



STEP 0: Define the problem.

STEP 1: Break it down.

STEP 2: Build it up.

STEP 3: Make it better.

Worksheets for Healthcare Design Thinking

STEP 0: Define the problem.



Choose one overarching problem in healthcare:

Generate a specific problem definition:

Example.

Overarching problem: Prescription adherence

Specific problem definition: Patients prioritize family, careers, and other activities over getting their prescriptions refilled.

STEP 1: Break it down.



Key Stakeholders

What is their concern?

What do they need?



STEP 2: Build it up.

*Not every line needs to be filled in.



OUR GOAL IS TO IMPROVE (pick one or more):

QUALITY OF _____

ACCESS TO _____

FREQUENCY/RATE OF _____

EFFICIENCY OF _____

PROFITS OF _____

FIRST TARGET USER IS _____

THEY SUFFER FROM _____

WE CAN IMPROVE THEIR EXPERIENCE/HEALTH BY _____

TODAY THEY SOLVE THIS BY _____

BUT THE PROBLEM IS _____

OUR SOLUTION IS TO ATTACK _____

STARTING WITH _____

THEY WILL BE EARLY ADOPTERS BECAUSE _____

STEP 3: Make it better.



How would you pilot your idea?

What metrics would you use to assess success?

How would you improve upon the idea?

ELEVATOR PITCH TEMPLATE



- We are (company name) and we care about (issue/problem)
- Our goal is improve (pick one or more):the experience of (persona)
 - the quality of (clinical metric/patient experience)
 - access to (service/expertise/procedure/product)
 - the frequency/rate of (test/behavior/dx/surgery)
 - the profits of (industry/field/stakeholder/persona)
- Our first target customers are (description of single user type)
- They suffer from (pain point)
- We can improve (goals described above) by (solution/goods/services)
- Today, they try and solve this by (current solution/best available option), but the problem is (deficiency)
- Our solution is to attack (specific pain point), starting with (focused population)
- They will be our early adopters because (unique criteria) and we will reach them through (channel)
- Our product/service will be paid for by (key stakeholder) because they value (unique qualities)

ELEVATOR PITCH TEMPLATE



- We are _____ and we care about _____
- Our goal is improve (pick one or more):
 - the experience of _____
 - the quality of _____
 - access to _____
 - the frequency/rate of _____
 - the profits of _____
- Our first target customers are _____
- They suffer from _____
- We can improve _____ by _____
- Today, they try and solve this by _____, but the problem is _____
- Our solution is to attack _____, starting with _____
- They will be our early adopters because _____ and we will reach them through _____
- Our product/service will be paid for by _____ because they value _____