

## Current Projects

For more information,  
please visit

[www.patientcenterreddesign.org](http://www.patientcenterreddesign.org)

### Research Fund

The Institute is currently raising funds for a research project on the subject of lactation space design. Full or partial sponsors of research projects will be acknowledged in the Institute's published research report.

### Patient Toolkits

As a courtesy to patients who participate in research studies and surveys, we offer complimentary tools. Kits may include promotional items, such as pens, notebooks or journals for recording patient history/experience, bags for packing personal items for a hospital stay, water bottles, etc. If your organization is interested in providing helpful items that may be offered to patients, or a monetary donation to purchase such items, please visit <http://www.patientcenterreddesign.org/sponsorship>

Institute for Patient-Centered Design, Inc. is a nonprofit, 501(c)(3) tax exempt organization. Your contribution is tax deductible.



Patient-Centered Design Online™

## this issue

Innovation Meets Patients' Needs **P.1**

Letter from a Patient: Outpatient Recovery **P.3**

Continuing Education & Support **P.4**

### Innovation Meets Patients' Needs

Written by Elizabeth S. Jones

Successful healthcare design includes more than architecture. It also encompasses products, services and equipment necessary to support healthcare providers and especially patients. Institute for Patient-Centered Design has identified "Ten Principles of Patient-Centered Design," many which may be applied to all of the above mentioned design areas. The tenth principle, "Look for design opportunities to respond to unmet needs" creates a category for discovery in the design process. Unmet needs are often the catalyst necessary for innovation.

This month, some examples of the tenth principle have been highlighted. These innovative solutions address unmet needs through technology and imaginative design. This is not an endorsement of the following products, but rather a snapshot of some creative approaches that have emerged to improve healthcare through design.

Hand hygiene is imperative in any healthcare facility. According to the Centers for Disease Control and Prevention, "hand hygiene is one of the most important ways to prevent the spread of infections" (CDC, 2011). While washing hands with soap and water achieves this, it is not always convenient. The first hand sanitizer was marketed in the late 1990's when restaurant operators and healthcare providers were looking for a way to reduce illnesses associated with hand hygiene. They needed a more convenient way for workers to sanitize hands when soap and water was not readily available (GOJO 2011). Hand sanitizer has become a standard in many healthcare facilities in recent years. Most facilities have wall mounted hand sanitizer units posted for public use, as well as for use by healthcare providers. While these stations are extremely convenient, they can often seem out of the way for some caregivers, especially in the midst of a fast paced environment. *gelFast*

*Anywear* is a new product that allows healthcare providers to wear hand sanitizer in a holster, on their clothing, similar to the way a pager is worn. This product makes hand sanitizing easy with a one-step, personal unit that allows the user to simply click the device affixed to their clothing and remove germs on their hands within seconds. One cartridge is estimated to last approximately one full, intensive work shift (about 8-12 hours) with about 30-40 uses per shift. According to the manufacturer, *gelFast Anywear* is easy to use, convenient and is proven to reduce infection rates, therefore reducing costs for healthcare facilities.

Innovating Technologies for Life (ITL) is a company that provides medical products globally. The majority of this company's products are intended to promote safety in healthcare environments where there is a risk of coming in contact with human blood. One of ITL's products is the *Safety Shield*. This product protects healthcare providers from bloodborne pathogens that can spread through blood splashes and sprays. This product was designed to sit securely on any flat surface. It has an adjustable arm and a clear, polycarbonate screen that allows workers to clearly see their task while protecting themselves from contamination. This product is easy to assemble and portable, making it ideal for healthcare providers who must transport their work to different areas of a hospital.

The next product is one that provides patients optimal care along with desired freedom. Reflective Solutions, a technology and software company, has collaborated with Sprint mobile technology to create a wireless device that allows patients to connect with their healthcare providers without face to face interaction. Using Sprint's 3G and 4G network, the *Reflection powered by AFrame Digital* is a device similar to a watch worn on the wrist. The patient wears the device and healthcare providers are

## Collaboration Program

Become a collaborator member of the Institute for Patient-Centered Design!

### **Patient Collaborator (No Cost)** Available to Patients and Patient Advocates

- Subscription to *Patient-Centered Design Online*™

- Access to patient resources
- Invitation to participate in user surveys, test groups, and provide feedback.
- Free patient-readiness kit (while supplies last)

### **Academic Collaborator (\$50)** Available to students and faculty of academic institutions

- Subscription to *Patient-Centered Design Online*™

- Name listed on our website
- Discount on publications
- Discount on educational materials for designers
- Email updates on grant opportunities
- Eligible for Partnership Collaboration

### **Individual Collaborator (\$100)** Available to any individuals interested in Patient-Centered Design

- Subscription to *Patient-Centered Design Online*™

- Name listed on our website
- Discount on publications

### **Professional Collaborator (\$150)**

Available for healthcare professionals, architects and interior designers

- Subscription to *Patient-Centered Design Online*™

- Name and company name listed on our website
- Discount on publications
- Discount on educational materials for designers
- 3 free Continuing Education lessons per year

given mobile updates on the patient's health, ranging from blood glucose levels to the patient's daily activity. The provider is even informed if the patient has fallen. This product is unique because it allows a patient the freedom to be at home, while allowing loved-ones the peace of mind that their family member is being monitored. Additionally, *Reflection* allows healthcare providers the ability to monitor multiple patients with a cell phone, tablet or personal computer. Ultimately, this device could be a time-saver and a life-saver.

While the aforementioned are innovative products, GE Healthcare division has an innovative campaign that is changing the way patients react to the healthcare environment. The campaign, known as healthymagination, "goes beyond innovations in the fields of technology and medicine, celebrating the people behind these advancements. Seeking to build stronger relationships between patients and doctors, GE Healthcare created healthymagination to gather, share and discuss healthy ideas" (Healthymagination.com, 2011). Lawrence Murphy, a 31 year veteran in the healthcare design field and Chief Global Designer for GE Healthcare explains that they have, "always been another voice for the patient" (Interview, Murphy, 2011). Their goal is to satisfy their "customer's customer by looking at the patient's journey" (Murphy, 2011). Murphy's design philosophy: "the magic of science and empathy" is what drives the Adventure Series component of healthymagination. The Adventure Series is GE's solution for redesigning the pediatric experience. Design concepts within the Adventure Series must be purely patient empathy focused through patient access, cost or quality. Murphy explains that children are often intimidated by exam rooms and medical equipment such as MRI machines. GE Healthcare designers wanted to incorporate a child's point of view. This was achieved by allowing a child to become a part of a story in the Adventure Series. Ultimately, the pediatric patient experience was more exciting and comfortable. One element of the Adventure Series turns exam rooms into a jungle scene, making the diagnostic table look like a canoe. Another element designs the MRI machine to resemble a space adventure and suddenly tapping sounds associated with the MRI become "warp speed sounds" (Murphy, 2011). Each of these examples from the Adventure Series is a way to change a child's experience through patient empathy and innovative creativity. GE Healthcare has had great success with the healthymagination campaign. Murphy explains that as a result of the campaign, diagnostic procedure sedation rates have

dropped for patients ages 4-9 and GE Healthcare is in the process of taking the Adventure Series to pediatric healthcare facilities globally.

If you would like additional information on the GE healthymagination campaign, or any of the products featured in this article, please visit the websites listed below.

- *gelFast Anywear* - [www.medonyx.com](http://www.medonyx.com)
- ITL's Safety Shield - [www.itl-limited.com/pr\\_safety\\_shield](http://www.itl-limited.com/pr_safety_shield)
- *Reflection powered by AFrame Digital* - [www.reflectionsolutions.com](http://www.reflectionsolutions.com)
- GE Healthcare Healthymagination – [www.healthymagination.com](http://www.healthymagination.com)

## References

Centers for Disease Control. (2011). Hand Hygiene Basics. CDC website (Online). June 2011. <http://www.cdc.gov/handhygiene/Basics.html>

GE Healthymagination (2011). About Healthymagination. GE Healthcare website (Online). July 13, 2011. <http://www.healthymagination.com/about/>

GOJO Canada. (2011). GOJO History. GOJO website (online) July 2011. <http://www.gojo.com/canada/about-gojo/company-information/history.aspx>

Innovating Technologies for Life (ITL). Blood Banking, Hospital and Laboratory Products. ITL website (Online). July 2011. [http://www.itl-limited.com/pr\\_safety\\_shield.php](http://www.itl-limited.com/pr_safety_shield.php)

Medonyx Incorporated. (2011). *gelFast Anywear* Cost Benefit Analysis. Medonyx Inc. website (Online). July 2011. <http://www.medonyx.com/newsite/media/gelFAST%20Anywear%20brochure%20-%20letter-size.pdf>

For more information on the Ten Principles of Patient-Centered Design, please visit <http://www.patientcentereddesign.org/fordesignprofessionals>. Elizabeth S. Jones may be reached by email at [ejones@patientcentereddesign.org](mailto:ejones@patientcentereddesign.org).

## Collaboration Program Continued...

### Corporate Collaborator (\$500)

Available to Companies and Organizations

-Subscription to *Patient-Centered Design Online*™

-Company name and profile listed on our website (includes a link to the company's website)

-Discount on publications

-Group discount on educational materials for designers

To learn more, please visit

[www.patientcentereddesign.org/joinus](http://www.patientcentereddesign.org/joinus)

### Lactation Design

Institute for Patient-Centered Design is embarking upon an exciting new program entitled "Lactation Design."

This program consists of a multi-phase research project that will enable the Institute to investigate the impact of the physical environment on a mother's decision to breastfeed.

VISIT OUR PROJECT WEBSITE  
[LACTATIONDESIGN.COM](http://LACTATIONDESIGN.COM)

See our research paper in the  
*HERD Journal!*

## Calendar of Events

### July 19, 2011

AAH of GA Quarterly CE/Networking Event  
Atlanta, GA

<http://www.aiaatlanta.org/displaycommon.cfm?an=1&subarticlenbr=91>

### October 13-16, 2011

AIA GA 2011 Design Conference  
Athen, GA

<http://www.aiaga.org/displaycommon.cfm?an=1&subarticlenbr=293>

### October 30-November 2, 2011

2011 Planetree Annual Conference  
Nashville, TN

<http://www.patient-centeredcareconference.com/>

## HEALTHCARE DESIGN CONFERENCE

HEALTHCARE DESIGN is "the Premier Conference that Informs, Engages and Shapes the Future of Healthcare Facility Design!"

[Register for HEALTHCARE DESIGN 2011](#)

November 13 - 16, 2011 | Nashville, TN

<http://www.hcd11.com>

Institute for Patient-Centered Design is proud to announce our association with the HEALTHCARE DESIGN Conference! This annual event engages the leaders in healthcare facility design on the most current, innovative, and evidence-based advances in the field. This year, we will hold a roundtable discussion entitled "Patient Empowerment" as well as a Patient-Centered Design Reception. We look forward to meeting you there! [Register now](#) for early bird rates!

As a courtesy to site users, we have listed information about upcoming events and links to related websites for more details. This does not necessarily constitute a relationship between Institute for Patient-Centered Design and any of the websites, events or organizations listed. Nor does this represent an endorsement or guarantee of any kind. While we strive to keep such information updated, we make no legal or otherwise binding commitment to do so. We do not guarantee any of the information on the websites listed. Nor do we guarantee the events themselves. The views and opinions expressed in this newsletter do not necessarily reflect the views of the Institute for Patient-Centered Design, Inc. We respect the rights of patients, family members and professionals to express their opinions and welcome comments on the topics published in this newsletter. We reserve the right to publish comments and letters at our discretion.

## Letter from a Patient

Each month, we feature a letter from a patient or family member addressing a specific need or inquiry identified during a medical visit or stay. To submit a letter, please [click here](#).

*Dear Institute for Patient-Centered Design, I went in for elective GYN outpatient surgery in a new facility.... During recovery, they were more focused on the computer than on simply sitting next to me, but all of the monitors were behind my head so I couldn't see what was causing the alarms. It made me feel vulnerable and discredited when I wanted to see them and was told not to worry. I was very ill after and yet they seemed unprepared for a post surgery patient who was vomiting. The bathroom was down the hall and when I couldn't get up there was no clear way to call for help. This was a brand new world class teaching university outpatient surgery center but it felt like I was part of a huge assembly line rather than being cared for. It would have helped so much to have been given a tour of the facility ahead of time like they do for young mom's to be.*

-Cassie R

Dear Cassie,

Last month, we focused on the pre-op concerns in your letter. Now, we are addressing the post-op recovery. Readers can review the first part of your letter describing your pre-op experience in [issue 14](#).

Adjusting to technological standards in today's hospital can be difficult for patients, caregivers and designers. In an article entitled "[Electronic Charting: A step forward, not two steps back](#)," we discussed the patient's perception of being ignored when caregivers appear to focus more on monitors than interacting with them. As we discussed in "[Designing for Patient Empowerment](#)," the design of equipment and patient spaces should ideally facilitate the sharing of information between the patient and the caregiver. This can help to build trust and encourage patients to take an active role in their plan of care. Although recovery spaces typically have limited space for equipment at the head of the bed, mounting monitors on articulating arms can allow caregivers the flexibility of sharing the display with patients while answering their questions.

Surgery recovery areas are designed for patients to be under constant nurse monitoring. Nurse call controls and emesis provisions at the bedside are standard. Your idea of a pre-admission tour may or may not be possible, depending on the scheduling and operational procedures of the surgery department; however, it does emphasize the importance of ensuring that patients and their families know what to expect in this environment and where to find necessities. Designers should not lose sight of the functional requirements for patients as well as caregivers.

**Patient-Centered Design  
Events at HEALTHCARE  
DESIGN.11**

**Patient-Centered Design  
Reception**

Sunday, November 13, 2011  
7:30 p.m. - 9:30 p.m.

Come celebrate the first annual Patient – Centered Design Reception with the Institute! Enjoy a light reception during an insightful evening with other healthcare, design, and patient advocacy leaders. Don't miss the opportunity to participate in this exciting patient-centric movement! [RSVP Now!](#)

**Advisory Group Meeting**

Sunday, November 13, 2011  
5:00 p.m. - 7:00 p.m.  
Advisory Group Members Only

**R49: Roundtable Discussion**

Patient Empowerment - The Inpatient Room from the Patient's Perspective  
Round table discussion  
Wednesday, November 16, 2011  
10:30 a.m. - 11:30 a.m.  
Please register to attend at [www.HCD11.com](http://www.HCD11.com).

**Sponsorship Opportunities  
are Available for the  
Reception!**  
[Download a Sponsorship  
Prospectus](#)

Please feel free to contact the editor with your questions, comments, or concerns at [editor@patientcenterreddesign.org](mailto:editor@patientcenterreddesign.org)

Institute for Patient-Centered Design is proud to offer a unique continuing education series devoted to the needs of specific patient populations.

*Understanding the Patient in  
Patient-Centered Design™*

**Lesson I**

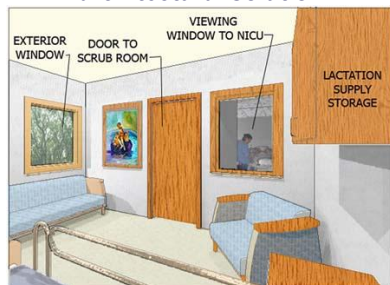
***Designing for Patient Empowerment: A look at  
the inpatient room from the patient's  
perspective***



(Earn 2 AIA/CES HSW learning units for the price of one!)

**Lesson II**

***The Challenges of Extended Postpartum  
Recovery for NICU Mothers : A proposed  
architectural solution***



(Earn 1 AIA/CES HSW learning unit.)

**Lesson III**



***Antepartum Spaces: Design  
considerations to address the  
unique needs of expectant  
mothers***

(Earn 1 AIA/CES HSW learning unit.)



Institute for Patient-Centered Design, Inc. is a Registered Provider with The American Institute of Architects Continuing Education Systems (AIA/CES).

**Sponsor an Issue of *Patient-Centered  
Design Online™***

For more information on sponsoring an issue, please contact

[sponsor@patientcenterreddesign.org](mailto:sponsor@patientcenterreddesign.org).

**Institute for Patient-Centered Design is a  
nonprofit, 501(c)(3) tax exempt organization.  
Your contribution is tax deductible.**

Connect with us on

**LinkedIn**

and

Follow us on

**Twitter**

Search to Support us on

**GoodSearch**

Support us in your gifts to others

**Make a  
CharityChoice**  
choose from over 150 charities

*When meaningful matters...*

**NEW MEMBERSHIP BENEFIT:**

Professional and Corporate Collaborator Members may now receive up to three [free continuing education lessons](#) per year, worth up to 4 AIA learning units total! These lessons will be delivered to your inbox upon request at no charge. You may complete a simple quiz online (also free) to receive AIA/CES credit for each course.

**Not a member? [Join now!](#)**

Institute for Patient-Centered Design, Inc. is a nonprofit 501(c)(3) organization. A portion of your 2011 membership fee is tax deductible.

**Copyright © 2011  
Institute for Patient-Centered Design, Inc.  
All Rights Reserved**