Create a journey map using one of the following patient scenarios below.

You may create this map using a diagramming tool such as [Bubbl.us](https://bubbl.us/), or write a timeline similar to the one in Module 1 Lecture “Journey Mapping and Pain Points”.

After you have charted the journey, inject the decision support methods that could have been put in place in order to avoid a readmission or influence the health outcome to a more positive/beneficial outcome.

Indicate briefly whether a patient monitoring innovation could have helped to avoid readmission and where on the timeline/journey map you would have added it. If a patient monitoring innovation is not appropriate please indicate why.

Criteria:

* Journey Map: Creation of map in a linear fashion documenting each significant stage: Choosing a PCP, visiting a PCP, time spent in hospital/wellness visit, aftercare requirements and whether they were adhered to, and the health outcome
* Justification: Inject decision support and justify why placement in the timeline would be effective
* Innovation: Indicate briefly whether a patient monitoring innovation could have helped to avoid readmission and where on the timeline/journey map you have added it. If a patient monitoring innovation is not appropriate please explain why it would not be needed.
* Presentation: Professional and grammatically accurate

Choose one of the following Patient Scenarios:

| **Patient: Jenna, Occupation: Retired, Age: 66** | **Patient: Yourself or a Family Member** |
| --- | --- |
| Jenna visited her community health center because she was experiencing dizziness and shortness of breath. Jenna is asthmatic with some additional complications so the health center doctors sent her by ambulance to the local hospital for more tests. This has happened to Jenna several times during the summer. After further testing at the hospital, Jenna has typically been given medication to help her breathe better and then sent home. It is odd that this started to happen to Jenna during the summer. During her 3rd visit to the community health center, her doctor started asking some additional questions of Jenna to try and get a better understanding of her home and support situation. Turns out that Jenna lives alone in her apartment and is only able to afford help coming in to help clean once a month. She is pretty isolated and spends very little time outside her apartment. Thinking outside the box, her doctor decided to have one of the nurses at the clinic head over to her home since she lived only a short distance away. When the nurse did a survey of the home, she found that the house was pretty dirty and, in particular, noted that her window air conditioner had a significant buildup of dust and other particulates on the filter. Recognizing that the dirty filter might be causing Jenna’s breathing difficulty, the nurse took the initiative to run down to the local hardware store to buy and then replace the filter. She was right! Jenna has now gone for the better part of a year without another asthma related event. | Think of the last time you or someone close to you had an experience in the healthcare ecosystem. Create a journey map that charts this experience. |

Review criteria

Please see the rubric attached.

Rubric

| **Criteria** | **Below Standard** | **Approaching Standard** | **Standard** |
| --- | --- | --- | --- |
| **Journey Map** | Journey map NOT included or inaccurate | Gaps in journey map present | Accurately creates a linear journey map either in a diagram or written format documenting significant steps including initial PCP visit, steps towards care, post care and health outcome |
| **Justification** | Decision support methods NOT included or inaccurate | Unsupported injection of decision support method OR decision support method inappropriately placed | Includes clear justification for injection of decision support method(s) in an appropriate stage along the timeline |
| **Innovation** | Description of patient monitoring is NOT present or is inaccurate OR does not provide a reason why patient monitoring is not appropriate for this scenario | Description of patient monitoring innovation incomplete OR the reason why patient monitoring is not appropriate is incomplete | Accurately describes if and how patient monitoring innovation(s) could have helped and indicates an appropriate stage along the timeline if appropriate for the scenario OR provides clear and accurate support around why a patient monitoring innovation would not be appropriate for the scenario. |
| **Presentation** | Articulation of ideas/concepts are disorganized AND unprofessional | Articulation of ideas/concepts are drawn-out and/or disorganized | Concisely articulates ideas/concepts in an organized fashion using a professional layout/format |

Student must prepare a narrated video presentation, no longer than 10 minutes, addressing the following scenario:

You have been hired by leadership in a small organization in the healthcare industry. This company has only now become aware of the benefits and opportunities of leveraging AI and ML to impact their bottom line. They have asked you to present a brief overview on the benefits and opportunities of using Artificial Intelligence and Machine Learning in the healthcare industry.

Please address these key topic:

Overview or Agenda

* Introduce yourself and give a brief overview of what you will cover in this presentation

The Business Case

* What are some of the benefits of using AI and ML in the healthcare industry?
* In what way could incorporating AI and ML impact the bottom line?

Data Sourcing and Enrichment (include the following)

* Identify the kinds of data needed to predict an outcome.
* Briefly discuss what will be gained from the data gathered

Analytic Maturity Model

* Discuss the differences between Descriptive, Predictive and Prescriptive Modeling
* How can you build on each type of analytic capability to increase business impact and ROI?

Operational Engagement Framework

* How do the relationships between stakeholders in healthcare (provider, patient, and PCP) help increase business impact?
* Discuss the types of challenges that may arise if a patient is not engaged and the kind of outreach you may need.

Please allow for one key topic per slide (Google Slides, Powerpoint etc.). You will not be required to write or hand in a paper. Presentation can either be narrated or narration notes can be attached to each slide. Presentation can be submitted as a PDF if there is no audio or uploaded to a platform (such as YouTube, Vimeo, Screenomatic etc.) and a url can be submitted.

Submission is expected to adhere to professional standards of correct grammar, spelling and organization.

Review criteria

Please see the provided rubric.

Rubric

| **Criteria** | **Below Standard** | **Approaching Standard** | **Standard** |
| --- | --- | --- | --- |
| **Overview and Agenda** | Does NOT provide an agenda or a beginning slide overview | Agenda or overview slide has missing content | Includes an accurate overview and/or agenda for the presentation |
| **Business Case** | Benefits and opportunities of AI and ML in the healthcare industry is NOT included or inaccurate | There are gaps in the description of the benefits or opportunities of AI and ML in the healthcare industry | Accurately describes benefits or opportunities of AI and ML for the organization and in the healthcare industry in general |
| **Data Sourcing and Enrichment** | Overview of data sourcing and enrichment is NOT included or inaccurate | Several factors of data sourcing and enrichment is missing | Accurately describes the types of data needed and the enrichment process and the uses of that data in an organization |
| **Analytic Maturity Model** | Description of Analytic Maturity Model is NOT included or inaccurate | Description of Analytic Maturity Model is missing information about how to leverage descriptive, predictive or prescriptive analytic capabilities | Accurately describes the Analytic Maturity Model and addresses how to leverage descriptive, predictive and prescriptive analytic capabilities to impact the bottom line |
| **Operational Engagement Framework** | Overview of Operational Engagement Framework in healthcare is NOT included or inaccurate | Overview of Operational Engagement Framework in healthcare is incomplete and missing key information about the relationships between payer, provider and patient | Accurately describes the Operational Engagement Framework in healthcare including key information about the relationships between payer, provider and patient and how operational engagement helps increase business impact |
| **Mechanics** | Grammar, spelling, and punctuation impedes the understanding of the ideas/concepts | Grammar, spelling, and punctuation negatively impacts the professionalism of the submission | Grammar, spelling and punctuation adheres to professional standards |
| **Presentation** | Articulation of ideas/concepts are disorganized AND unprofessional | Articulation of ideas/concepts are drawn-out and/or disorganized | Concisely articulates ideas/concepts in an organized fashion using a professional layout/format |