



**Designing for Service**  
Fall 2008 - Prof. Shelley Evenson  
Carnegie Mellon University

**Team DoubleShot**  
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# The Beginning

## Project Statement

to define and design an  
implementable advanced  
medical home service

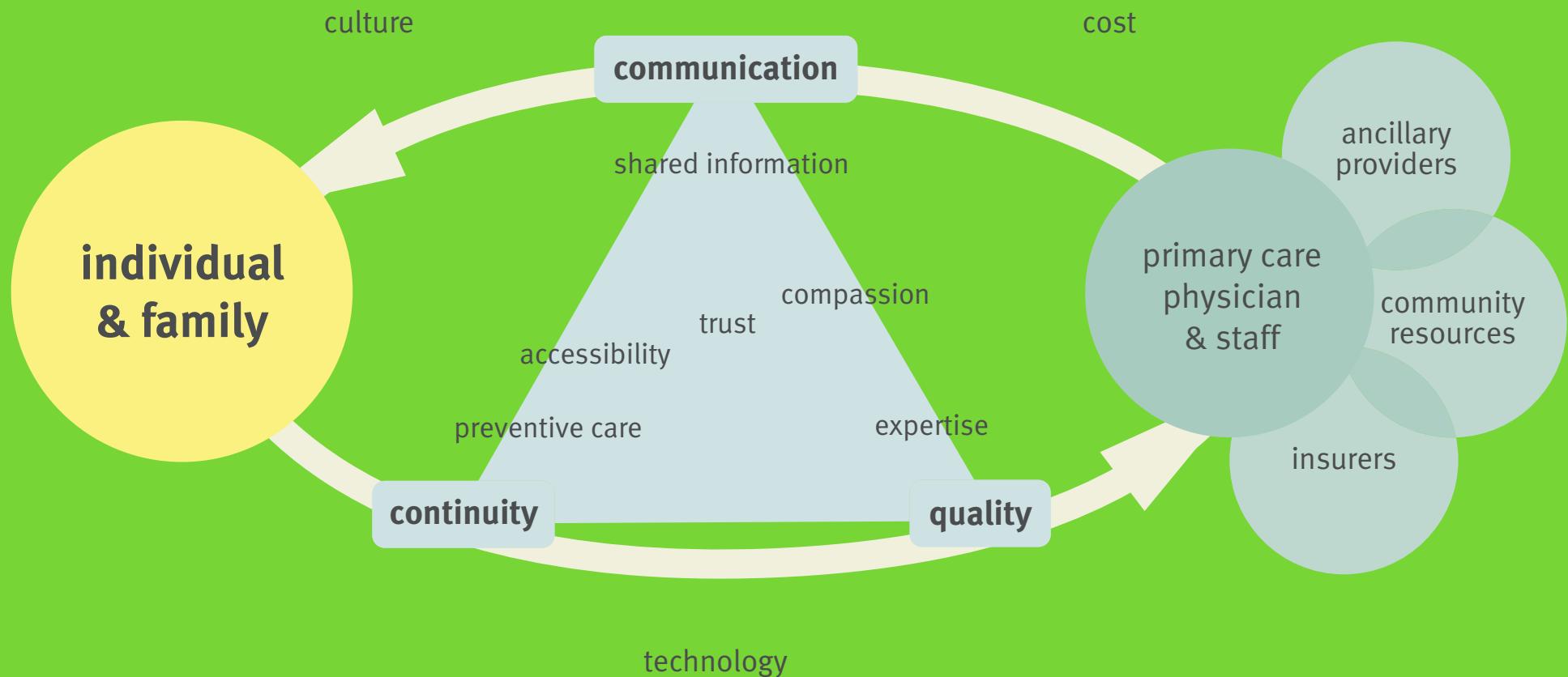
# The Beginning

## The Users

Everyone!  
(30-60 year old small-town midwesterners)

# The Beginning

## Territory Map



# The Beginning

## A Definition of Continuity

The sustained connection  
of health-related services  
to a person's life.

# Research

## Themes from Users

① Mental & physical well-being are not separated for individuals - they can't talk I w/o talking abt the other.

\* People are always nervous abt the hospital.

all) \* People value concern, honest  
vantage of. verythings. & timeliness when communicating  
decision-making. health care providers, more th  
says cheerfulness.

their \* People are concerned with  
eating & exercising well.

? \* People are concerned abt  
stress & emotional health.

tion, \* Environment matters.

ripk \* hospitals should offer  
mated a holistic lifestyle, not  
just repairs.

# Research: Methods

Journals

Interviews

Directed Storytelling

Collage Sessions

Archival Research



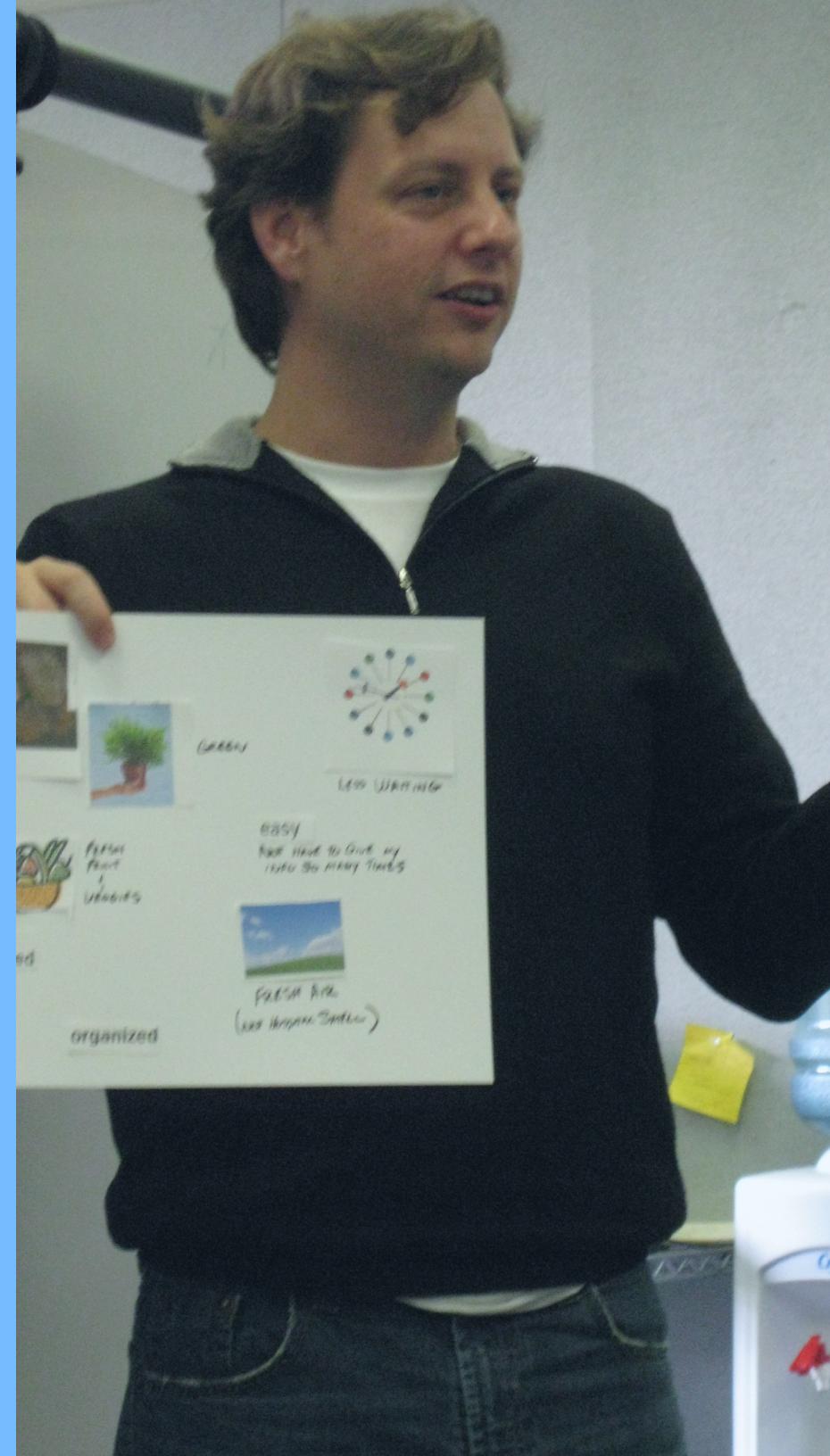
# Research: Findings

**We must seek  
opportunities outside  
of existing services**



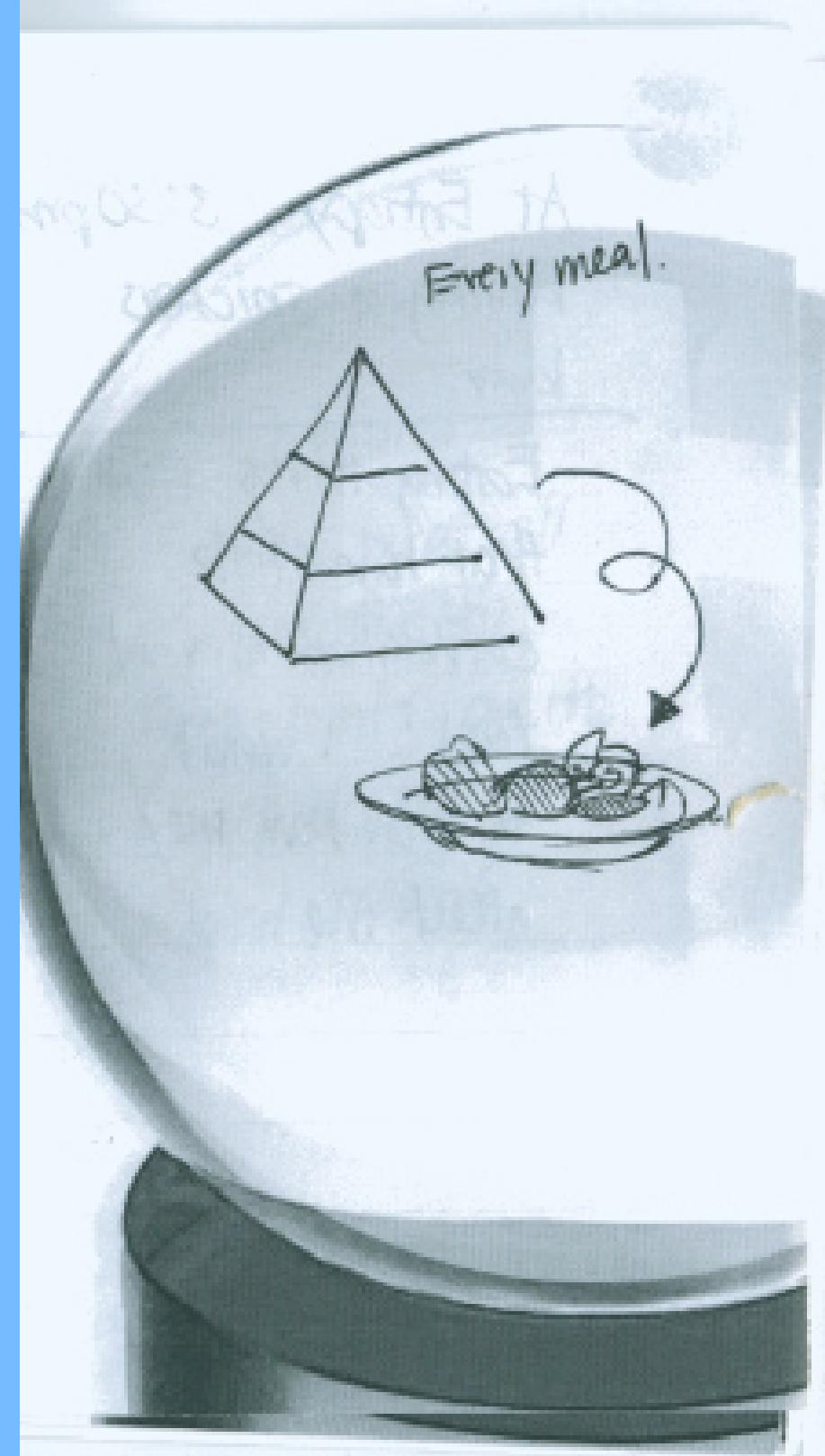
# Research: Findings

We need to expand  
the scope of  
preventative care



# Research: Findings

**Health-care should proactively support nutrition and exercise**



# Research: Findings

**Both individuals and health professionals think about health-care in a disease centered way.**

Healthy

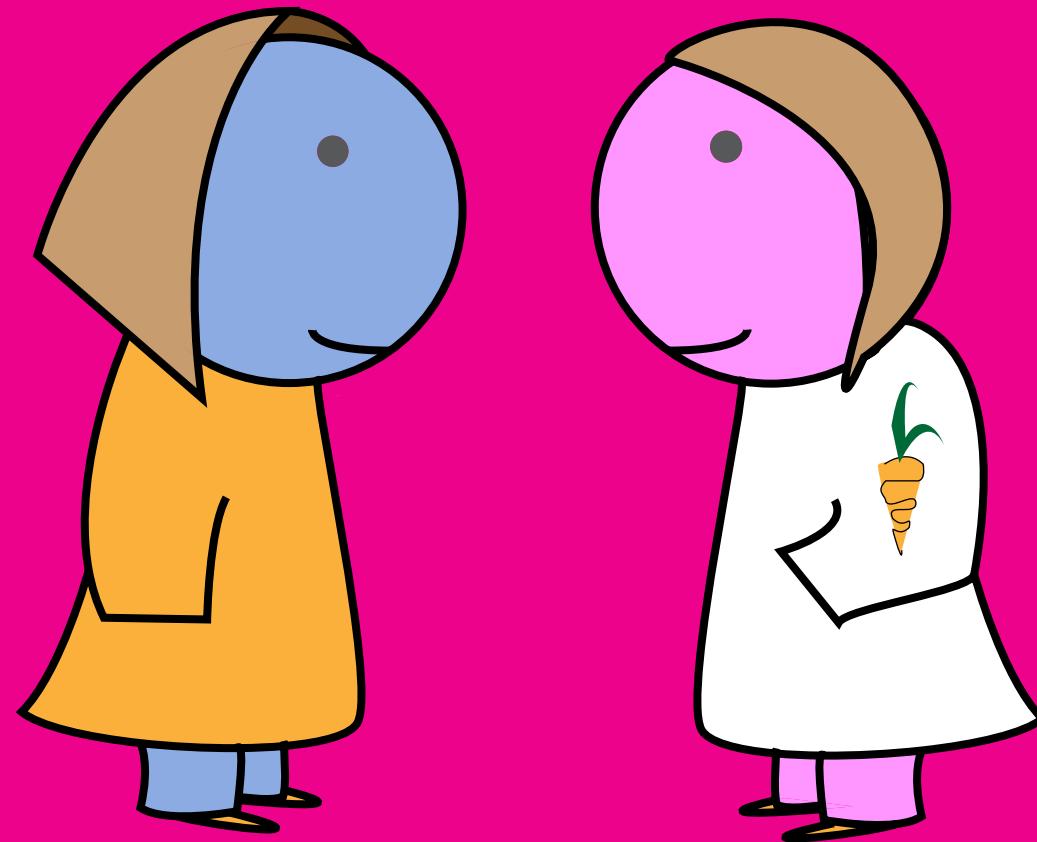


Unhealthy

## Research: Conclusion

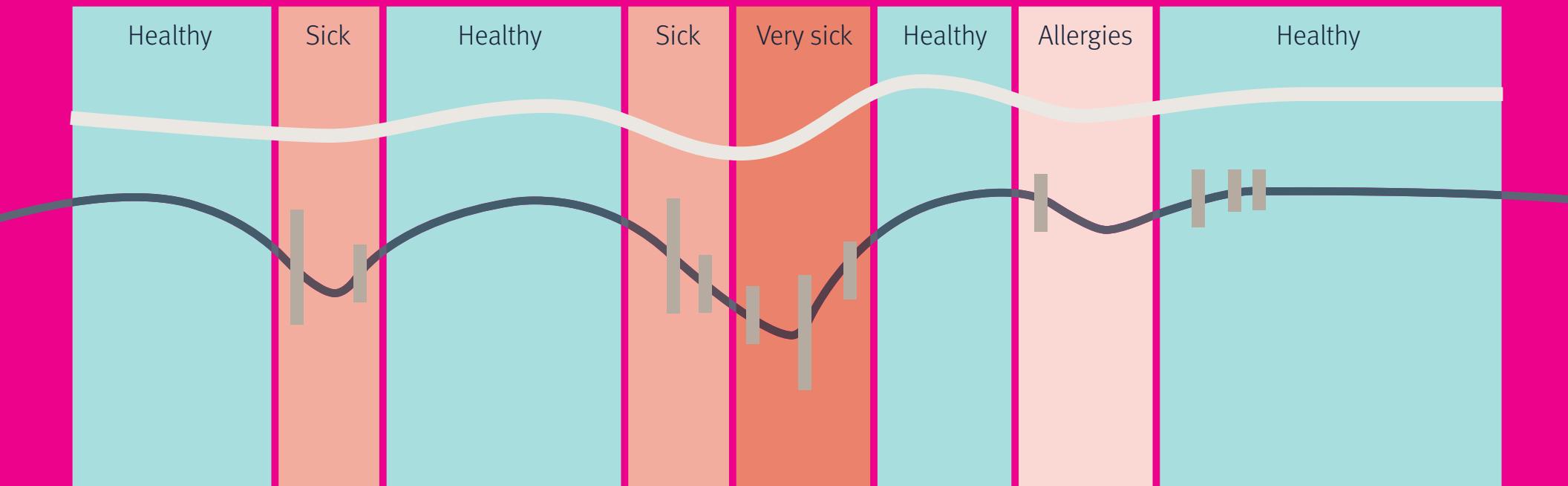
The health care industry  
needs to support *all*  
health-related activities.

# Design Iterations



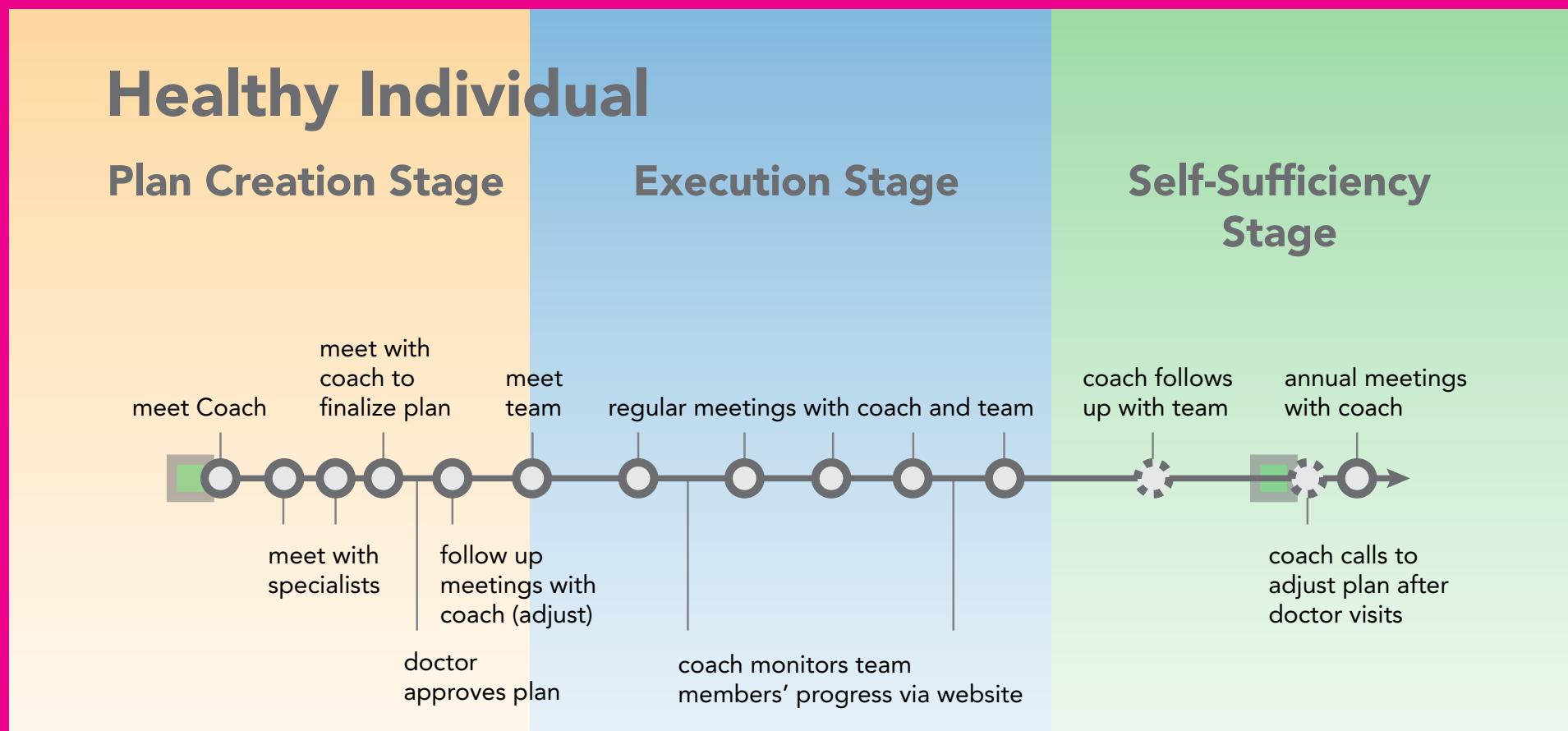
# Design Interation 1: Wellness Coach

**Wellness Coaches work with individuals to create a wellness plan, set health goals, and coordinate with doctor, nutritionist, and trainer**



# Design Interation 2: Wellness Team

Individuals meet with a wellness team to leverage social support (pressure)



# Design Interations

Trip to Mayo

What if the whole  
community were the  
Wellness Coach?

**Final Design**  
**LiveWell** 

# a community centered health initiative

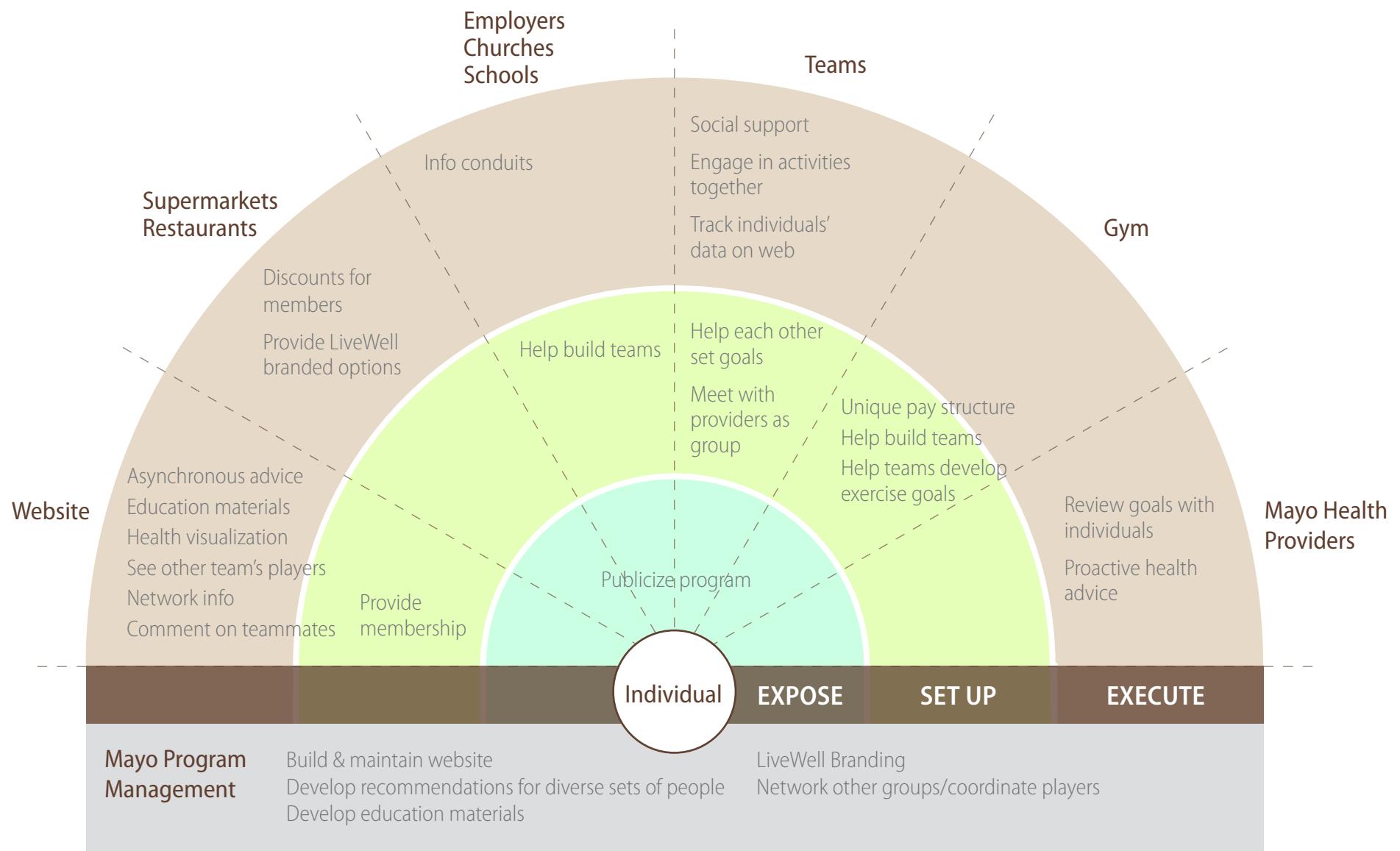
Get the message out from many angles

# Final Design



Bob's Story

# Final Design: System



# Final Design: Stakeholders



# Final Design

## Themes

connecting people

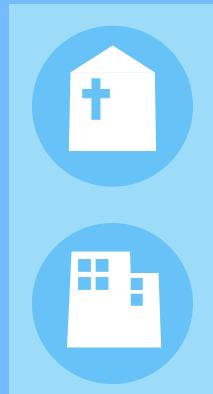
building healthy habits

enabling healthy decisions

creating a culture of wellness

# Final Design

## Churches & Employers connecting people



Publicize Program  
Encourage Participation  
Help Organize Teams  
Act as Information Conduits

## Schools building healthy habits



Education

# Final Design

## Supermarkets enabling good decisions



**Recipes**  
**Branded Items**  
**Discounts**

## Restaurants enabling good decisions



**Branded Menu Items**

# Final Design

Gym/Health Center  
connecting people  
building healthy habits  
enabling good decisions



**Hub of activity**  
**Cheaper the more you go**  
**Help build teams**  
**Help teams set exercise goals**

# Final Design

# Website connecting people building healthy habits enabling good decisions



- Provide membership
- Asynchronous advice
- Education materials
- Awards (incentives)
- Comment on teammates
- Health visualization
- Neighbor rankings

# Final Design

## Teams connecting people building healthy habits



- Collaborative goal setting**
- Meet with providers as a group**
- Social support**
- Track each other's progress**
- Engage in activities together**

# Final Design: Stakeholder Incentives



Employee and community health is good for business. Employers like to do good things for their employees, especially when they don't cost money.



Churches exist for the services of their congregations - they like to do things like this.



Schools exist for the public good. They want to help their students. Pressure from local government doesn't hurt either.



Government exists for the public good - this is the kind of thing they would want to promote in their community.



LiveWell branding will drive sales of high-value foods. May also drive revenue growth if competitors don't offer LiveWell.



Drive sales by offering LiveWell branding.



Health promotion campaigns are obviously good for gyms.

# Final Design: Implementation

What	How	Who's involved
Go put posters everywhere Identify and meet with community leaders	Talk to local non-profits	Community wide
Talk to town council about passing a resolution to support LiveWell	Meet with town-council members to solicit support	
Promote to employees Promote to congregation	Marketing materials in common areas Facilitate registration and team sign up Give LiveWell branded materials to those who register  Identify and promote to opinion leaders & vocally promote program	 
Distribute materials	Put out and make available printed material	   
Host info sessions	Provide time and space for Mayo to hold info sessions	 

# Final Design: Implementation

What	How	Who's involved
Hold and publicize competitions		
Encourage kids to form family teams	Teachers talk about program to students Give materials to kids for parents	
Encourage teaching a "family health" class for kids to learn about good nutrition and exercise	Teach "family health" class using Mayo provided curriculum	
Create space for LiveWell section - weekly recipes and required ingredients	Establish healthy food/nutrition guidelines about LiveWell eating Stock LiveWell section according to guidelines	
Discounts with LiveWell membership	LiveWell card uses store coupon barcode for discounts	
LiveWell branded menu items	Apply for LiveWell certification of restaurant and/or specific menu items	
Discounts for members	Discounts work like Supermarket	

## Final Design

# Program Management - Mayo

**website set up**

**develop & distribute branded materials**

**develop & distribute educational materials**

**solicit participation from community institutions**

**provide advice to teams and individuals**

# Final Design: Conclusion

## Service Model

**Discovery**

**Guidance**

**Lifestyle**

# Thank you! Questions?

A black and white photograph showing three young men standing outdoors in front of a large, classical-style building with columns and a tiled roof. They are all holding large, cylindrical containers (resembling oversized cans or coffee cups) and are looking upwards and to the right, as if they are taking a drink from them. The man on the left is wearing a dark turtleneck sweater. The man in the center is wearing a dark jacket over a light-colored shirt. The man on the right is wearing a dark jacket over a patterned shirt.

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