’s there; we seek to understand what may be missing by focusing on the patterns of interaction and movement of people and information.

We begin with identifying all the *IMPRESSION AREAS* that a patient/user interacts within. In each impression area, multiple interactions with people, services, information and the physical environment are identified and strategies to create patient/user *ATTACHMENT* are developed. An "a la carte" selection of customizable tools are available to bring these attachment opportunities to life.



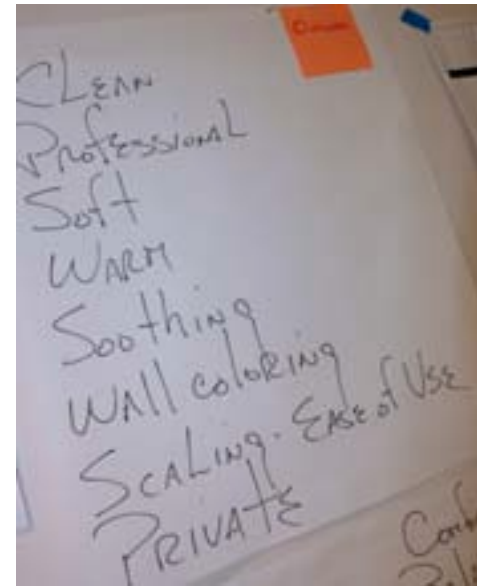
*All observation tools have one focus: Identifying opportunities for patient/client attachment.*

## Connection Diagramming



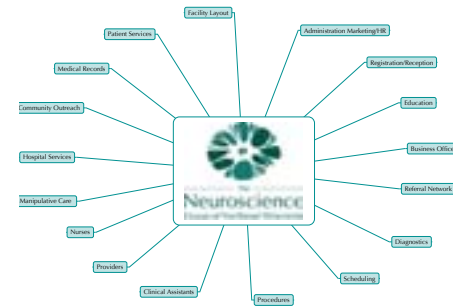
Using a network diagram, Miron creates a report that identifies the relative strengths and weaknesses within staff and care provider networks. These reports reveal the “go-to” people, how decisions are made, what tools are required to support the various work processes and the flow of information through the system. Miron sets in motion the interchange necessary to withdraw this information. Components are categorized, displaying the alternatives for expanded efficiency, continuity, connection and captivation.

*This visual depiction of the connections between PEOPLE in the organization is an efficient way to clearly demonstrate behavioral, informational and physical gaps and opportunities within the organization.*



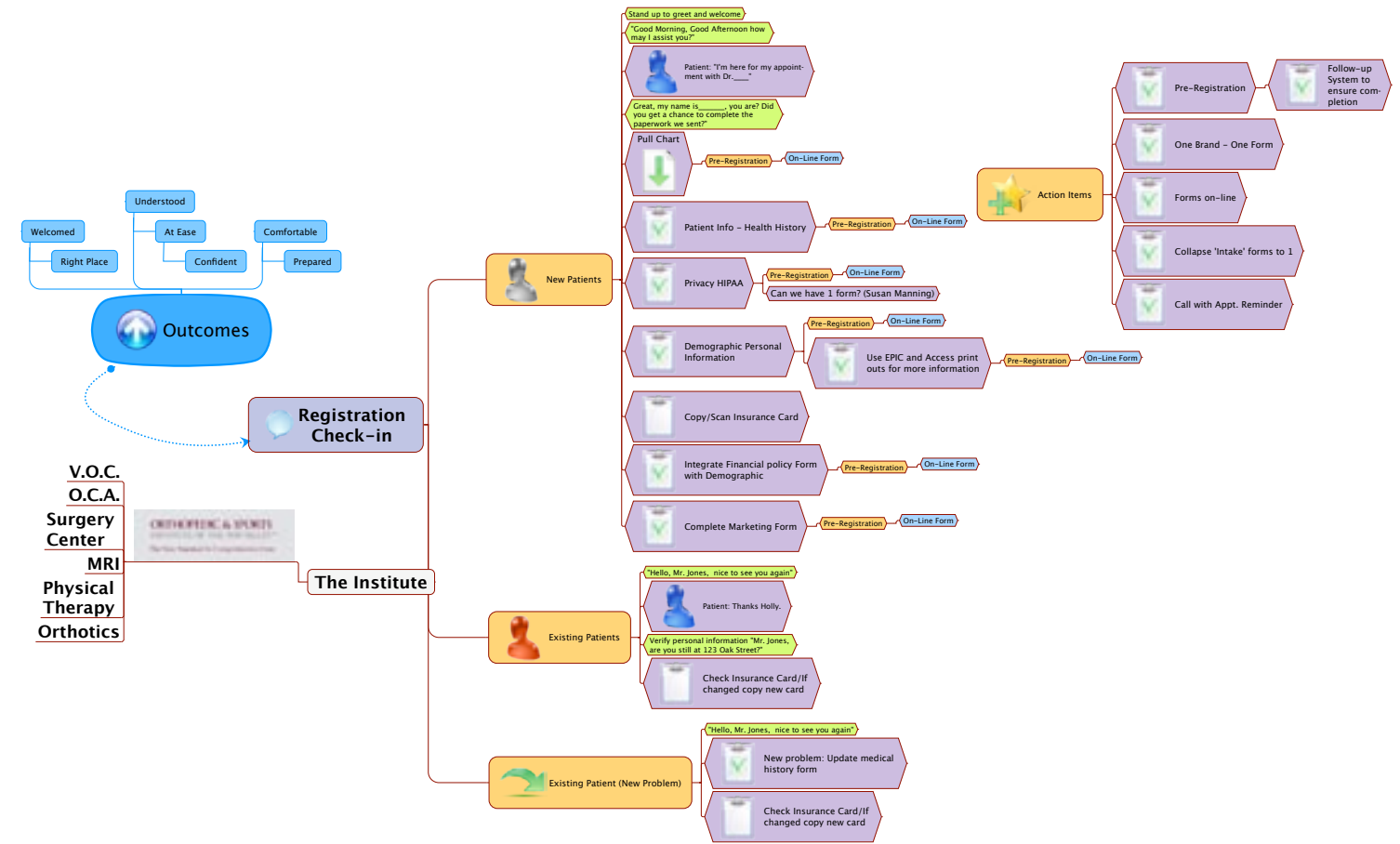
*Patients and customers do not have experience in a vacuum. Designing the ideal experience demands interconnections between people and departments.*

# Reverse Outcome Modeling



*Modeling will identify and analyze all essential moments at which individuals connect with the brand experience. Outcomes are illustrated and outlined to extract opportunities for strengthening connectivity.*

How do you build a new experience? What happens if... What happens when... Reverse outcome modeling is employed to develop the preferred experience with the new behaviors and processes required to make the change. Through structured exercises, Miron identifies the experience areas, attachpoints, outcomes and actionable items that realign and transform how customers and employees experience your organization. Miron sets this transformation into motion by helping you work backward—forward. It starts with articulating the desired outcome for different patient experiences. This involves collaborative user groups made up of patients and care providers along the healthcare service stream. Next, we visually depict the people and processes necessary to create the desired experience outcomes.



*Identifying the destination or the outcome is where it all begins...*

## How do we get started?



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**M**iron is committed to building more than just buildings. We believe wholeheartedly in partnering with our clients to develop solutions that deliver business results. For many, that means increasing their bottom line, or enhancing their ability to recruit and retain the best and brightest. For others, it's giving them a competitive edge. Our experience-based design services offer our clients the ability to distinguish themselves in an increasingly competitive marketplace. That is why we are committed to collaborating with owners and design partners to create unique, truly differentiating experiences that exceed client expectations. We know it is no longer enough to simply satisfy. At the end of the day, it's all about helping our clients be successful. This service is just one way we're helping clients deliver on their promises.

Simply stated, our commitment reaches beyond construction; our passion brings dreams to life.



*www.Miron-Construction.com*

**Miron**—Bringing Dreams to Life  
*one experience at a time.*



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