

# **Community-Connected Primary Care: Redesign of a Waiting Room**

**Adrienne W. Henize, JD  
Robert S. Kahn, MD, MPH**

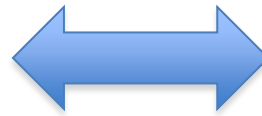
**CCTST Grand Rounds  
The Design Thinking Research Awards:  
Catalysts for Healthcare Improvement**

**May 15, 2015**

Cincinnati Children's three primary care clinics:

- Care for **30,000 low-income children** per year; **>90%** on **Medicaid**
- Majority of families struggle with social needs that impact child's health
  - **62%** of caregivers are **unemployed**
  - **25%** of caregivers **lack a high school diploma**
  - **31%** of families are **food insecure** (above national/Ohio averages)
- Have successful community partnerships
  - **Child HeLP**: refer **800 families/year** for help with housing, benefits, education
  - **KIND**: provide formula to **900 families/year** in PPC

To build on our relationships with families, and our contact with them in clinic, to effectively and efficiently connect them with community interventions



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eliminating racism  
empowering women  
ywca





- **Connect families with community interventions** to improve child health and help families reach full potential
- **Ensure families feel valued** by addressing most pressing needs in safe, welcoming environment
- **Offer fun, educational activities** to positively distract kids





Research



- Interviews
- Observations



Ideate



- Feedback
- Prototype Testing

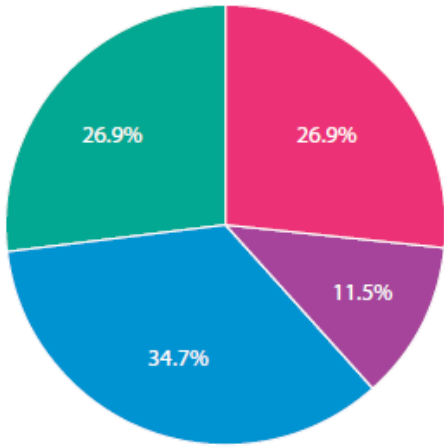


Refine

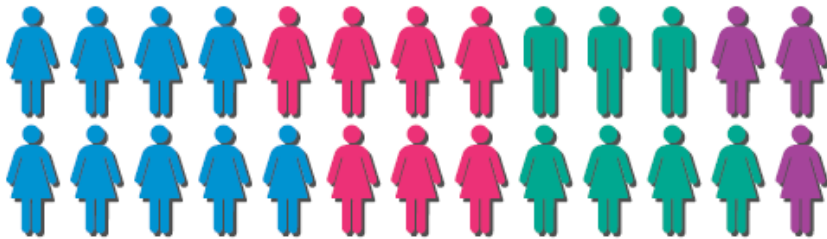


- Synthesis
- Implementation





- Community Partners
- Caregivers
- Administrators
- Clinicians



Live Well Collaborative 2014



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Hospitality is  
KEY

Provide visual  
ACCESS

Personalize

POSITIVE  
Distractions

FLEXIBLE  
Spaces



## COMMUNITY NAVIGATOR: PROTOTYPE

Engagement: Rebecca



## RESOURCE WALL: PROTOTYPE



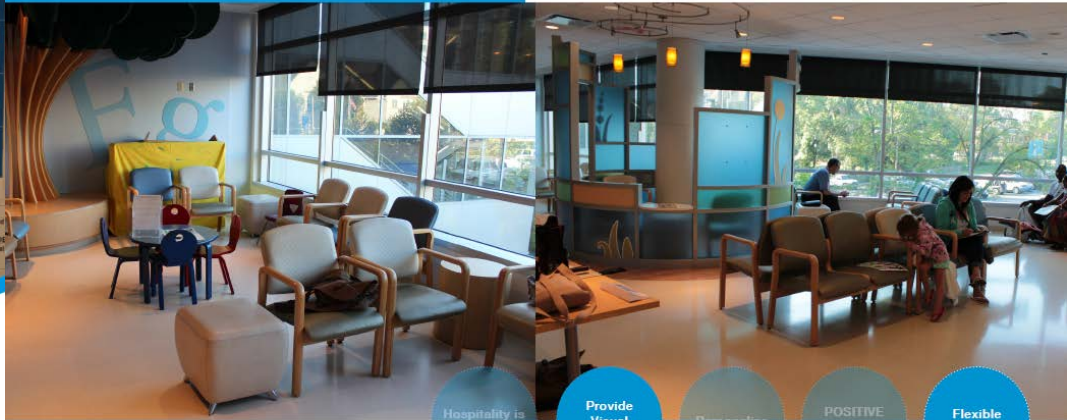
## CHILDREN DISTRACTIONS: PROTOTYPE



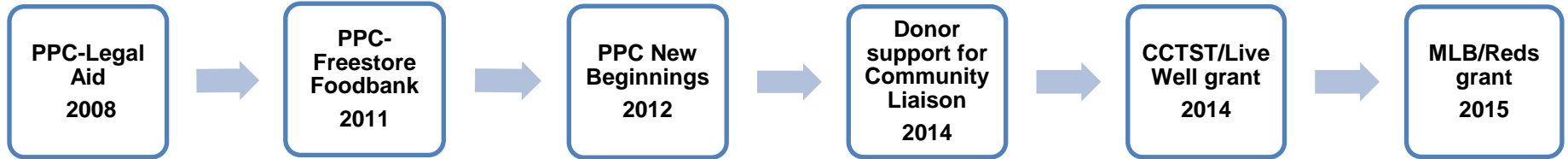
## WAYFINDING SIGNAGE: PROTOTYPE



## FLOOR PLAN ALTERATIONS: PROTOTYPE



- Hospitality is KEY
- Provide Visual ACCESS
- Participate
- POSITIVE Distractions
- Flexible SPACES



**FOR IMMEDIATE RELEASE**

May 6, 2015

**MAJOR LEAGUE BASEBALL AND THE CINCINNATI REDS ANNOUNCE  
2015 ALL-STAR GAME COMMUNITY LEGACY EFFORT**

**Nearly \$5 Million from MLB Charities and the Reds Community Fund Will Support  
National Charities and Several Local Projects, Including the Renovation of Nine  
Youth Baseball Fields Throughout Reds Country**

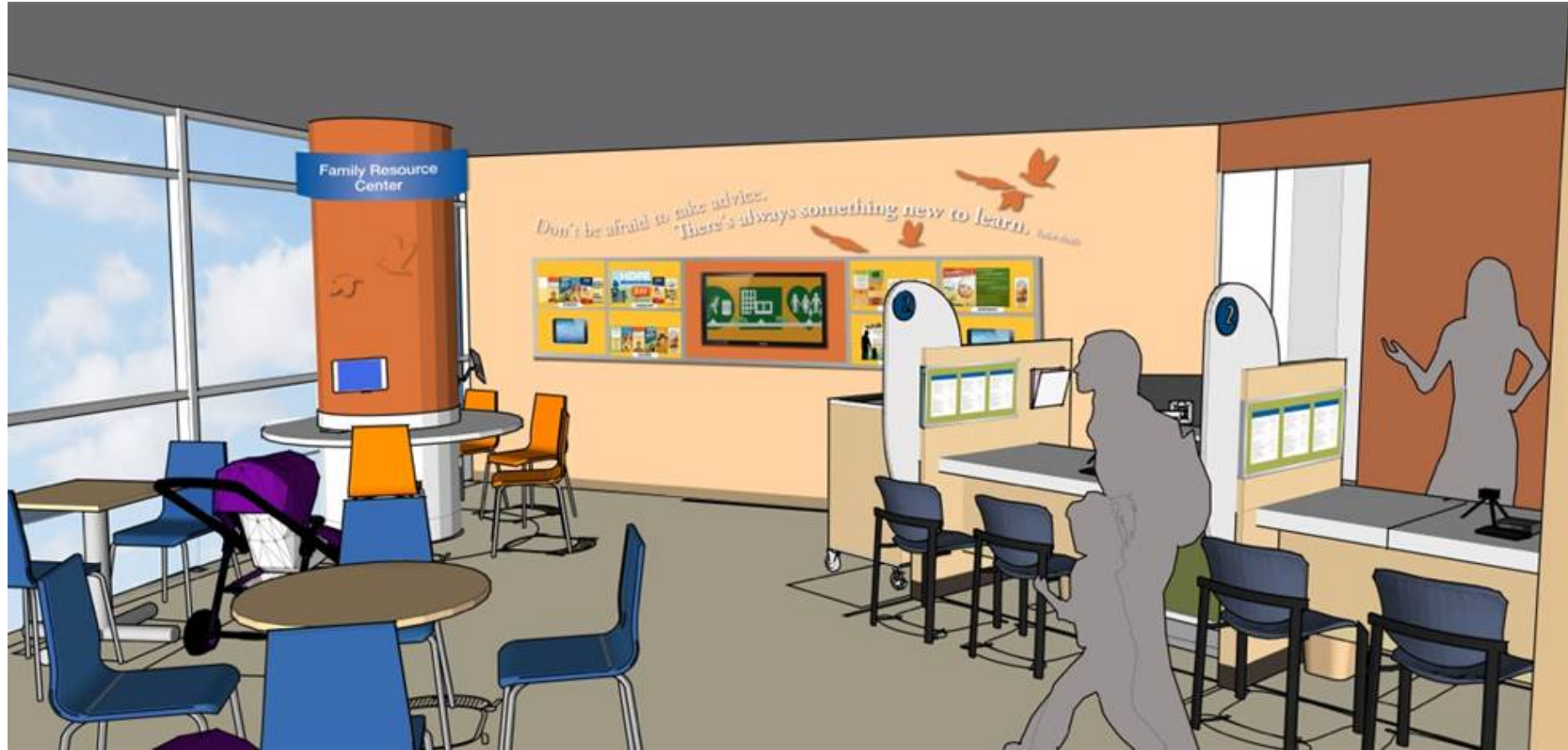
## Plan Refinement

- 1 Greeter
- 3 Registrars
- 50 Adult Seats
- 14 Child Seats
- 6 Stroller/Wheelchairs

Total Seats: 64  
(plus stroller/wheelchairs/tree)



By July 2015:



**Thank you!**