

# Project Design Phase-Part 2

Determine The Requirements (Customer Journey Maps)

Team Id	NM2023TMID04415
Project Name	Block Chain Technology For Electronic Health Records

## Mapping Health IT Journeys to Improved Patient Care:

EHR Association members share a desire to improve the user experience of EHR software for physicians, clinical staff, and patients. That's why they incorporate user-centered design – such as considering individual users' preferred style, vocabulary, information visualization, and workflow – in software development decisions. EHR developers are committed to continuously improving usability through research, innovation, testing, user feedback, and observation.

### Journey Map:

All journeys start with the people that we are designing for. At a previous [Usability Summit](#), EHRA members and other stakeholders created a series of [user personas](#) to represent the wide diversity of the people that an EHR needs to support. The personas capture the roles and responsibilities for each type of individual and help designers to understand a little bit about what it is like to be in those people's shoes.

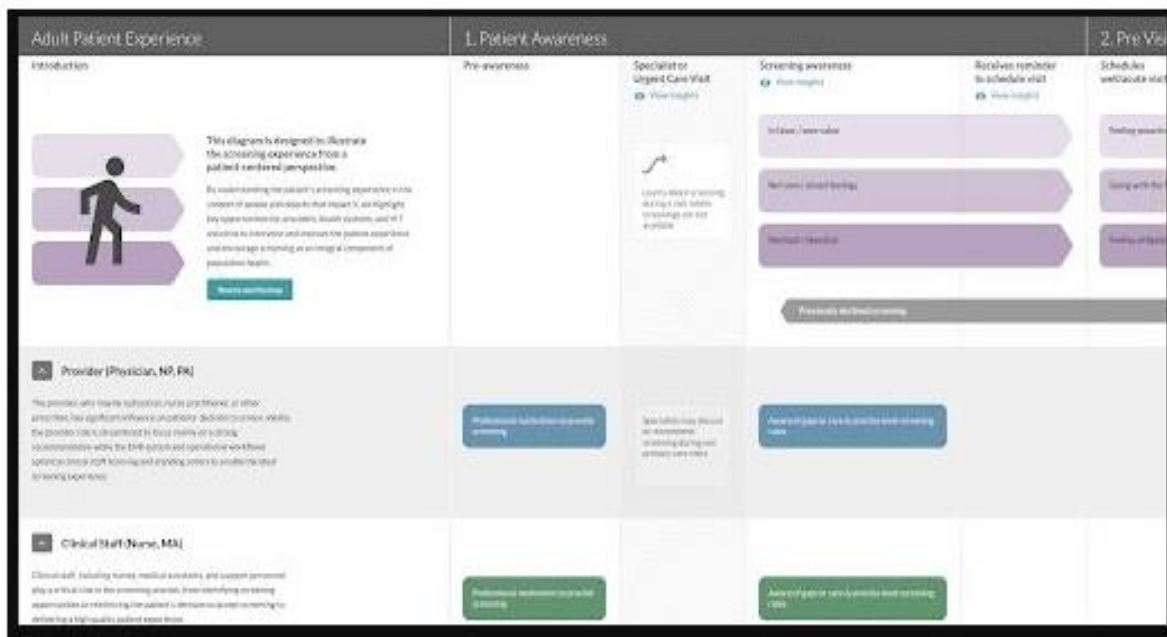
### **potential opportunities associated with each activity:**

Journey maps serve groups of developers and decision makers by providing a clear visual to drive conversation, build consensus, and ensure that real problems are being addressed in a holistic manner.

### **The basic elements of a journey map are:**

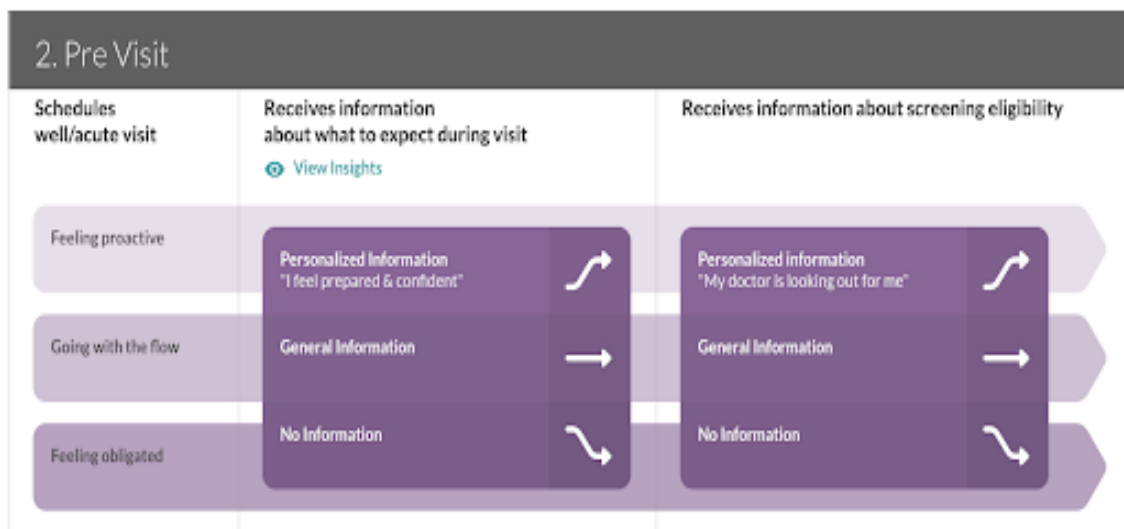
- An 'actor'
- The steps they take through a 'flow'
- Opportunities or challenges encountered

The actual form of the journey map varies widely, based on what questions we need to answer. Journey maps can focus on the experience of groups of interrelated actors, or of a single actor.



Courtesy of Mad\*Pow:

Mad\*Pow has taken a very sophisticated approach in their [interactive journey map](#) of the continuum of an adult patient's experience. All of the basic elements of a journey are there, but they leverage interactivity to allow exploring different options, outcomes, and choices that can affect the journey. This is an example of how a journey map can be a living reference that informs the design approach throughout the lifecycle of design, execution, and refinement. Learn more about the background [on their blog](#).



Mad\*Pow calls out what informs and allows for 'garden path' or less desirable paths through the journey. The [publicly available version](#) has much of the detail for the 'insights' links removed, but is a useful framework for where to add additional details.

## Workshop Process:

At the EHR Association's 2020 Usability Summit, attendees identified many EHR workflows that would benefit from journey mapping. Our workshop included:

1. Defining focus areas: Generated themes that are most relevant to the current state of healthcare IT
2. Prioritization: Voted on themes to define those for the journey mapping activity

3. Breakout groups: Each group focusing on one journey

4. Presentations: Each group presented their journey to the larger group for feedback and comments

Each of the breakout groups created its journey map based on the following process:

### **Roles:**

- Who is involved in this journey and what do they do?
- When are they involved in the journey?
- How do their roles work together?

### **Stages:**

- What are the overarching stages of this journey?  
Where
- does it typically begin and end?
- How would you group the activities together?

### **Actions:**

- What are the activities that happen within a particular stage?
- Do these activities happen once or are they part of a recurring process?

### **Pain Points:**

- What are the common challenges associated each of the activities?
- What are the typical dependencies, constraints or limitations?

## Opportunities

- What are the potential opportunities associated each of the activities?
- What are the solutions, and who would be responsible for implementing them?
- EHR vendor
- Government/Regulatory
- Payers
- Providers

## Workshop Outcome:

The end result of the workshop produced a series of documents representing the collaboration of all event attendees.

- Transitioning a patient from one setting of care to another
- Optimal Workflow
- No CCDA sent initially
- Completing a prior authorization
- Viewing a longitudinal patient record
- Electronically integrating clinical information into a single record
- Completing a patient portal registration
- Documenting a patient encounter in a way that facilitates the capture of billing and quality data

