



Live Well + UC Radiology - CCTST Grand Rounds

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Welcome to Live Well Collaborative

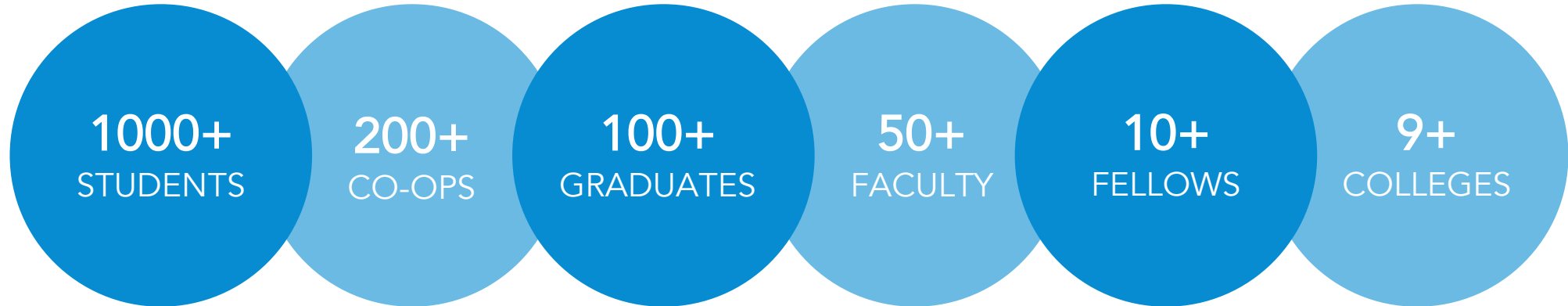
The Live Well Collaborative is a nonprofit design research group founded in **2007** by the University of Cincinnati and P&G.

During 16-week semesters, Live Well Collaborative uses a validated **design thinking process** to translate user centered research into insights, services and products that meet the needs of researchers and end users.



It is a unique **academic-industry** innovation center that leverages the vitality and unbiased innovation capability of multi-disciplinary teams of UC faculty and students.

Who We Are



We are a design led, faculty advised, student driven, multi-disciplinary innovation incubator.

We tailor teams and deliverables to meet clients' needs, and are capable of creating a broad range of design-informed outcomes.

- + Our qualitative insights are grounded in innovative design research methodologies.
- + We have developed a diverse set of research tools that drive unique user insights.
- + Concepts are co-developed and tested with all stakeholders.

Our Partners

Live Well has worked with **over 18 corporate and institutional partners** since its creation in 2007.



Our Work

Co-Design: Tackling Challenges Together

As the future of healthcare shifts towards **human-centered medicine**, Livewell can help teams to gain a data-informed understanding of the intricacies behind their complex human challenges, and we can help them find creative, empathic, and human solutions to these challenges.

By working collaboratively together with our clients, we facilitate the design of products and services that **create empathy oriented ecosystems of wellness for patients and clinical teams.**



We help drive positive changes
We design for:

- + Empowered Wellbeing
- + Behavioral and Cultural Change
- + Empathic Communication
- + Equitable Access

What We Bring . . .



Multi-Disciplinary Teams

Our teams are design led, faculty advised, and comprised of students, co-ops, and fellows across multiple disciplines based on specific project needs. This approach brings **holistic problem solving** to any challenge the team is faced with.

A Fresh Perspective

Our methodology brings a fresh perspective that **extends beyond old ways of thinking**. This perspective brings your team new insights and novel approaches and solutions to challenges.

User Centered Co-Design Approach

The user is at the core of every decision we make. We make sure to test our concepts with all stakeholders so that the final refined solution is **implementable and effective**. Outcomes and deliverables are co-designed with the stakeholders, researchers and sponsors of our projects.

What You Get . . .

A Collaborative Co-Design Experience

Your team is an integral part of our process. You bring valuable insights and information and in return you'll **experience the design thinking process firsthand**. You will actively help create the solutions to your challenges.

Qualitative Research with a fresh perspective

Our team develops **qualitative research tools designed to drive insights** to the challenges you are trying to understand.

Testable Deliverables in 16 Weeks

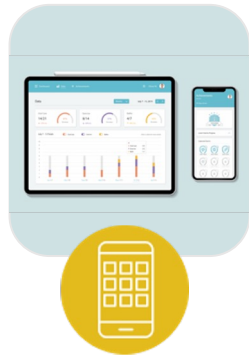
Our project teams operate in 16-week design 'sprint' sessions. We work with your team to gain **clarity about the scope and scale of your challenges** and provide testable service or product concept prototypes at the end of the session. Some researchers combine sessions to work on longer, more detailed projects.

The Results

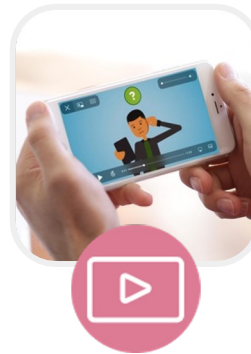
Project deliverables vary according to the initial design challenge posed by each sponsor. Each project team is specifically selected based on the capabilities needed for each sponsor's project. Below are some examples of the range and categories of possible of deliverables



UX/UI Web Design



UX/UI App Design



Animation Video



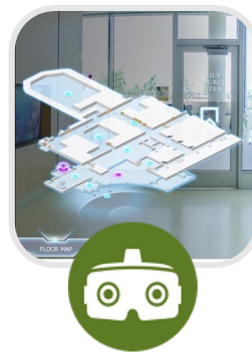
Graphic Print Design



Physical Product



System/Service



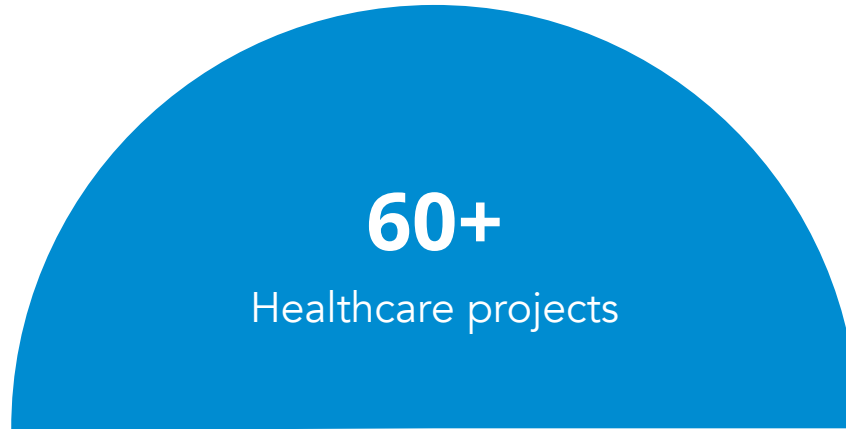
Extended Reality



Spatial/Interior



Fabric/Fashion



In collaboration with: CCHMC

- Comprehensive Sickle Cell Center
- Cancer and Blood Disease Institute
- Pediatric Primary Care Center
- The Heart Institute
- Behavioral Medicine
- Transition Medicine
- Patient Services

In collaboration with: UC & UC Health

- UC Radiology
- Gardner Neuroscience Institute
- Barrett Center (UC Cancer Center)



A Few Project Highlights

Introduction

Our Work

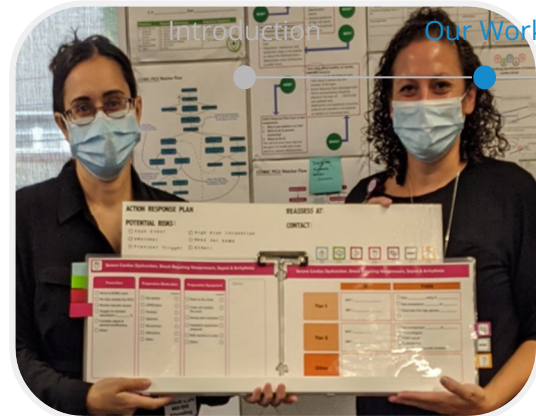
Our Process



ADL 1-2-3 Device
Cancer Blood Disease Institute
 Dr. John Perentesis
 Dr. Christopher Dandoy



PICU Situational Awareness
Pediatrics
 Dr. Maya Dewan



Resources for SCD Patients
Comprehensive Sickle Cell Center
 Dr. Charles Quinn
 Lynette Fenchel, APRN



Palliative Care Journey Map
Palliative Care
 Dr. Rachel Thienprayoon



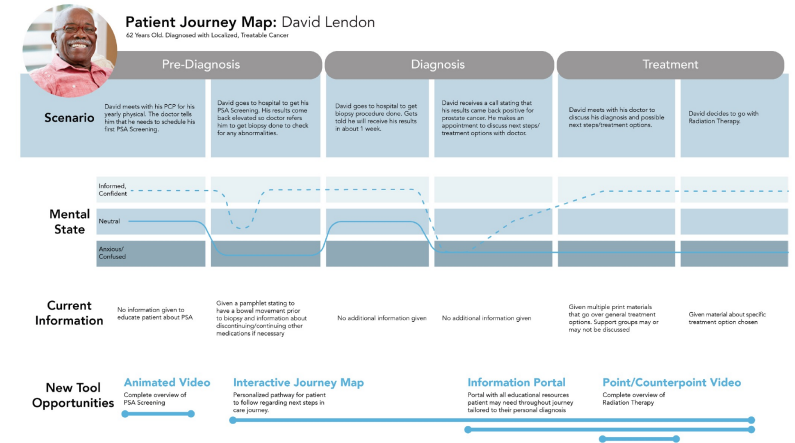
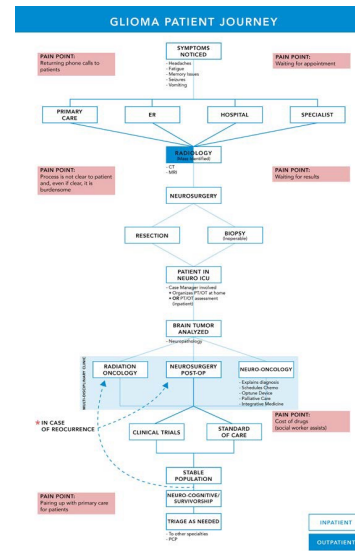
A Few Project Highlights



Humanizing the Patient Journey
UC Radiology
 Dr. Mary Mahoney
 Dr. Achala Vagal

Optimizing the Patient Experience
UC Gardner Neuroscience Institute
 Dr. Joseph Broderick

Prostate Cancer Journey
UC Barrett Cancer Center
 Dr. William Barrett



Recognition

Introduction

Our Work

Our Process

Livewell projects have won numerous innovation awards and have resulted in multiple publications in journals across multiple disciplines.

Livewell has also helped numerous researchers increase funding for their projects through innovation grants and other sources.



2020 Fast Company
Innovative Healthcare
Honorable Mention



2021 Fast Company
Innovative Healthcare
Honorable Mention



2021 Fast Company
Innovative Healthcare
Finalist



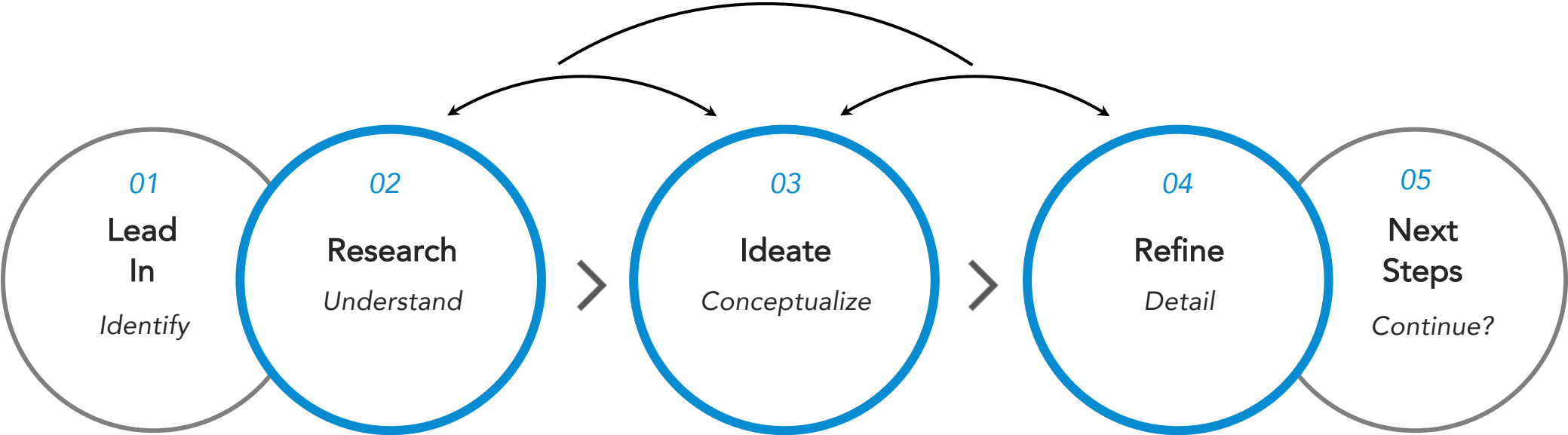
2019 dmi:
Design Value Award
Honorable Mention



2021 dmi:
Design Value Award
Third Place

Our Process

Our Co-creation Process



Planning

Studio Duration
16 Weeks

Continue?

The Breakdown

Lead In

01

- + Begins a semester ahead of your project start date.
- + Co-develop the scope and objectives of the project that determine the deliverables.

What to expect:

- **Design 101 Workshop**
Understand the design thinking process and frame your project opportunity.
- **Expectation Setting**
Define project goals and set expectations for the project and trajectory.
- **Project Brief Co-Development**
Alignment on deliverables and 16-week timeframe.



Kick Off + Research

02

- + Help the Live Well team become **functionally literate** in the topic area.
- + Participate in activities/discussions that allow the team to understand the complexity and nuances of the problem.
- + Provide feedback about the primary research findings at the Research report-out.

What you might expect to see:



Benchmarking

Competitive and non-competitive benchmarking to identify opportunities and gaps.



Literature Review

Reviewing scholarly articles and documents to better understand the topics from a professional perspective.



Interviews

Interviews with a range of stakeholders provide insight into values and pain points.



Observations

In-clinic or in-home observations allow the team to collect insights by observing current behaviors.



Surveys

Surveys may be used to quickly collect high-level feedback.

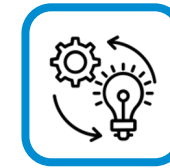


Ideation

03

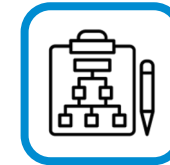
- + Support the Live Well team as they leverage insights from the research phase.
- + Help the team broaden the notion of what is possible by participating in interactive sessions.
- + Work with the Live Well team to identify which concept will move into refinement at the Ideation report-out.

What you might expect to see:



Co-Creation Sessions

The team may create concepts and ideas to test with a variety of stakeholders.



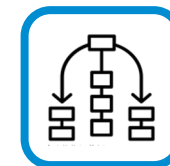
Visual Mapping

Based on insights gathered, the team may choose to visualize findings in order to best convey insights.



Storytelling & Personas

Insights may be used in a variety of ways to create empathy with stakeholders.



Wireframing

Digital prototypes may be used to layout the content and functionality of a page.



Physical Prototyping

Physical prototypes may be used to understand the physical form and user interaction with a concept.



Refinement

04

- + Start thinking about the implementation of the deliverables in the actual environment. Discuss anticipated challenges and needs with the team.
- + Provide feedback as the team iterates on the final selected concept(s).
- + Communicate the best plan for handing off deliverables.

What you might expect to see:



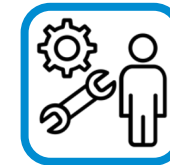
User Testing

Final concepts will be refined based on user feedback from stakeholders.



Digital Mock-Ups

Final screens may be created, which can be handed off to a developer for coding.



Physical Prototypes

Functional final prototypes may be created, which can be used as a basis for user testing and development.



Strategy for Hand Off

Based on agreed upon deliverables, the team will work with you to understand the best method for hand off at the end of the semester.

Hand Off

05

- + Confirm that digital files are accessible for all future needs.
- + Review implementation strategy.

What to expect:

- **File Hand Off**
Design files will be shared with your team for download and management at project end. You will be responsible for storing these and managing them for any future use. We do not provide electronic security or backup.
- **Strategy for Implementation**
If applicable, the Live Well team will work with you to identify a strategy for your team to implement next steps.

Repeat for Success

Design is an **iterative process**. The more iterations completed, the more successful and valuable the products and services become.

1 Semester -- 16 Weeks

Insights + Initial Prototypes

In one semester with Live Well, teams will gain an understanding of the problem and pain points. Initial prototypes typically serve as a proof of concept and basis for more research.

2 Semesters -- 32 Weeks

User Testing + Refined Prototypes

An additional semester with Live Well would involve further concept development, continued user testing, iterative revisions to the designs, and the potential to begin development and implementation.

3+ Semesters -- 48+ Weeks

Development + Implementation

After multiple semesters with Live Well, teams will have high fidelity prototypes that have been developed with continuous user testing and will have a detailed plan for continuous future implementation.

Reach out to us with your challenges . . .