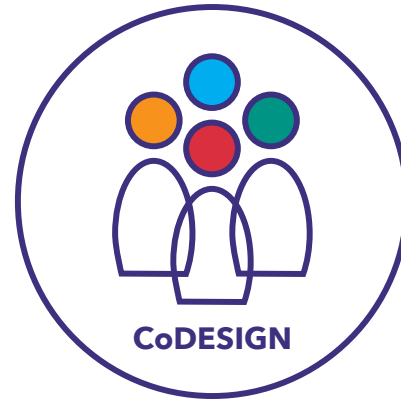


“It was valuable being part of a team that translates planning into reality.”

— Kaiser Permanente patient partner



“CoDesign has opened my eyes to what the true stakeholders want.”

— Kaiser Permanente staff member

What is CoDesign at Kaiser Permanente?

At Kaiser Permanente, CoDesign is a mindset and group of methods that bring together patients and families, staff and clinicians, performance improvement experts, subject matter experts, and other important stakeholders to design new care and service offerings or improve existing ones.

The evolution of CoDesign at Kaiser Permanente over several years culminated in an approach rooted in human-centered design, patient- and family-centered care, and performance improvement. Deep empathy and creative problem solving are combined with a focus on outcomes that matter to customers.

CoDesign customers are often patients, caregivers, and families, but they can also be staff and clinicians.

All customers are full partners throughout the entire CoDesign process, shaping services and care at Kaiser Permanente. CoDesign can be used in a range of applications—from care delivery to financial services to behind-the-scenes processes.

The six steps that follow are a basic recipe for CoDesign, followed by teams in which patients and family members partner with Kaiser Permanente staff, clinicians and other stakeholders.

1 Gather Experiences

Start with customer needs

CoDesign team members begin by sharing and learning about a chosen topic. Patients and family members share positive experiences as well as experiences that could be improved. Kaiser Permanente staff members listen, seek to understand, and capture needs for new or improved care and services.



Tip: A Journey Map is a nice visual tool to capture patient and family experiences. Patients and family members help define touchpoints on the journey.

4 Select Ideas to Test

Important and doable

The CoDesign team ranks ideas by how well each meets needs and how feasible each one is to execute. The team selects an idea that meets patient and family needs and can also be implemented relatively quickly. The team also selects an ambitious idea that may be harder to implement but would create a big win for patients and families.

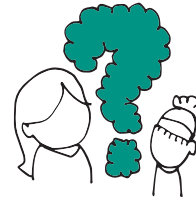


Tip: Idea selection can happen by using dot voting (different colors can be used for different stakeholders) or a 2x2 matrix.

2 Frame Opportunities

What problems to solve?

Kaiser Permanente staff members on the CoDesign team share the needs they heard in Step 1. Patients and family members on the team refine and validate the needs, and the team crafts a crystallized opportunity statement.



Tip: "How Might We?" statements are a good way to crystallize the needs. "How Might We make spouses and partners feel included in the delivery process?"

5 Define Metrics that Matter

Success for all

Patients and family members describe what a successful implementation of the idea will mean to them. Team staff members share organizational metrics that are involved. The combined set of metrics that matter to all is used to track success.

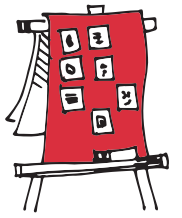


Tip: Metrics that matter to patients and family members are written from their perspective: "I will feel in control," "I will be competent to change the IV line myself 2 days before discharge."

3 Generate Ideas

Go for quantity!

The entire CoDesign team generates a range of ideas to address needs. This can happen by combining individual and group brainstorming. Reflecting on how similar needs are solved in other industries can help inspire ideas.



Tip: Ideas are drawn or written on post-it notes. Similar ideas can be clustered, often inspiring a composite idea that builds on all ideas in the cluster.

6 Plan Tests of Change

Bring ideas to life

The CoDesign team uses simple materials to create prototypes of ideas and gathers early feedback. The team also creates a storyboard to visualize how tests of change will happen. Staff then carry out tests of change, track metrics that matter, and the team adjusts course before the solution is implemented.



*Tip: Tests of change are conducted with customers **outside** the CoDesign team. This allows the team to test ideas with a broader group in a real setting.*