

## Korrekturhinweise

### Changing health care by design

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### Begründungen

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The speaker says: "And consumer goods, like digital book readers, require product designers. Those are the people who make goods functional and aesthetically pleasing." Therefore, the job of product designers is to ensure things are useful and pretty.

1

The speaker says: "Now they're involved with the Centres for Disease Control on a project to combat childhood obesity." Now IDEO is therefore helping to control children's weight problems.

2

The speaker says: "The role of design thinking is to help create new alternatives, new choices, things that we haven't had before, ideas that we haven't had before. And it starts with focusing on people [...]. It starts with people and then applies creative tools to deliver the solution." First, "design thinkers" therefore concentrate on humans.

3

The speaker says: "Well, one of the first experiences we had was working for a health care system in Minnesota called the DePaul Health Care system, where they were interested in how to improve the emergency room experience. For anybody that's gone through an emergency room, we've all had that chaotic, confused, what's-going-on-around-us kind of experience." An early project therefore aimed to make a hospital unit less hectic.

4

The speaker says: "[...] we designed these very simple kind of uniforms for them to wear so that it was really clear who was who. And it even said it on big graphics on their uniforms, so that you weren't asking a nurse the question you might be asking a doctor or you weren't asking a porter a question you might ask a doctor." Therefore, special clothes helped patients to recognise health professionals.

5

The speaker says: "[...] and we see this all the time, don't we, in larger organisations, that when something's designed on the outside and then pushed into the organisation, there's often a lot of resistance. But when you involve the people themselves, then they already own the new solution, and it's so much easier then to get the change to happen." Taking part in the process therefore helps those involved to accept a new system.

6

The speaker says: "In my view, ultimately we're only going to solve the health care system and make it sustainable if everybody, as consumers or patients or citizens end up managing a lot more of our own health care, just like we have done with our personal finances and many other parts of our lives." Therefore, in the end, all of us need to take over responsibility for personal health.

7

The speaker says: "So one of the things I'd love to design is the sort of electronic medical record of the future that belongs to the patient, that not belonging to the doctor, that includes ways of keeping track of our blood pressure or our heart, all those other things that we need to as we get older and that we're trying to prevent some of these chronic diseases." In future, Mr Brown therefore wants to develop a new documentation system.