

## 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/g/sponsorship>

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Patient-Centered Design Online™

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## HCD.11 Wrap-Up

### Educating, Empowering and Understanding Patients' Needs

Written by Elizabeth S. Jones

Four days in Nashville, more than 300 exhibitors and thousands of conference participants equals a group passionate about positive patient outcomes as a result of environments that are comfortable, innovative and conducive for healing. This year marked the ninth year for the *Healthcare Design Conference* and this was my first experience at the conference. I was impressed by the number of industry professionals associated with healthcare design, as well as the priceless information that was available to attendees. Institute for Patient-Centered Design also made a major debut at this year's conference by hosting its first annual Patient-Centered Design Reception and other meetings as an Association Partner of the conference.



Patient-Centered Design Reception entry at the 2011 Healthcare Design Conference

As a writer on patient-centric topics, I decided to attend this year's conference to gain more insight on the drivers of health facility design, not realizing that I would learn so much about this industry! As a team member with Institute for Patient-Centered Design, I am a part of a multidisciplinary group, including healthcare and design professionals, patients, family members and patient advocates. My experience as a patient, family member and patient advocate elevated my interest while

attending the conference. I was really amazed by the work that healthcare designers do to take healthcare facilities to the next level by designing major improvements that facilitate healing.

While I was preparing for the conference, I had a few questions that I had hoped would be answered while I was there. Does healthcare design have a global impact? How detailed does a designer have to be when designing a healthcare facility? How can patient advocates get more involved? Fortunately, all of my questions were answered and more!

A number of healthcare designers are adding an innovative touch to healthcare facilities around the nation. Some facilities are even using marketing branding as a guide for innovative design. In the roundtable discussion, "Total Health - A Human-Centered Research and Design Initiative at Kaiser Permanente", representatives from the Kaiser Permanente design team explained how the "Total Health" brand has become interwoven into the way their facilities are designed across the nation. The team used a 21 step guide to show how Kaiser members are taken through a "Total Health" journey from the parking lot to the admission desk, to the operating room and finally to the journey home when they visit a Kaiser healthcare facility. The group explained how they used the voice of the patient as a guide to infuse the Kaiser Permanente brand into a product that has challenged architectural norms and shown positive outcomes.

While patient outcomes motivate a number of healthcare designers, some industry professionals have dedicated their careers to improving the patient experience globally. In the session, "Africa - Empowering Health Through Design", representatives from Arizona State University

## 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™*
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- Discount on educational materials for designers
- Email updates on grant opportunities
- Eligible for Partnership Collaboration

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**Available for healthcare professionals, architects and interior designers**

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

designed a Health-Empowerment mobile clinic, named "Sankofa". This unit, named after the word that means "it's not taboo to go back and fetch what you forgot;" brought a technology-driven medical facility to Rwanda, a Central African country that has a great need for patient-centered healthcare and facilities. The group of students and design professionals who traveled to the war torn region used evidence-based design to create a highly beneficial product. They also focused on a few major principals that allowed them to meet the needs of the patients they served. These principals included: community outreach, flexible and adaptable mobility, education through technology, integration with an existing infrastructure, prevention and detection. Their work clearly proved the meaning of Sankofa.



Leaders and Speakers  
Patient-Centered Design Reception at the  
2011 Healthcare Design Conference

Institute for Patient-Centered Design president Tammy Thompson and advisory group member LaShawna Heflin brought patient experience and industry expertise to reality during their roundtable discussion, "Patient Empowerment – The Inpatient Room from the Patient's Perspective". Thompson and Heflin discussed how patient's families can be an empowering and influential part of the design process. The majority of the group had an inpatient experience and this gave a wonderful backdrop for a very passionate and honest discussion. Participants agreed on the unique insight shared by designers who have had an inpatient experience. They also discussed the need for the design team to be aware of common constraints when designing an inpatient room, because sometimes noble design intent can create unintentional obstacles for patients. The session ended with a few important thoughts. Participants agreed that spaces should be designed to nurture the relationship between the patient and the caregiver, encouraging the caregiver to view the patient as a client. Design for privacy and family interaction was identified as an important patient-

centric feature. Finally, Thompson and Heflin cautioned participants to question design trends based entirely on intuition, and to focus more on research supported design strategies and those based on experience and patient observation.

My experience at HCD.11 gave me a better understanding of the need for patient-centered design. It was great to meet so many professionals who make this need a reality on a daily basis.

*Elizabeth Jones is a freelance writer and communications specialist who reports on news and innovations in healthcare and contributes the perspectives of patients and their families to the knowledge pool at Institute for Patient-Centered Design, Inc. Elizabeth may be reached at [ejones@patientcentereddesign.org](mailto:ejones@patientcentereddesign.org). For more updates and blogs on the 2011 Healthcare Design Conference, please visit [www.hcd11.com](http://www.hcd11.com).*

**Support the Institute this season!**

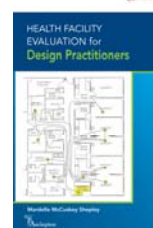
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- "Understanding the Patient in Patient-Centered Design" Desk Copy
- *Health Facility Evaluation for Design Practitioners*, by Mardelle Shepley



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## Collaboration Program Continued...

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## 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!](#)*

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

## Calendar of Events

**December 6, 2011**

Healthcare 201: Lean Design by AIA AAH  
Webinar

<http://www.aia.org/practicing/groups/kc/AIAS074547>

**December 31, 2011**

Special Membership Package Deadline  
(Receive 3 free gifts with new Professional &  
Corporate Memberships through December 31<sup>st</sup>!)  
Online

<http://www.patientcenterreddesign.org/joinus.html>

**January 17, 2012**

AIA AAH of GA Networking Event,  
Sponsored by Herman Miller Healthcare  
Atlanta, GA

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

**January 27, 2012**

Deadline for 2012 Healthcare Design Conference  
Call for Presentations  
(Conference date: November 3-6, 2012)  
Phoenix, AZ

<http://www.healthdesign.org/chd/conferences-events/calendar-events/2012-healthcare-design-conference-call-presentations>

**April 29 – May 1, 2012**

2012 Environments for Aging Conference  
Orlando, FL

<http://www.environmentsforaging.com/ME2/Sites/Default.asp?SiteID=4F2E80FF1A3D4635890466464EA028A5>

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](#). This month, we are sharing a special letter from our founder.

Dear Readers,

This year, I have had the privilege of speaking to many audiences on the subject of patient-centered design. In each presentation, I am sure to identify myself as a "patient first, then an architect" because I was born with a chronic illness that required me to experience the healthcare system as a child, as an adult, and later as an architect.

Like many designers, this experience has shaped my work in the field of healthcare design. Topics like patient safety, patient empowerment, patient satisfaction and patient outcomes are examined on a different level by professionals with personal experience that motivates solutions. During the recent Healthcare Design Conference in Nashville, I met many practitioners who shared with me their personal stories of navigating the healthcare system and the passion that these experiences have inspired to create better environments for all patients. I also met some practitioners who had no personal healthcare experience. During our roundtable discussion, one architect stated that he had neither been a patient nor a family member accompanying a patient in the hospital, and he was eager to find out more about the needs and concerns of patients. I was very moved by his honest desire as an architect to learn about the concerns of the end users of the spaces that he creates.

I'd like to take a moment to commend all healthcare and design practitioners to whom patient-centered design is not just a catch phrase, but a driving force in the empowerment of patients, their families and their caregivers to achieve better outcomes. There are many ways to support our mission of contributing to the quality of healthcare delivery through patient-centered design advocacy, education and research. I invite you to visit [www.PatientCenteredDesign.org/Supporttheinstitute](http://www.PatientCenteredDesign.org/Supporttheinstitute) to learn more.

Sincerely,

Institute for Patient-Centered Design, Inc.