livewell
COLLABORATIVE

Linda Dunseath

EXECUTIVE DIRECTOR

Our Purpose:

To specialize in research and development of products and services for living well across the lifespan with an expertise in the 50+ marketplace.

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8 YEAR ANNIVERSARY

50 SPONSORED PROJECTS

14 PARTNERS

500+ STUDENTS

7 PATENTS

Healthcare Projects To date:

UC Health

Bone Marrow Transplant Center
Fall 2013 + Spring 2014

Pain Management
Winter 2012 & Fall 2011

Hill-Rom

Hospital Patient Gown Redesign
Fall 2008

Medication Management
Winter 2008

UnitedHealthcare AARP

Diabetes Management
Fall 2013

P&G

Personal Care
Spring 2013

DESIGN NURSING
INNOVATION IN HEALTHCARE

Chinese Diabetes Interventions
Spring 2010

Elder Financial Abuse
Spring 2010

Assisted Mobility Devices
Winter 2010

Tray Table Redesign
Fall 2009

Cincinnati Children's Hospital Medical Center

Cancer Journey I, II
Spring + Summer 2015

Diagnosis Experience
Spring + Summer 2015

Foster Care Transition
Fall 2014 + Spring 2015
Healthcare application design

Adherence Device I ,II ,III
Summer 2014 - Spring 2015

Sickle Cell Trait Web Design
Fall 2014

Clinic Redesign
Summer 2014

iTransition I&II
Summer 2012 + 2013

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We keep Great company

Studios projects to date:

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Since its official formation in June of 2007 the LWC has completed **45** projects, involved **50+** UC faculty and expert advisors, and **500+** upperclassmen and graduate students.

BOEING

Inflight Communication
Spring 2014

Service Models
Spring 2013

Flight Attendant Work Redesign
Fall 2012

Seating Redesign
Spring 2012

Lavatory Development
Fall 2011

The Door-to-Door Journey
Winter 2011

The Future Traveler
Fall 2010

Pfizer

Pain Management Research & Product Development
Winter 2012 & Fall 2011

citi

Financial Services
Fall 2007 & Winter 2008

kraft foods

Packaging Design
Winter 2012

Healthy Snack Solutions
Spring 2011

UC Cincinnati

TransForum
Winter 2010–Summer 2011

DESIGN NURSING

Chinese Diabetes Interventions
Spring 2010

Elder Financial Abuse
Spring 2010

Assisted Mobility Devices
Winter 2010

Tray Table Redesign
Fall 2009

UC Health

Bone Marrow Transplant Center
Fall 2013

P&G

Surface Care
Summer 2014

Package Design
Spring 2014

Personal Care
Spring 2013

Crest & Oral-B
Winter 2011

Fixodent
Fall 2009

UC Simulation Center
Summer 2009
Packaging simulations

Old Spice, Secret, Gillette
Summer 2008

Tide
Spring 2008

Pur
Summer 2007

Iams
Spring 2007

UnitedHealthcare AARP

Fall 2013

General Mills

Progresso
Spring 2009

Betty Crocker
Fall 2008

Green Giant
Spring 2008

Yoplait
Fall 2007

THE DUCHOSSOIS GROUP

Product Development
Fall 2012

Aging in Place Studio
Winter 2012

LG

Refrigerator Design
Fall 2009

Stove Design
Spring 2009

livewell studios

Sustainability Project Member Collaboration
Winter 2009

Hill-Rom

Hospital Patient Gown Redesign
Fall 2008

Medication Management
Winter 2008

Cincinnati Children's

Sickle Cell Trait
Fall 2014

Foster Care Transition
Fall 2014

Clinic Redesign
Summer 2014

Adherence Device I&II
Summer + Fall 2014

iTransition
Summer 2012
Pediatric to adult care

iTransition II
Summer 2013
Patient Adherence

LWC_StudiosChart_August2014

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The Live Well Collaborative – Singapore since its official formation in September 2010 has completed more than **25** sponsored projects, **10** innovation projects, involving over **25** lecturers and more than **400** students. LWC-S currently has a total of 16 interest-to-file patents under Boeing.

BOEING

The Door to Door Journey
Mar to May 2011

Your Personal Space in the Sky
Sep to Oct 2011

Stretchair
Nov 2011 to Apr 2012

Lavatories in the Sky
Mar to Apr 2012

Managing the Queue
Sep to Dec 2012

Communications in the Air
Mar to Apr 2013

Trolley Service – Galley Operations with Singapore Airlines
Sep to Dec 2013

P&G

Learning Pilot: Gen-Y
May to Aug 2011

Learning Pilot: Baby Boomers
May to Aug 2011

Vitamins, Minerals & Supplements (India 1+)
Jan to Jun 2013

Hair Colour for Beauties at Home
Jun to Sep 2013

Digitally Enhanced Haircare
Mar to Apr 2014

Digital Design
Feb to Mar 2014

Hill-Rom

Pressure Ulcer Prevention
Apr to Jun 2012

Emerging Market Bed Testing
Oct 2013

Emerging Markets for Pressure Ulcers Products
Apr to Dec 2013

kraft foods

Snack Packaging Workshop
May to Jun 2012

Mondelēz International

Project Mario
Jun to Jul 2013

Panasonic ideas for life

Appliances for Home Use – Singapore
Sep 2013 to Mar 2014

Appliances for Home Use – Taiwan
Sep 2013 to Mar 2014

iNO MOBILE

Tablet Computer for 50+: Gen Pad
Apr to Jun 2012

kydz

Creative Aids for 50+
Jul to Sep 2012

ECON

Tender for Senior Centres (SSC)
Sep 2012

ST Kinetics

Elderly Friendly Mobility Scooter
Nov 2012 to Jun 2013

Khoo Teck Puat Hospital

Innovation Projects: ENT Cleaning Container
Apr 2011

MERCY RELIEF

Social Innovation Projects: 7 nos
2011, 2012 & 2013

HOUSING & DEVELOPMENT BOARD

Social Innovation Projects: Future Trends of Silver Living
2012 & 2013

RANYAN TREE HOTELS & RESORTS

Innovation Projects: Future Trends of Silver Living - Luxury Homes
2012

SINGAPORE POLYTECHNIC SP

Tricity: Beauty Care (P&G – Ho Chi Minh City)
Mar to Apr 2014

BOMBA (SIP)
Jan to Aug 2014

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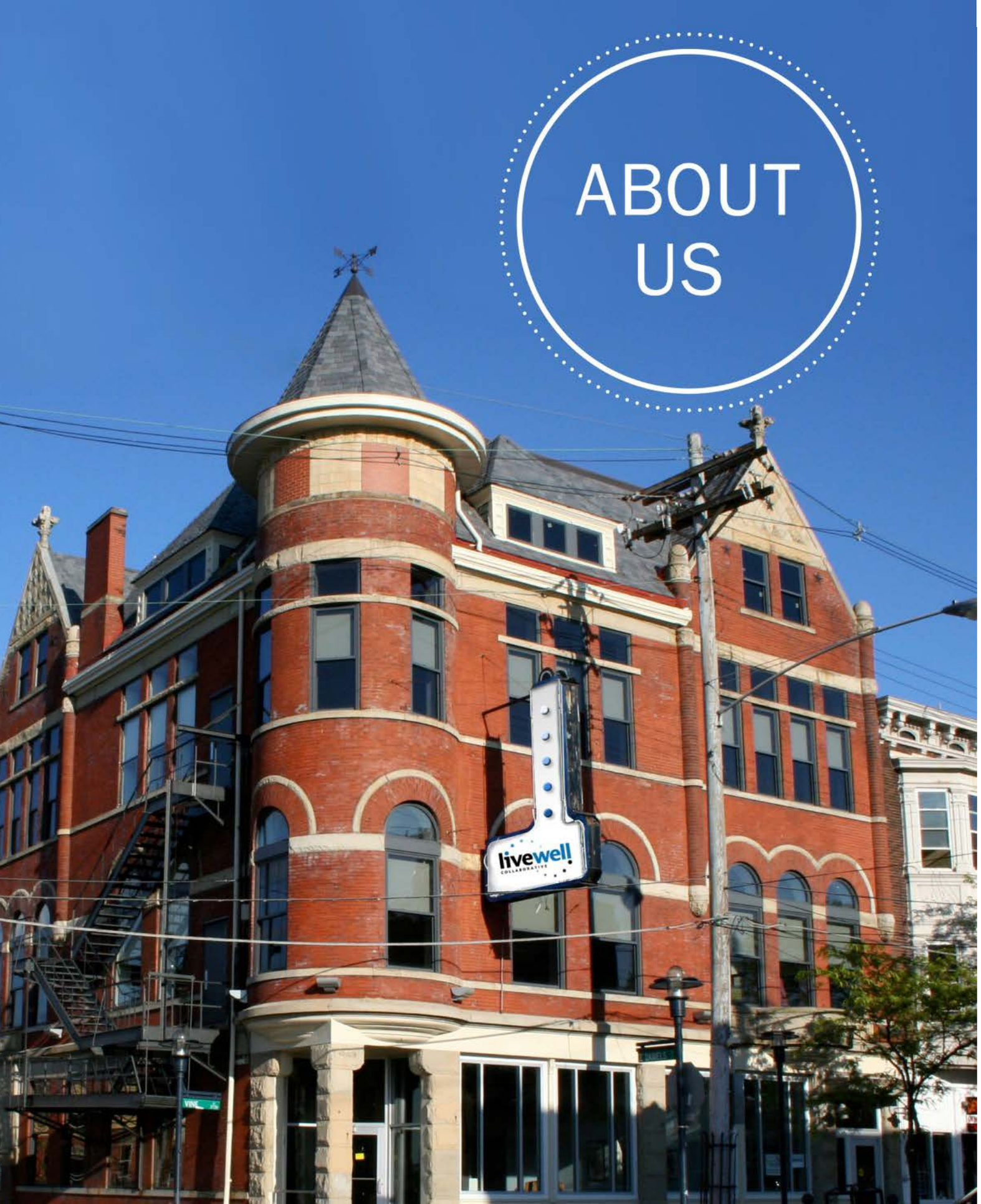

UC's Innovation on Vine

Computer Simulation Center

Niehoff Urban Design Center

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Why The Live Well Collaborative?

Unique interdisciplinary capability of the University of Cincinnati

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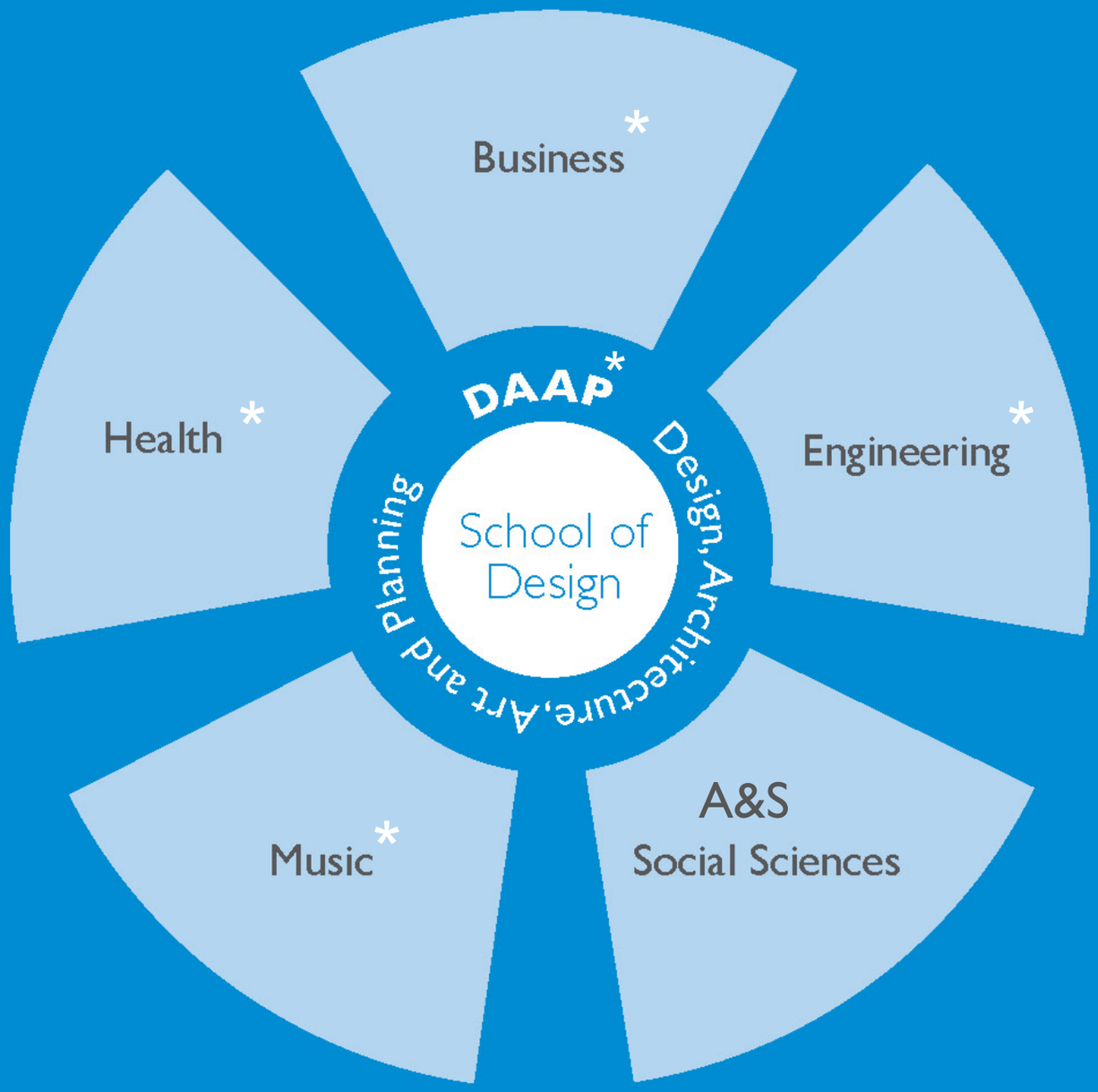
Interdisciplinary Team

Collaboration between multi disciplinary faculty and student teams generates new knowledge ***faster and more efficiently***.



*Colleges/Schools/Departments ranked Top 25

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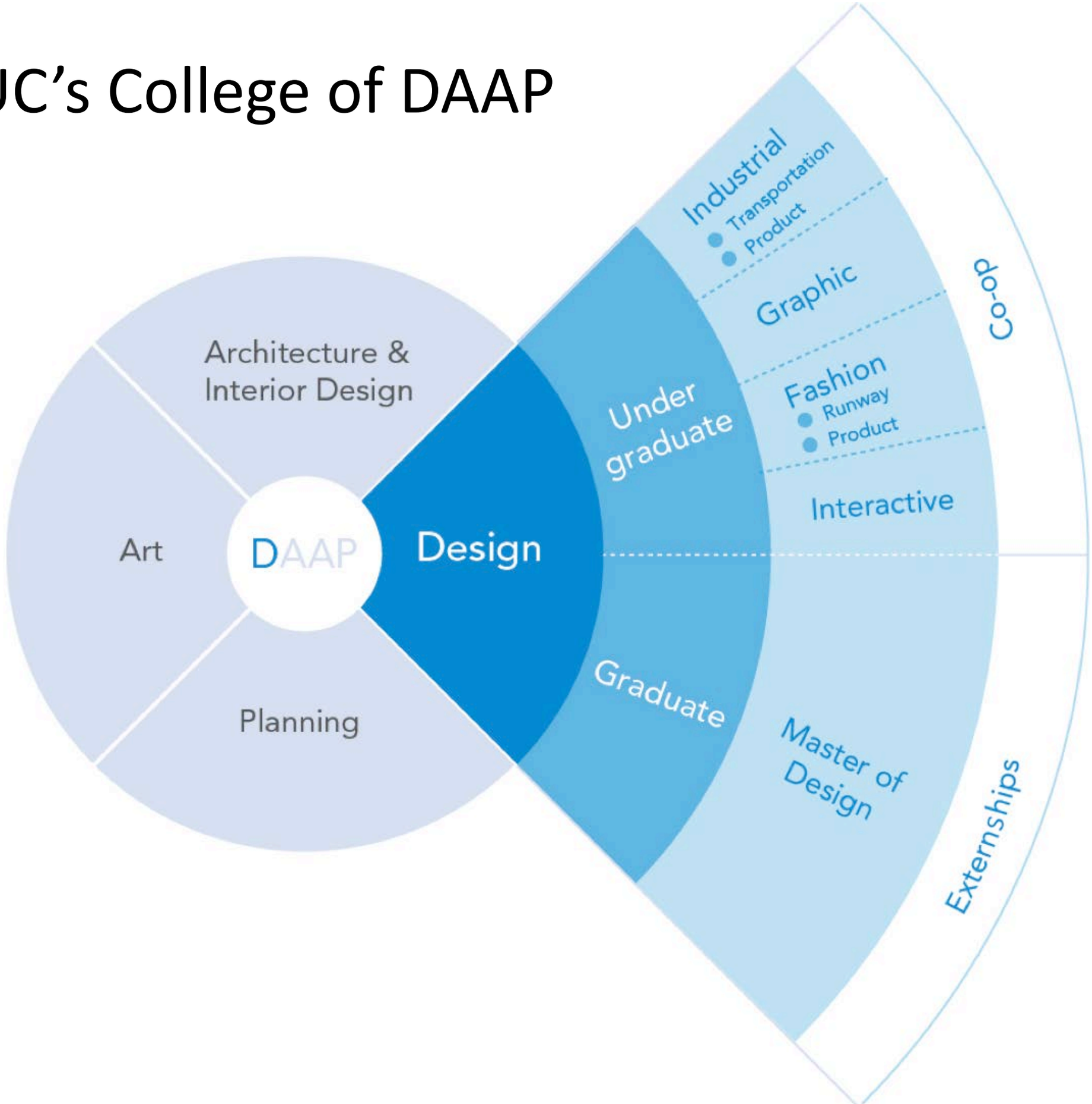
UC's College of DAAP



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HOME ABOUT CASE STUDIES OFFERING GET INVOLVED KEY PLAYERS CONTACT US

Breakthrough innovation across the lifespan

Located in Cincinnati, Ohio, Live Well Collaborative works with industry leaders and University of Cincinnati students and faculty to form multidisciplinary design project teams. Over the semester, the project team uses a design thinking process that involves

Learn More

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MODULE 1
Design Thinking Education for Healthcare

Translating Information into Ideas, Concept, and Solutions

SECTION 01

INTRO TO DESIGN THINKING

Design is the process of translating existing situations into preferred ones.

- **Definition of Design**
- **Levels of Design Thinking**
- **Our Studio Process Model**

DEFINITION OF

DESIGN THINKING

1. The appropriate blend of qualitative and quantitative thinking with the goal to produce positive change that responds to the needs of consumers.

2. Produces comprehensive visualizations of future alternatives allowing for interaction and feedback from stakeholders early in the process.

3. Reduces the potential for unintended consequences.

We ask what can we do to change things? That question leads us to ***design which is the act of changing existing situations into preferred ones.***

4. Helps institutions and culture evolve thoughtfully blending continuity and change.

5. Produces profit for organizations that invest in its use by by developing more efficient processes and improved communication between stakeholders.

6. It is inherently interdisciplinary.

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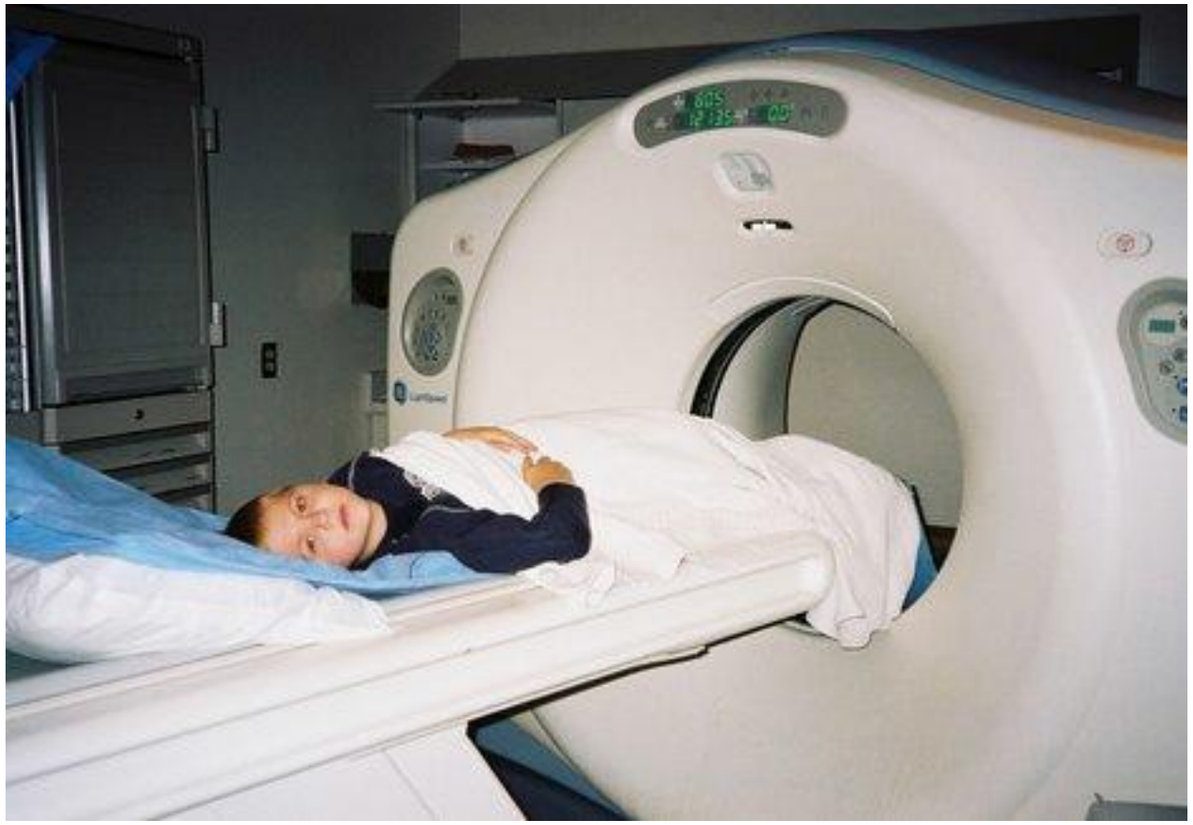
Translating an existing situation....



Looking at the World Through Kids' Eyes

GE Healthcare
Understanding Kids' Anxiety Points During MRI

Going Beyond Shallow Decorations

GE Healthcare
Learning from different experiments that had been done for enhancement of kids imaging and taking it one step further.

© Live Well Collaborative

Adventure Series™

GE Healthcare

GE Healthcare recognized there had to be a better way to approach children's imaging. Their global design team began to imagine a scan procedure with less anxiety and fear. Through collaboration with Child Life Specialists from leading children's hospitals, the Betty Brinn Children's Museum and award-winning design firms, they worked to develop a pediatric imaging solution that helps improve the patient's, family's, and hospital staff's scan experience.

© General Electric Company
2014

Creating Mentors to Help Kids Accomplish Their Mission

These characters accompany kids prior, during and post imaging process and build an emotional connection with them.

Creating an Entire Story Around the Process

Creating 8 different room themes appealing to kids and involving all their senses.

Transforming the Experience into an Exciting Adventure

Acknowledging patients' needs beyond medicine and addressing their needs as individuals.

...into a preferred solution.

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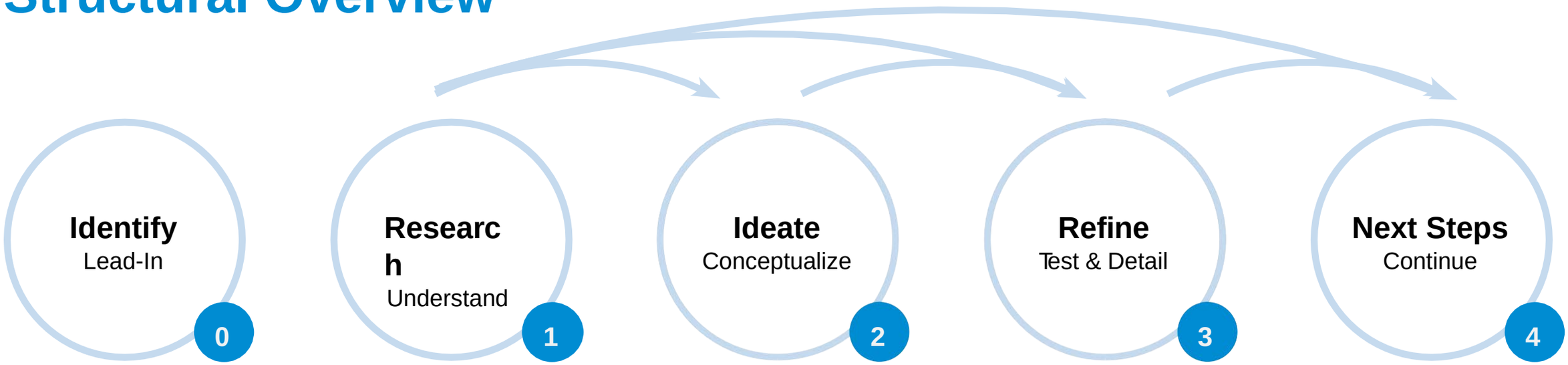
Our Process Model

© 2015 Live Well Collaborative

Live Well Collaborative Design Studio Process Model

Structural Overview



Phase 0

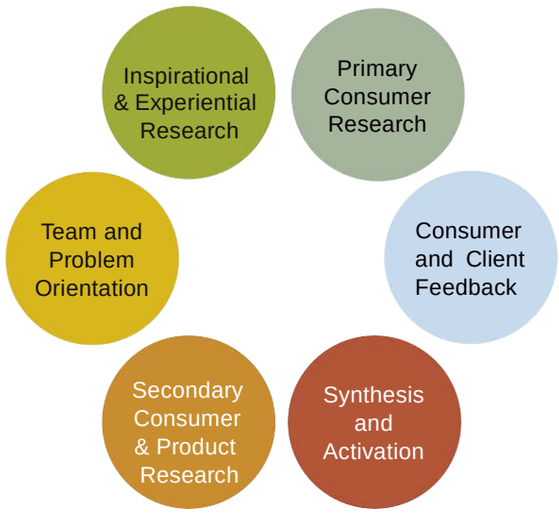
Before the project

During the planning stage of a project, the principle investigator identifies the problem space and collaborates with the LWC on the project brief.

Phases 123

During the 15 week Semester

The research team focuses on obtaining knowledge about the topic, translates insights into concept ideas and tests and refines concepts to meet the needs of the healthcare sponsor.



Phase 4

After the Project

Possible future opportunities regarding the project results for the member and LWC. This should also be discussed in Phase 0.

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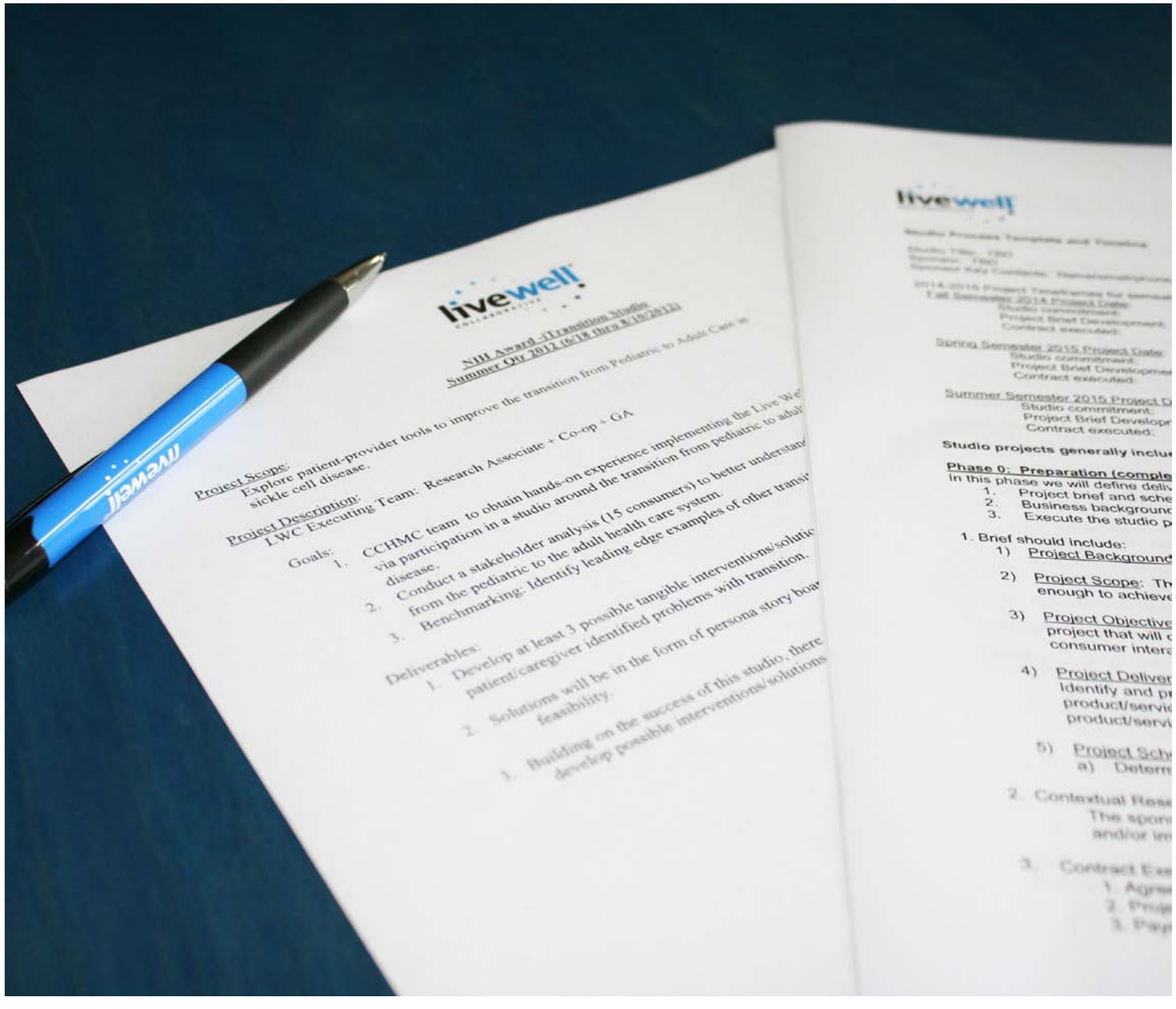


Project brief from iTransition Sickle Cell Studio - Summer 2012.

Identify
Lead-In
0

- Agree on project scope, objectives, and deliverables.
- Establish a multi–disciplinary working team, from both the healthcare sponsor and faculty/student resources from the University of Cincinnati
- Identify who the target consumer is, how they will be selected and involved in the process.
- Decide on project schedule and identify key interaction dates.

© Live Well Collaborative

Student taking notes during an in-clinic interview at Cincinnati Children's Hospital.

Research
Understand
1

- Review the history of the issue.
- Identify any existing obstacles.
- Collect examples of other attempts to solve the same issue (benchmark).
- Talk to your end-users, gather end user insights.
- Take into account thought leaders' opinions (sponsors, experts).

© Live Well Collaborative

User Interactions & Interviews

Week 1
Research Phase

Meet & Greet Users
In-home, in-clinic or shop along to explore current situation.

Week 6
Ideation

Co-creation Session
Users and students collaborate to create possible solutions.

Week 12
Refinement

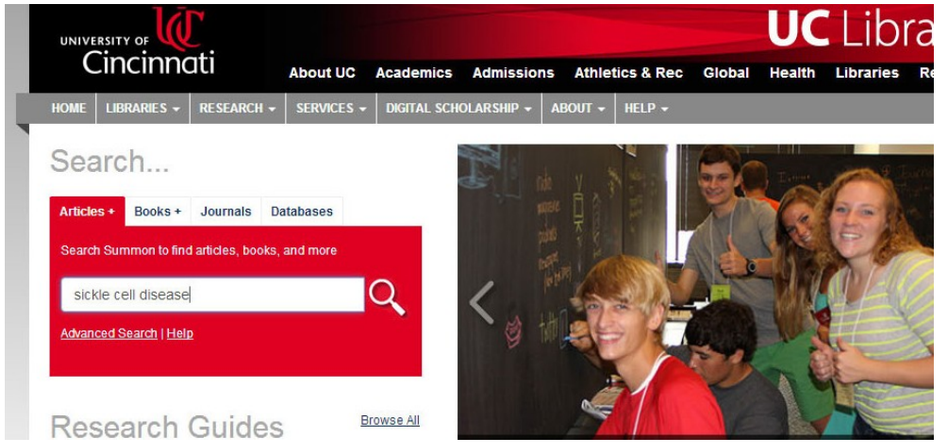
Validation
Users give feedback on refined solutions.

Week 15
Final Presentation

Feedback / Next Steps
Students present final solutions to healthcare sponsors and discuss next steps.

© Live Well Collaborative

Main Types of Research



Primary

Primary research consists of a collection of original primary data collected by the researcher. At the Live Well our primary research typically includes:

- meeting with healthcare professionals
- patient interviews
- clinical visits
- initial & final concept feedback sessions

Secondary

Secondary research involves the summary, collation and/or synthesis of existing research. It is required in the preliminary stages of research to determine what is known already and what new data is required, or to inform research design.

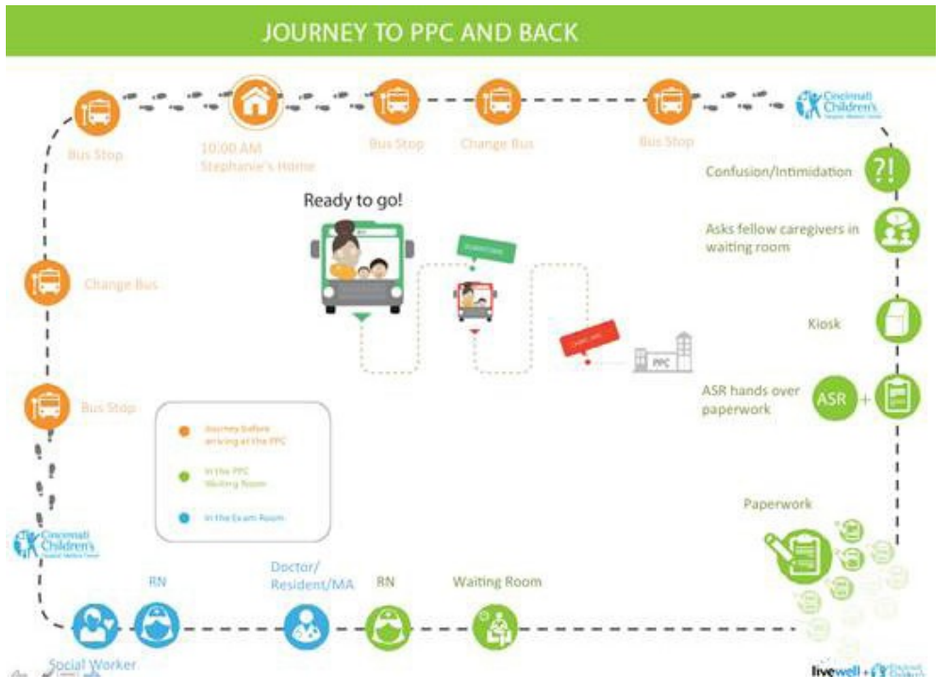
© Live Well Collaborative

Research Methods

Observational

Primary Research

Observational research (or field research) is a social research technique that involves the direct observation of phenomena in their natural setting.



Personas & Journey Maps

Secondary Research

Personas are designed as representations of your key audience and are based on interviews and observations with patients. Personas help stakeholders understand the needs, values, behaviors, and expectations of their patients.

Journey maps also help stakeholders visualize patients experiences and recognize problems areas during their in-clinic and out-of-clinic experiences.

© Live Well Collaborative

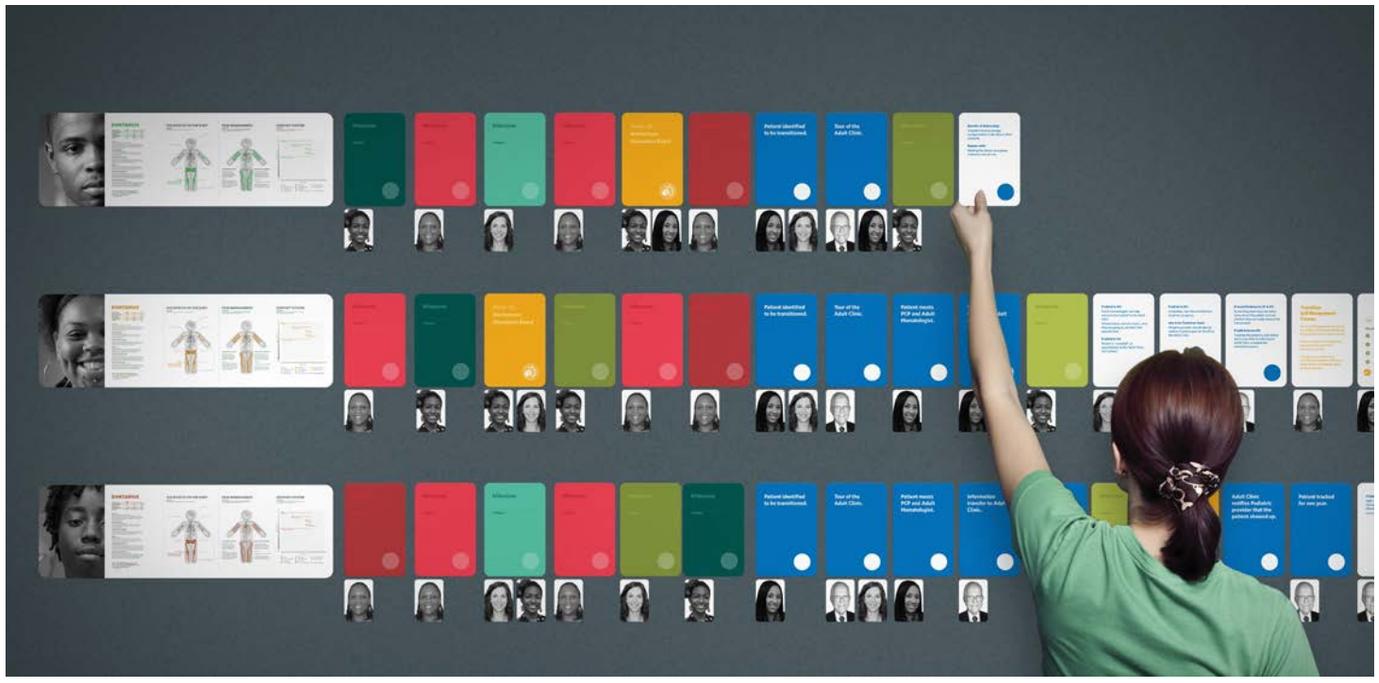
E. Crosby, PsyD; Cincinnati Children's
tal Medical Center & Live Well Collaborative

Ideate
Conceptualize
2

- Identify the needs of your end-users.
- Generate ideas to serve these identified needs.
- Record all ideas from your ideation sessions.
- Do not judge or debate ideas.
- Talk one at a time during brainstorming.
- Translate insights from research into visualizations.
- Incorporate feedback from thought leaders' opinions.

Information from patients interviews are recorded and mapped into visualizations for CCHMC staff.
iTransition Sickle Cell Studio - Summer 2012

© Live Well Collaborative



Final outcomes from iTransition Sickle Cell Studio - Summer 2012.
See pg. 27 case study for more information on this project.

Refine
Test & Detail

3

- Combine, expand, and refine ideas.
- Create multiple drafts.
- Seek feedback from a diverse group of people.
- Gather feedback from end users.
- Create and present actual working prototype(s).
- Present a selection of ideas to the healthcare sponsor.

© Live Well Collaborative

LWC design team presents and receives feedback from the CCHMC project team during the final presentation from iTransition Sickle Cell Studio - Summer 2013.

Next Steps
Continue

4

- Assess if results have met deliverables.
- Discuss what could be improved.
- Measure success; collect data.
- Document and archive the process.
- Determine next steps.

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Keys to studio process success

- Collaboration + Immersion with project sponsor team
- User focused
- Design lead
- Multi-disciplinary team

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CCHMC Key Advisors:

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