

Design in Health

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Healthcare happened.

**Healthcare today is
physician-led.**

**Healthcare tomorrow will be
self-enabled.**

**Healthcare today is
transactional.**

**Healthcare tomorrow will be
human-centered.**

**Healthcare today is
siloed.**

**Healthcare tomorrow will be
integrated.**

**Healthcare today is
about medical care.**

**Healthcare tomorrow will be
about social determinants.**



Austin, Texas

11

4.3

1



The University of Texas at Austin

2012



Rethink LE

Proposition 1

Dell Medical School

DELL MED FIRST CLASS



The Design Institute for Health

Design

“

So what kind of designer are you?
– Mom

”

**Design is not (just)
the way things look.**

**Design is a process for solving
complex, human challenges.**

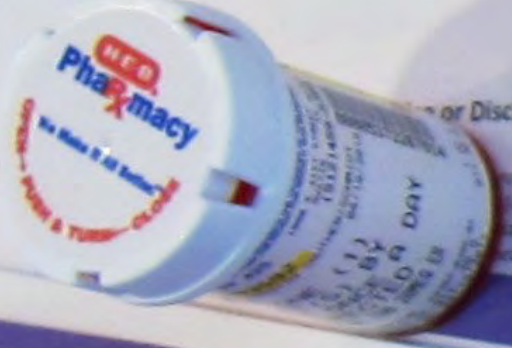
**In design, we start by understanding
the people we're designing for.**



CK
B

18
TRUCK
196

CITY OF
STATE
FIRE DEPT



When you seek health care...

(Draw a line from the item on the left with your answer on the right)



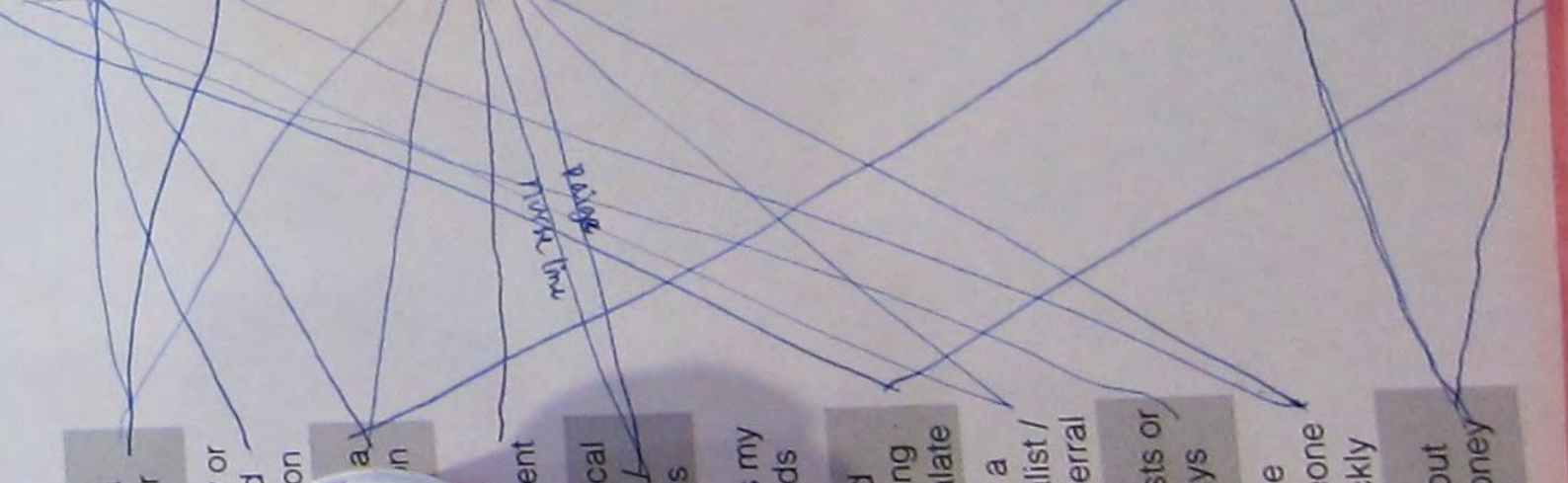
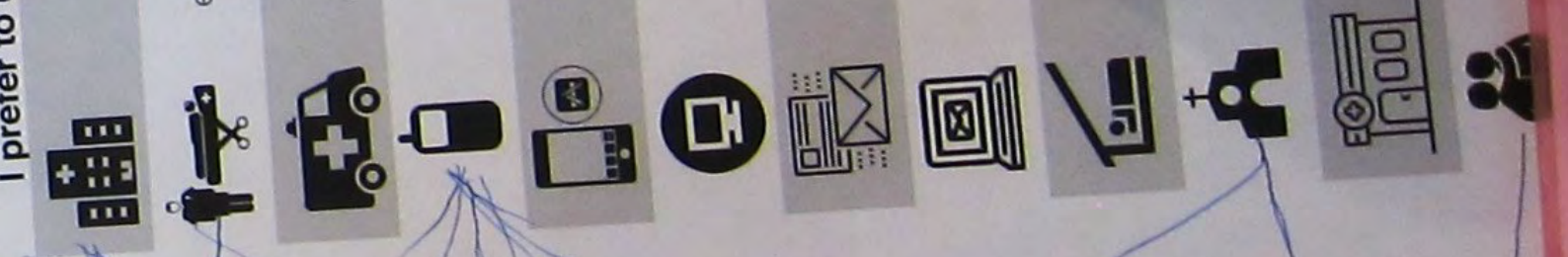
need to:

- See a doctor
- Get medical advice / answers
- Access my records
- Speed something up / escalate
- See a specialist / get referral
- Get tests or X-rays
- See someone quickly
- I'm sick but out of money

HOSPITAL

I prefer to do it:

- In a clinic
- In the emergency room
- By Ambulance
- By phone
- Using an app on my phone
- On a website
- By mail
- By email



*single
transfer line*

Through FAMILY

Pharmacy



or Disclose Health Information

...ing Travis County Healthcare District d/b/a
...ectively and individually (as appropriate),
...ation is cancelled. However, I understand that
...med prior to the date that CHICCC received