

**46th Annual
Educational Conference & Exhibition**
*Patient Access:
The First Connection to a Lasting Impression*

September 21 – 24, 2014

Title: Making First Impressions Last

Presenter: W. Scott Heisler, RN, MBA

Title: Innovation Specialist

Organization: Kaiser Permanente



MAKING FIRST IMPRESSIONS - LAST

You get what you Design



September 24, 2014
CAHAM - W. Scott Heisler



This was in
“AUGUST”





September 24, 2014

CAHAM - W. Scott Heisler



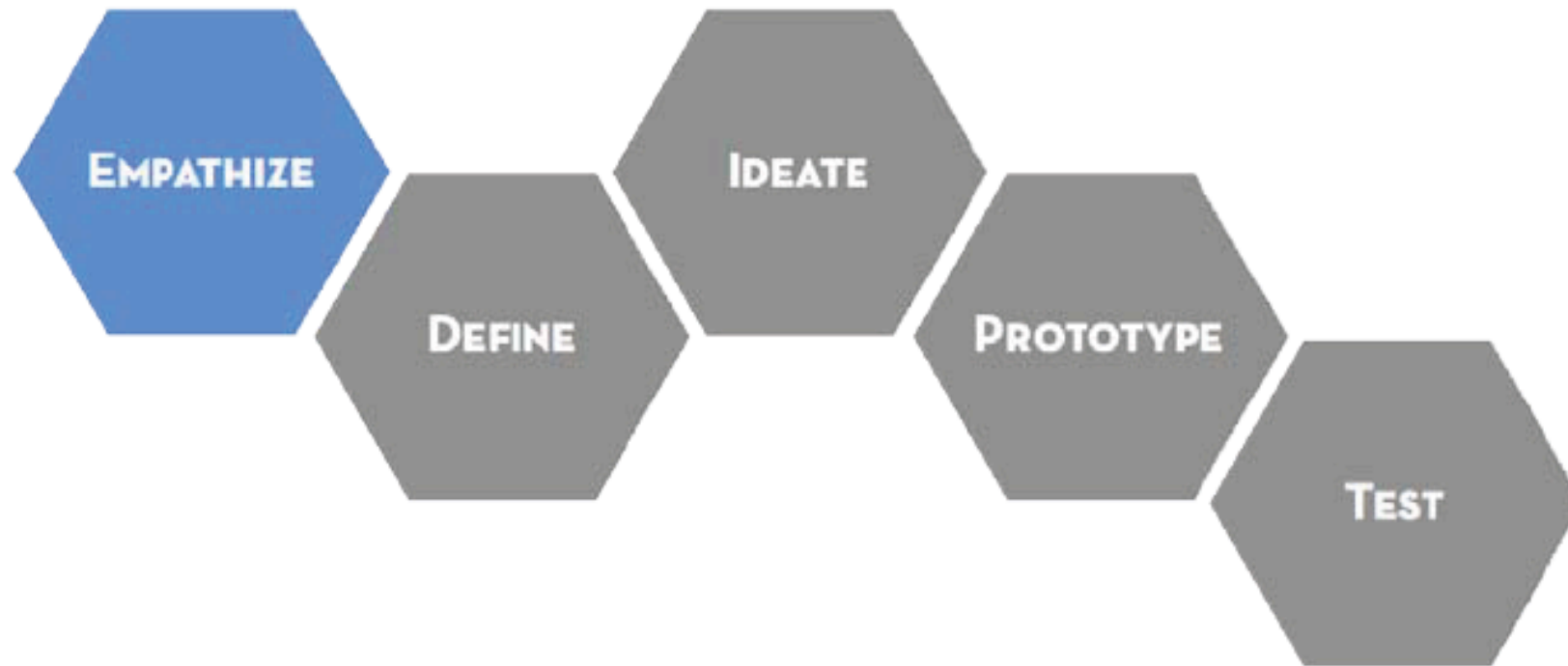
Activity

September 24, 2014
CAHAM - W. Scott Heisler



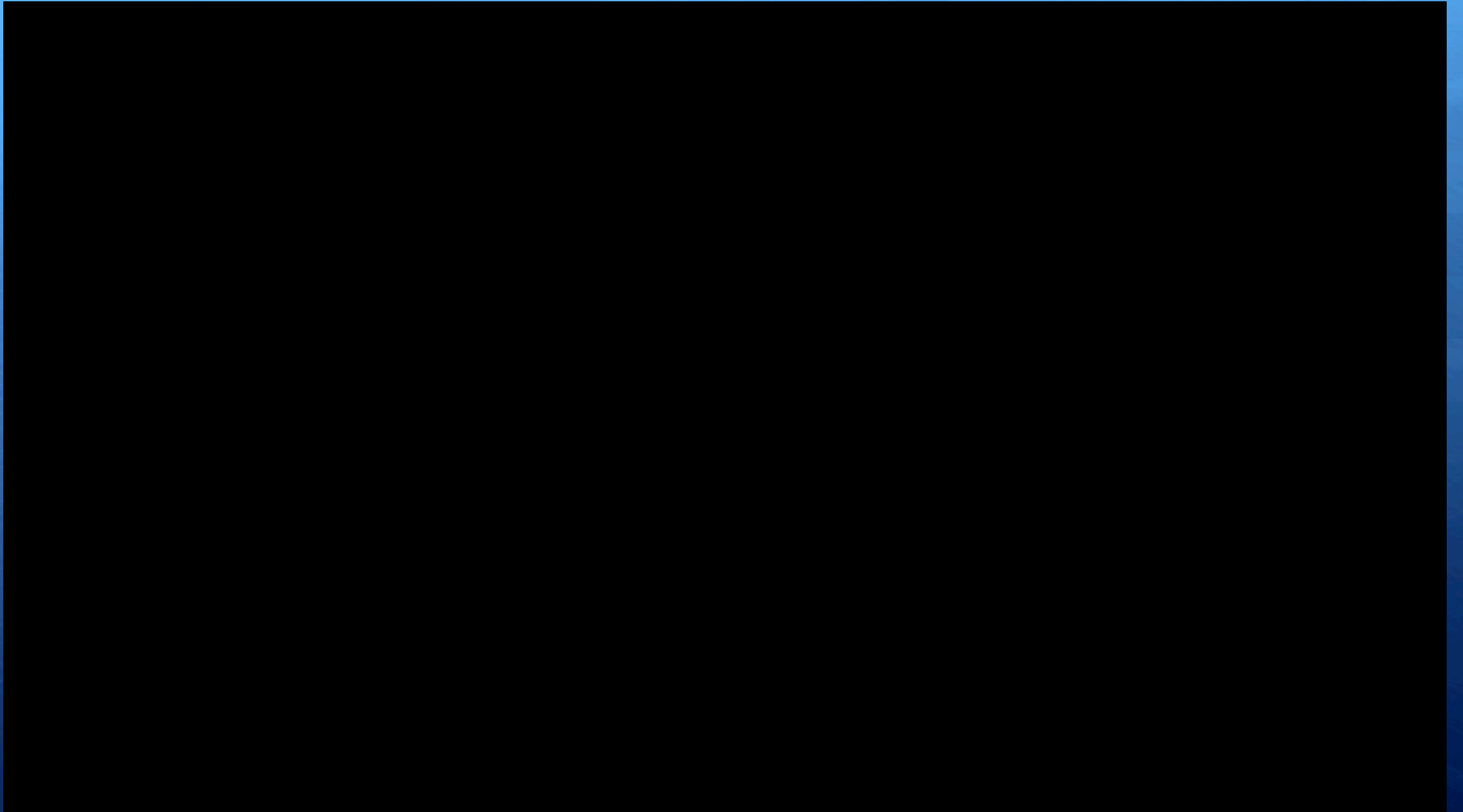


Human-Centered Design Model



EMPATHIZE





Draw Your Experience

Draw Your Experience

5 min:

Think about your worst/best hotel experience.

What images pop in your mind?

What colors come to mind?

Grab a piece a paper and draw!

Draw Your Experience - Debrief

5 min:

Pair up and debrief each other about the drawing

What do the symbols mean?

Why those colors?

SIX WORD STORY

Six - Word Story

2 min:

Write a six word story for your best or worst Hotel experience

Six - Word Story - Debrief

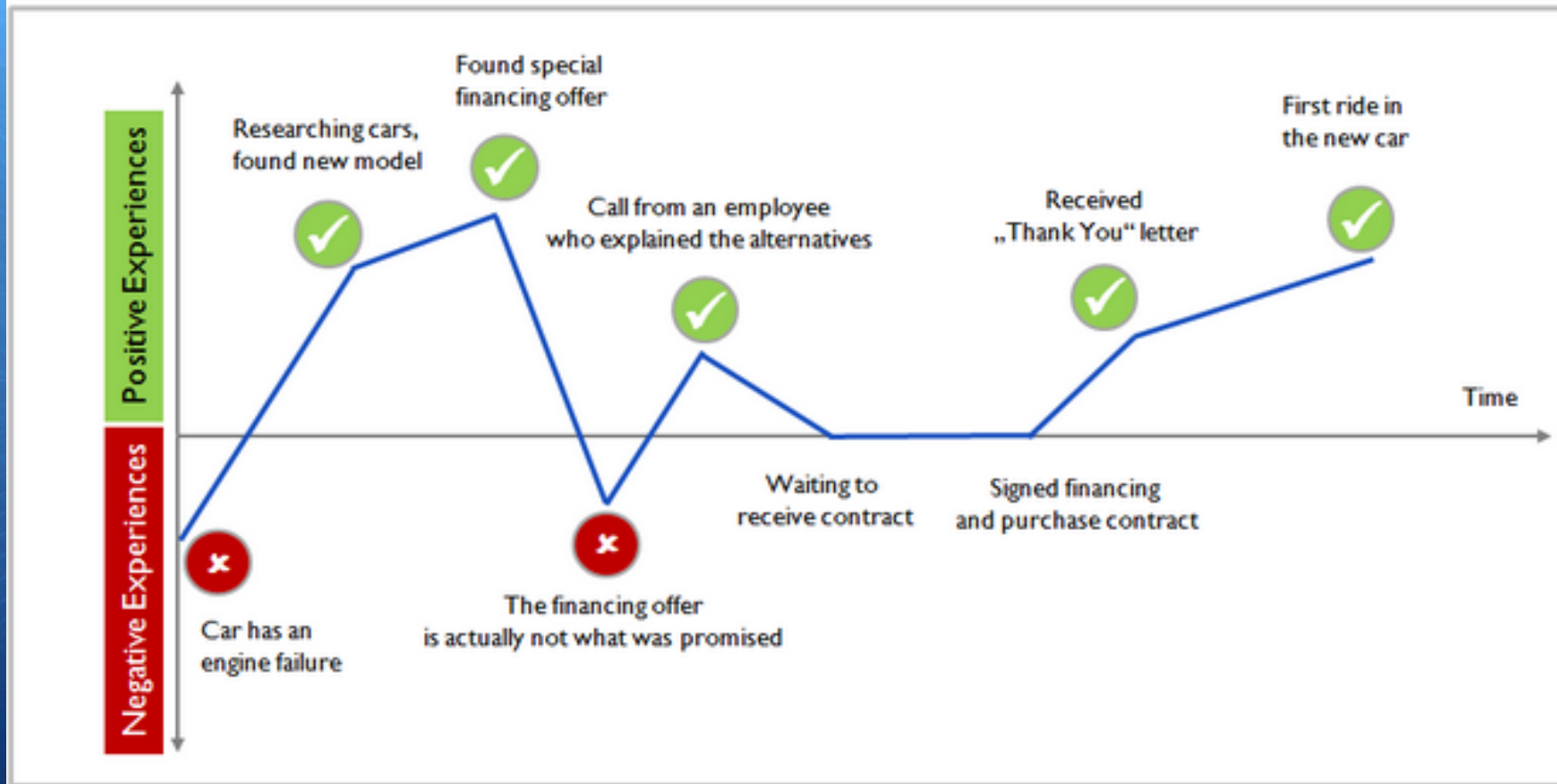
5 min:

Share your six word stories with each other

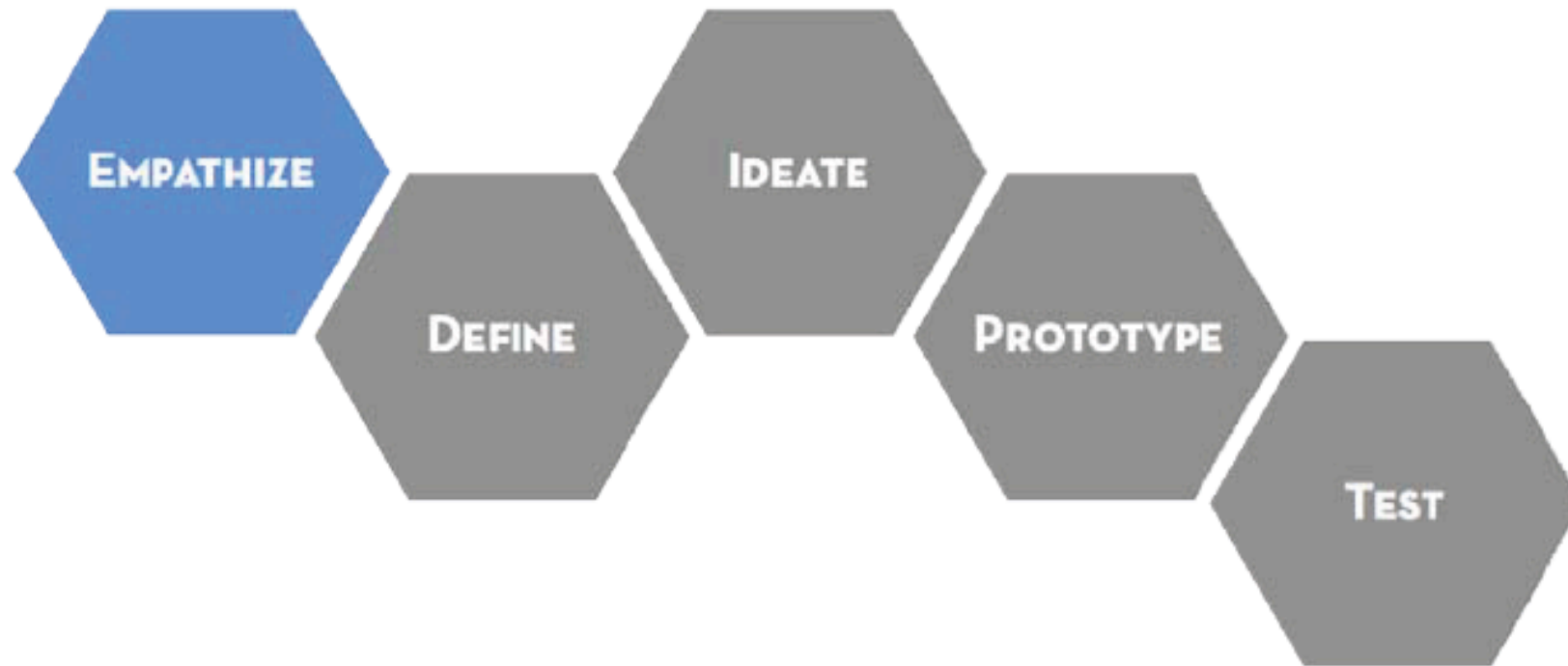
General Share out

Journey Mapping

Customer Journey Example: Car Purchase



Human-Centered Design Model



PROTOTYPING



THE MARSHMALLOW CHALLENGE

Teams of

4



MINUTES

20 Sticks of Spaghetti

1 Yard Tape

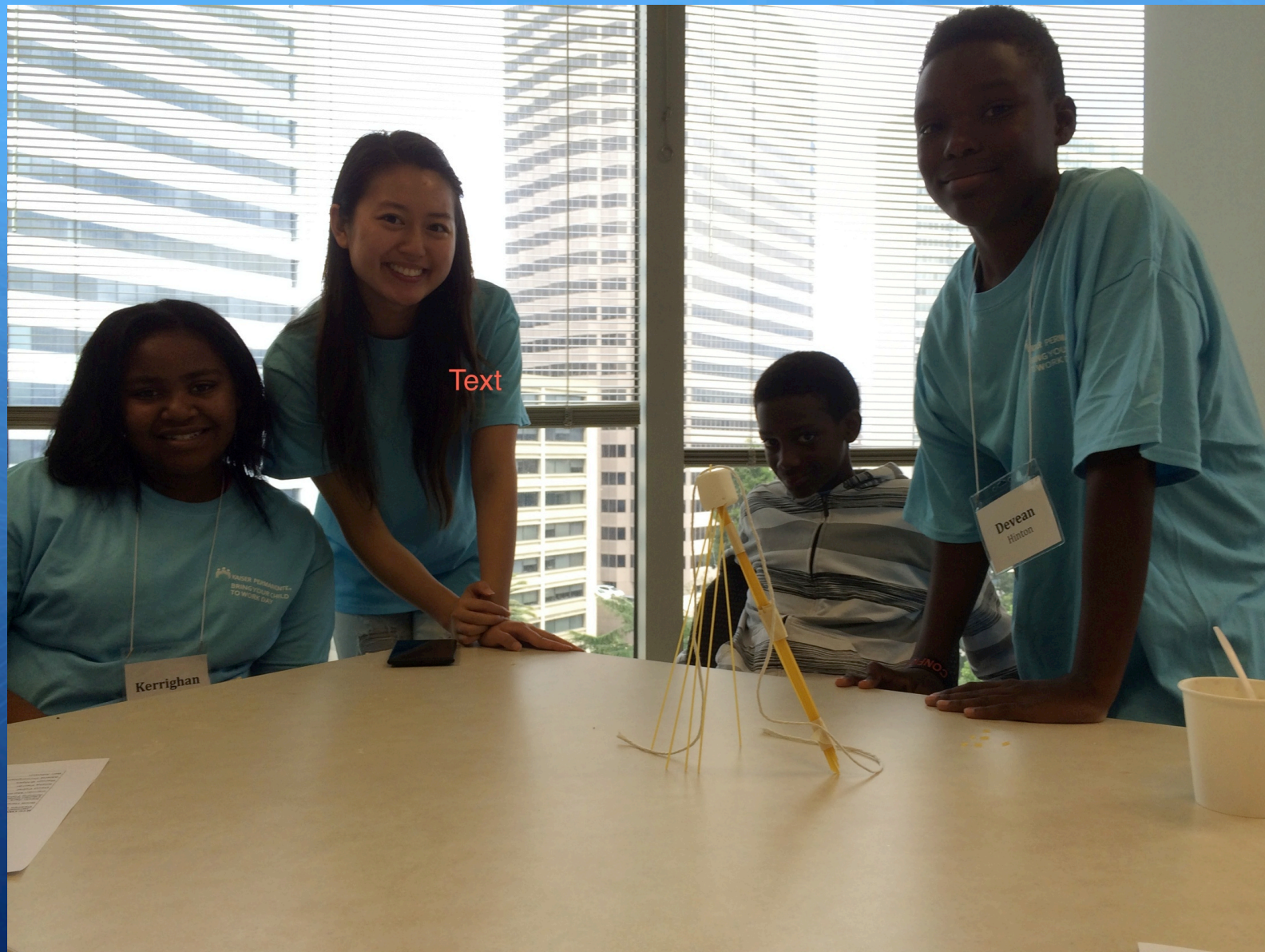
1 Yard String

1 Marshmallow

GOAL:

Build the tallest freestanding structure.

You may use as much or as little of the supplies as you wish. However, the entire marshmallow must be on the top of the structure!





REFERENCES

STANFORD D-SCHOOL

<http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf>

INNOVATION CONSULTANCY

<https://xnet.kp.org/innovationconsultancy/>

THE MARSHMALLOW CHALLENGE

<http://marshmallowchallenge.com/Instructions.html>