

Designing for Medicine

The 5 Principles of
Successful Healthcare Innovation



Principles

- 1 **Identify** the problem before the solution.
- 2 **Cultivate** clinician designers.
- 3 **Encourage** transparency.
- 4 **Forgive** failure - it's necessary for success.
- 5 **Measure** your solution to *iterate*.



Identify
the problem before the solution.

Tips for Success


- Prepare to make **long-term investments** – effectively identifying problems requires a willingness to invest in design research that may not always yield a solution.
- Use research tools that reinforce a **grassroots approach**, such as focus groups and interviews with clinicians and patients.
- Identify **clinical partners** who understand existing problems to advise on the future design and implementation of solutions.
- Invite **key stakeholders** into the design process, including patients, clinicians, and administrators.

Cultivate clinician designers



Tips for Success

- Infusing innovation *into* healthcare requires infusing innovation *with* healthcare first.
- Carve out time for **elective education** around basic healthcare **design, innovation,** and **business** concepts for clinical students and professionals.
- Incentivize motivated clinicians to spend a portion of their time **immersed** in innovative product design and development.
- Hire clinicians to **lead and consult** in hospital innovation centers – as “clinical interpreters,” they can translate the intricacies of the clinical world for designers and vice versa.

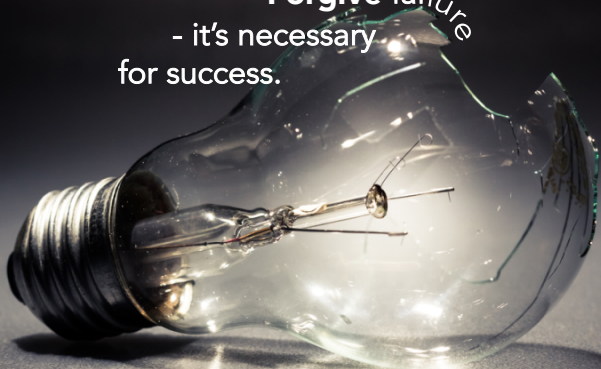
A close-up photograph of a person's hand holding a clear crystal ball. The crystal ball reflects a modern office interior with large windows, glass partitions, and people working at desks. The text "Encourage transparency" is overlaid on the upper part of the crystal ball.

Encourage
transparency

Tips for Success


- Innovation projects are often uncertain and in constant flux – transparency ensures all the collaborators on a project are on the same page and builds a **culture of trust**.
- Collaborate with key stakeholders and team members to define **goals and expectations** for a minimum viable product.
- A “minimum viable product” is only viable if designers and developers feel it is **feasible** and providers feel **comfortable** using it or introducing it to patients.
- Provide **frequent updates** and ask for stakeholder **feedback** as a project progresses.

Forgive failure
- it's necessary
for success.



Tips for Success

- Collaborate with peers from the clinical and innovation worlds to define an acceptable **margin of error** for each project.
- Redefine “failure” that falls within this margin of error as a **stepping stone to success**.
- Carefully **select environments** that allow for the piloting of an innovation with minimal risk to patients and providers.
- The most **sustainable innovations** are those that have the highest positive impact on experiences with the least disruption to existing workflows and activities – these also tend to be the **least risky** to pilot.

A vintage wooden measuring tape is coiled on a dark, textured wooden surface. The tape is light-colored with black markings and numbers. The numbers 15, 16, 17, 18, and 19 are clearly visible on the lower loop. The tape is coiled in a way that creates a sense of depth and texture. The lighting is warm and focused on the tape, creating soft shadows on the wooden background.

Measure your
solution to
iterate.

Tips for Success

- Champion **evidence-based** healthcare design and innovation projects.
- Devise measurement plans for a project while **defining its scope**.
- Be unafraid to deviate from the gold standard and craft initial studies that are more poised to understand how a solution is **received**, its **challenges**, and its initial **impact**.
- Utilize metrics that have been **validated** in similar or comparable scenarios.
- Use initial studies to **guide future iterations** of a solution, not judge its success.



Identify

Cultivate

Encourage

Forgive

Measure

Imagined, Designed, & Created by



Pavitra Krishnamani
Clinical Fellow, Healthcare Innovation