



MIRON CONSTRUCTION CO., INC.
Healthcare Solutions

Innovation Teams

200 HOSPITAL TEAM MEMBERS
COLLABORATING TO ENHANCE OUTCOMES

The Result?

A UNIQUE
EXPERIENCE
THAT CREATES
LIFE-LONG, LOYAL CUSTOMERS.

EXPERIENCE-BASED DESIGN IN HEALTHCARE



UNCONTESTED SPACE



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.

Experience-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.

Our experience-based design experts work 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 your goals and vision for the project to create stakeholder experiences unlike any other. We do this using Innovation Teams.

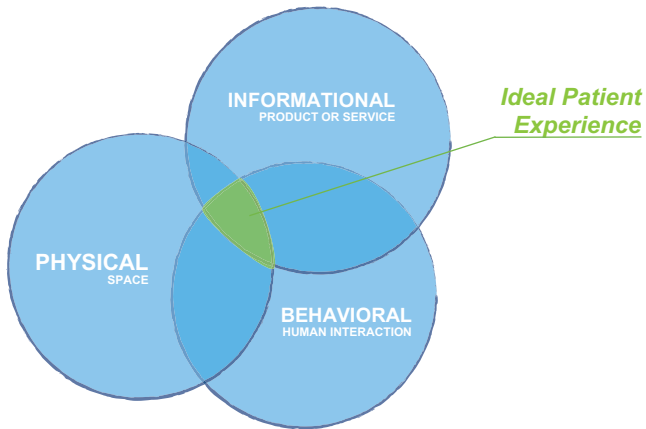
We work with patients, care providers and frontline staff to redesign experiences rather than just systems and processes.

Experience-Based Design can bring it all to life.



INNOVATION TEAMS: WHAT ARE THEY?

Experience Ecology



Experience-Based Design focuses on capturing and then designing the ideal patient experience along critical points in the care pathway.

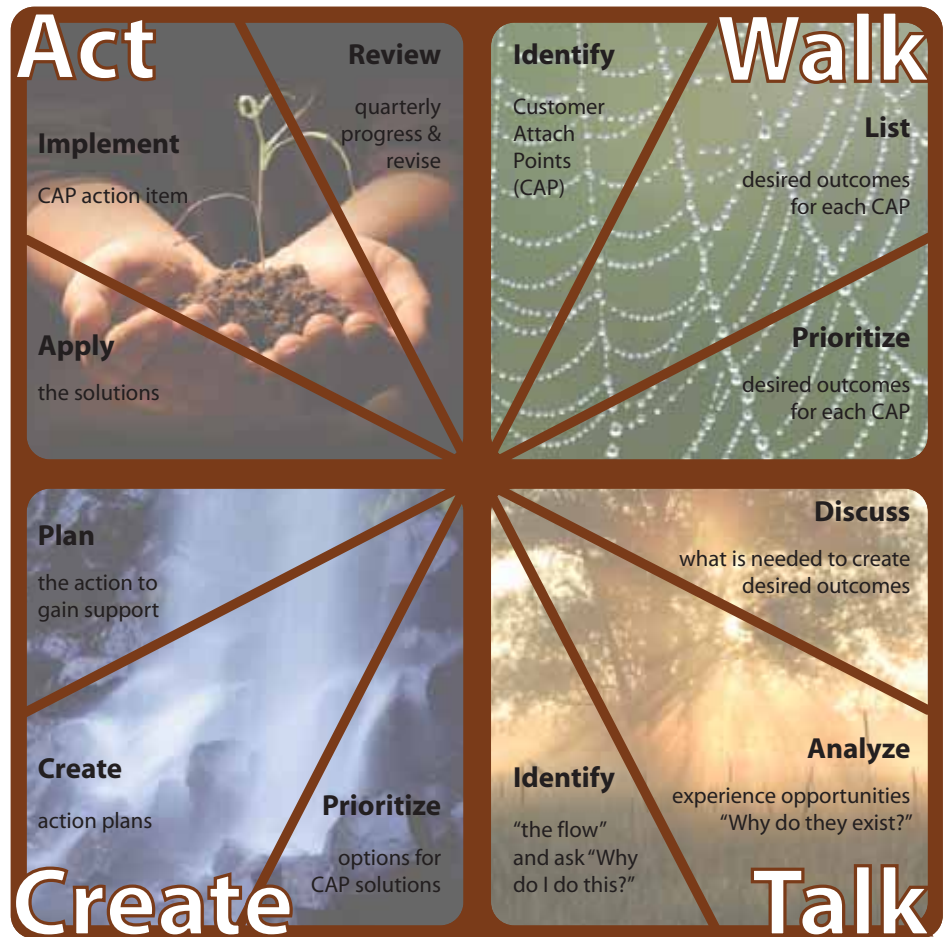
Current staff and physicians are co-creators of service and emotional value. Who better to walk through and feel the experience than the people who live it everyday? Through a collaborative process, selected employees from various areas are brought together in Innovation Teams to answer the following questions:

1. Why do you (your organization) exist?
2. What makes you unique?
3. If you went away tomorrow, would you be missed?

THE INNOVATION TEAM PROCESS helps your stakeholders identify and create experiences that are unique, original and relevant. We explore and challenge what employees and customers really want and need to create experiences that exceed expectations.

The Innovation Team process helps your employees identify and create experiences that are unique, original and relevant.

INNOVATION TEAM PROCESS



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.

The purpose of this process is to define the ideal patient experience. 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 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 Innovation Teams 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.

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

SAMPLE INNOVATION TEAMS



- | | |
|---------------------------|-------------------------------|
| 1. Surgery / Endo | 14. General Clinic |
| 2. Inpatient Rooms | 15. Sleep Lab/ Neuro Service |
| 3. Education/Conference | 16. Materials Handling |
| 4. Med Staff Lounge | 17. Injection/Infusion |
| 5. Office space | 18. Sustainability |
| 6. Food Srv./Retail/Menu | 19. Overall Move |
| 7. Registration | 20. Brand/Wayfinding/Aesths. |
| 8. Medical Records | 21. Dischrg Process/Instruct. |
| 9. ED/Urgent Care | 22. Pharmacy |
| 10. Chapel | 23. Safety & Security |
| 11. St. Joseph's Bldg. | 24. Housekeeping |
| 12. Cancer Treatment | 25. Lab |
| 13. Rehab/Wellness/Retail | |

INNOVATION TEAM (I-TEAM) ROLES & OUTCOMES

EXECUTIVE SPONSOR

Provides the conduit to the Hospital senior leadership group. Communicates action items, approves operational changes and work flow. The Sponsor ensures that the I-Team remains connected to the Hospital cultural mission, vision and I-Team purpose. Guarantees decision-making with senior leadership.

Outcomes: Connects overall I-Team action items to executive team. Sponsor leads discussion for decision makers.

INNOVATION TEAM LEADER

Department Level Manager or someone who is passionate about the issue: Connects the I-Team to operational policies and clinical care outcomes. The Team Leader works to connect the Innovation Team to the overall vision for the facility encourages activities within the group that will provide new and ideal outcomes. Ensures the topics are relevant to the direction of the Hospital vision and overall project purpose. Serves as a member of the team and assists in facilitation activities.

Outcomes: Connects I-Team to Executive Sponsor. Ensures operational policies, and cultural integration is occurring.

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

INNOVATION TEAM (I-TEAM) ROLES & OUTCOMES



CHANGE MANAGER

Responsible for the Overall Process: Schedules all meeting, attends all I-Team Meetings, collects minutes and is the conduit between the Core Design Team and I-Teams. Helps to facilitate the overall discussion of the Innovation Team. Ensures the team remains focused on the subject matter and purpose. The Change Manager connects discussion and action items with the I-Team Leader, updates the Hospital Innovation web site, established by Miron, with discussion items, charting, mind maps and outcomes. The Change Manager is passionate, energized and drives success in all aspects of operations. Change Manager thinks differently about roles, patient expectations, I-Team Leader responsibilities, and staff integration.

Outcomes: Update information; facilitates discussions; connects to I-Team Leader and Executive Sponsor and Hospital Hospital Senior Management; serves as a discussion source for I-Team members.

INNOVATION TEAM (I-TEAM) MEMBERS

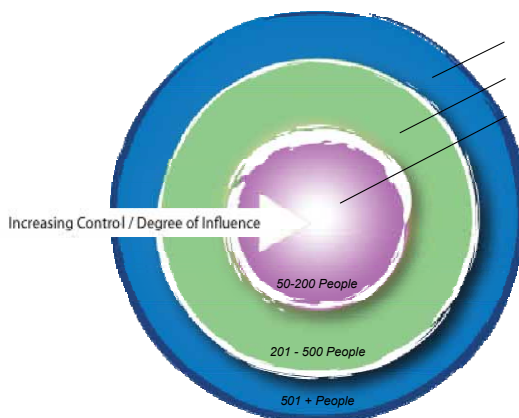
I-Team members have a day-to-day connection to the design of ideal patient solutions. They have a vested interest in the outcomes of decisions. I-Team members must possess an understanding of the discipline being discussed, are engaged within the culture of the hospital and have the ability to think in ideal state design elements (progressive, relevant and unique). Ideally, 5 members support each I-Team and the overall purpose.

Outcomes: Day-to-day activities of the team. Formulates ideas and creates action plans and takes responsibility for the Outcomes.

MARKETING RESOURCE

Marketing Resource (MR) is available to assist I-Team members in resource distribution. MR provides necessary factual information, market research and data aimed at assisting the I-Team in collecting information and decision-making. Resource members are available to team members as needed, continuous participation at meetings is welcome, however, not required. The MR is the conduit to the rest of the organization on what is happening and updates the organization on the progress.

Outcomes: Provides resource items as needed to I-Team decision making and updates organization on overall progress.

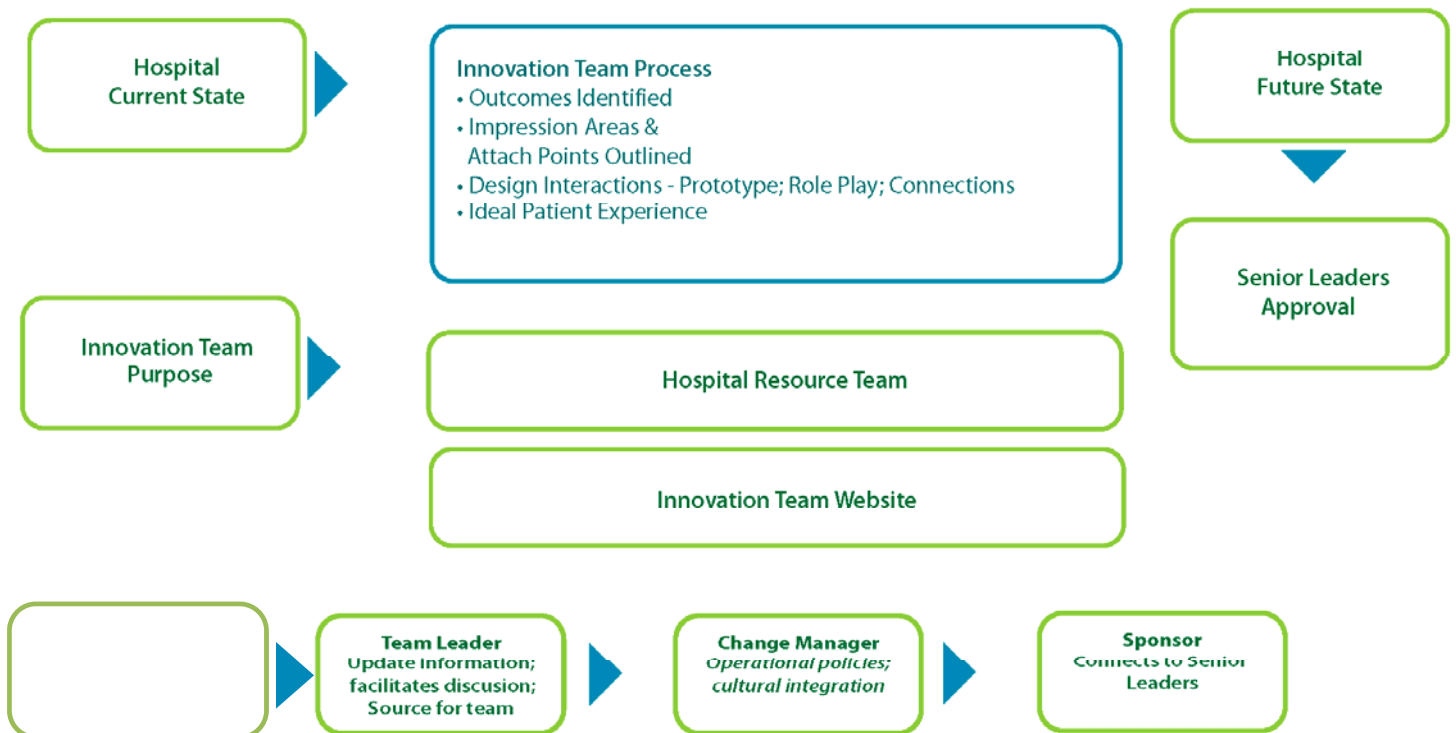


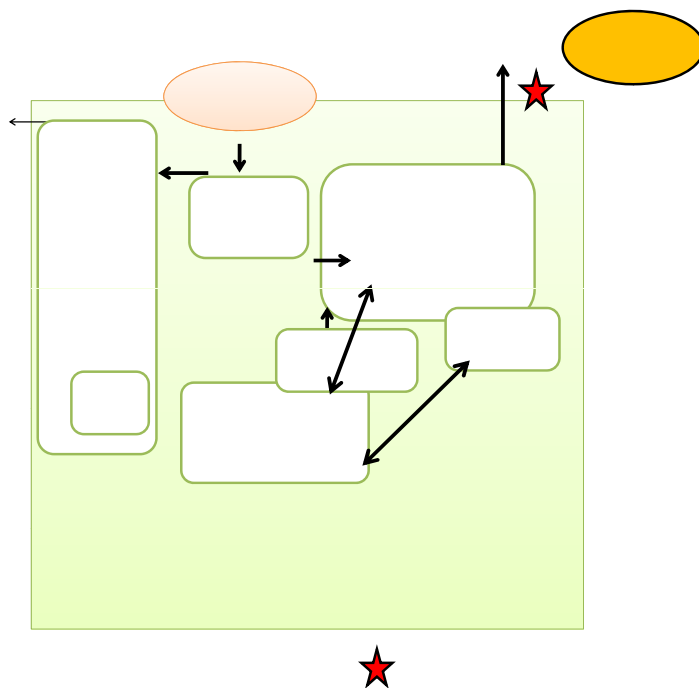
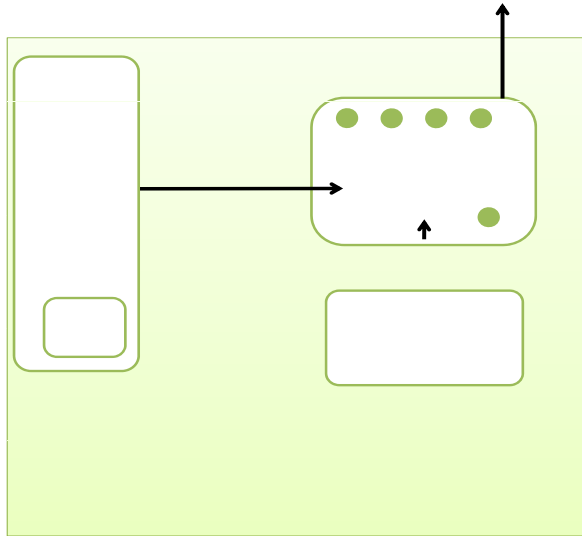
Innovation team tools have one focus: Identifying opportunities for patient/client attachment.

INNOVATION TEAM (I-TEAM) PROCESS FLOW

Innovation Teams 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... The innovation team process is employed to develop the preferred experience with the new behaviors and processes required to make the change. Through structured exercises, Miron and your innovation team identify the experience areas, attach points, outcomes and actionable items that realign and transform how patients 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. 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.

CASE STUDY: CHALLENGE & RESULTING OUTCOMES

Background

Rural Critical Access Hospital

Over 26 Innovation Teams

Encompassing 200 hospital team members

Working since October 2009

Collaborating on a new state-of-the-art experience and facility.

Challenge

Create the Hospital of 2020

Sample Outcomes

1. Instill excellence into our new hospital by staging what our patients and visitors **see, feel, smell & hear** creating the ultimate patient, family and staff experience.
2. One registration system from current 8 (including bedside registration)
3. Two scheduling systems (Clinic & Hospital) from current 10
4. New foodservice delivery models – instead of patients checking the box on limited offerings, patient orders will be taken bedside on what is preferred
5. Families will be connected to new spaces including a cafe, wellness area and respite areas
6. New materials handling processes using LEAN principals allowing for more efficient use of resources
7. Paperless record system throughout the new facility allowing for the efficient use of medical records and the quick sharing of information between physicians and patients
8. New chapel area remembering and preserving the history that brought us to this point
9. Nursing Pods for quick connection to patient and family needs
10. One hospital telephone number for ease of use
11. New sports fitness and wellness areas to serve



- the growing needs of our community
- 12. New cardio-pulmonary area providing a central area for patient diagnostic testing
- 13. Private pre-operative room for a personalized surgical experience
- 14. Surgical pre-operative education and registration process helping to minimize anxiety and stress
- 15. Latest in evidenced-based design research to help create a unique healing environment
- 16. Specialty clinics incorporated into the overall hospital complex allowing for patient ease of use, enhanced services, and care coordination.
- 17. Our teams are mapping every process in the ideal state to ensure what we build will be right.
- 18. Patient preference system, which understands preferences for comfort items.
- 19. Improved nurse efficiencies for greater patient care time
- 20. Clinic connection to the new hospital. This will allow for one entrance and less confusion for the community.



Building Excellence

miron-construction.com

**EXPERIENCE-BASED DESIGN IN HEALTHCARE
CREATES THE IDEAL PATIENT EXPERIENCE
FOR YOUR ORGANIZATION THAT WILL**

Increase your market share

*Elevate your ability to recruit and retain
physicians and staff*

*Enhance your reputation in the industry and
community*

*Continuously improve your operation to lower
costs and provide a higher level of care*