

A blurred photograph of a hospital ward. In the foreground, a person in blue scrubs is walking towards the camera, their figure out of focus. In the background, another person in blue scrubs stands near a window with red frames. The ward is filled with hospital beds, medical monitors, and other equipment. The lighting is bright, and the overall atmosphere is busy and clinical.

# Inclusive Design in Healthcare: From Front Line Need to Commercial Reality

Jonathan West  
Reader in Healthcare Design,  
Helen Hamlyn Centre for Design | Royal College of Art

Who we are

Inclusive Design methods

Case studies of Inclusive Design impact on the front line

Methods for application - conclusions

Who we are (and what we do)

Inclusive Design methods

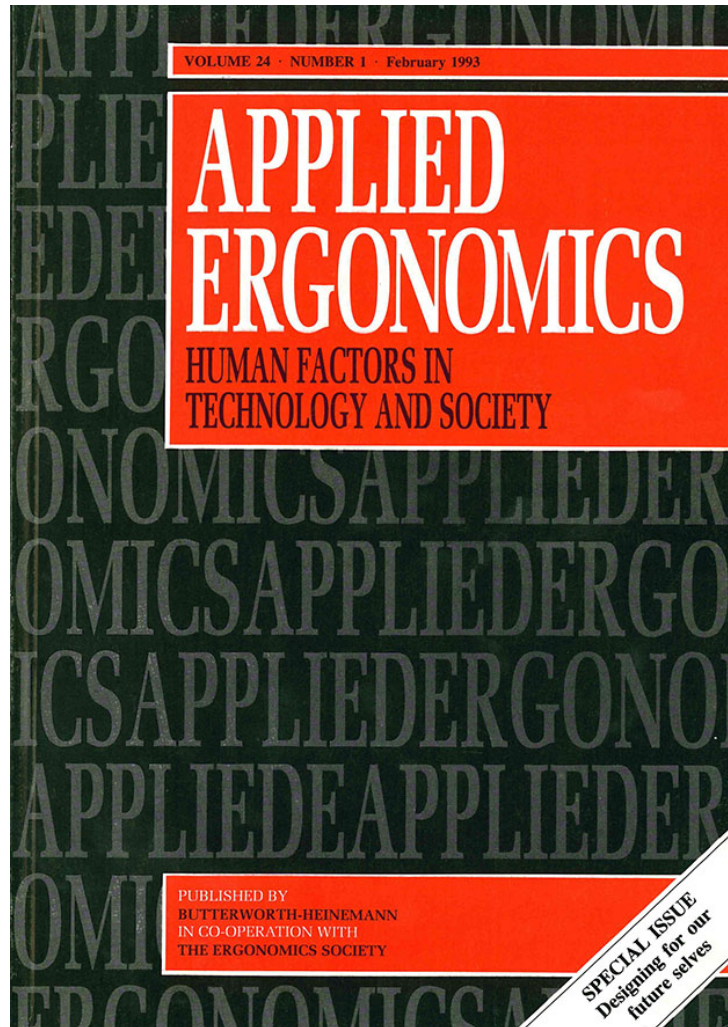
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# The Helen Hamlyn Centre for Design



# 25-year History



# Business Driven



# Community Facing



# Public Facing





# INNOVATING WITH PEOPLE

## THE BUSINESS OF INCLUSIVE DESIGN

Innovating with People

[Listen](#)

**Are you searching for new competitive advantages? Is your company operating in a market undergoing change?**

Turn the challenges connected to the rapidly changing contexts of demographics and environment into new opportunities to innovate, make profit and increase market shares.



Click to enable Adobe Flash Player

Engage with Inclusive Design strategy!

Inclusive Design is being written into legislation. Products and services will now have to meet these new criterias. This book shows how you can turn these challenge into opportunities for profitable innovation.

Adopt an Inclusive Design strategy and you will come closer to your customers by understanding their needs. Inclusive Design is also used here to describe Universal Design and Design for All.

Buy this practical step-by-step guide that explains how to involve people in your design process.

[Read more about what's in the book](#)

[GIVE OR VIEW FEEDBACK ON THE BOOK](#)



[BUY NOW](#)

Who we are

**Inclusive Design methods**

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**Discover**

**Define**

**Develop**

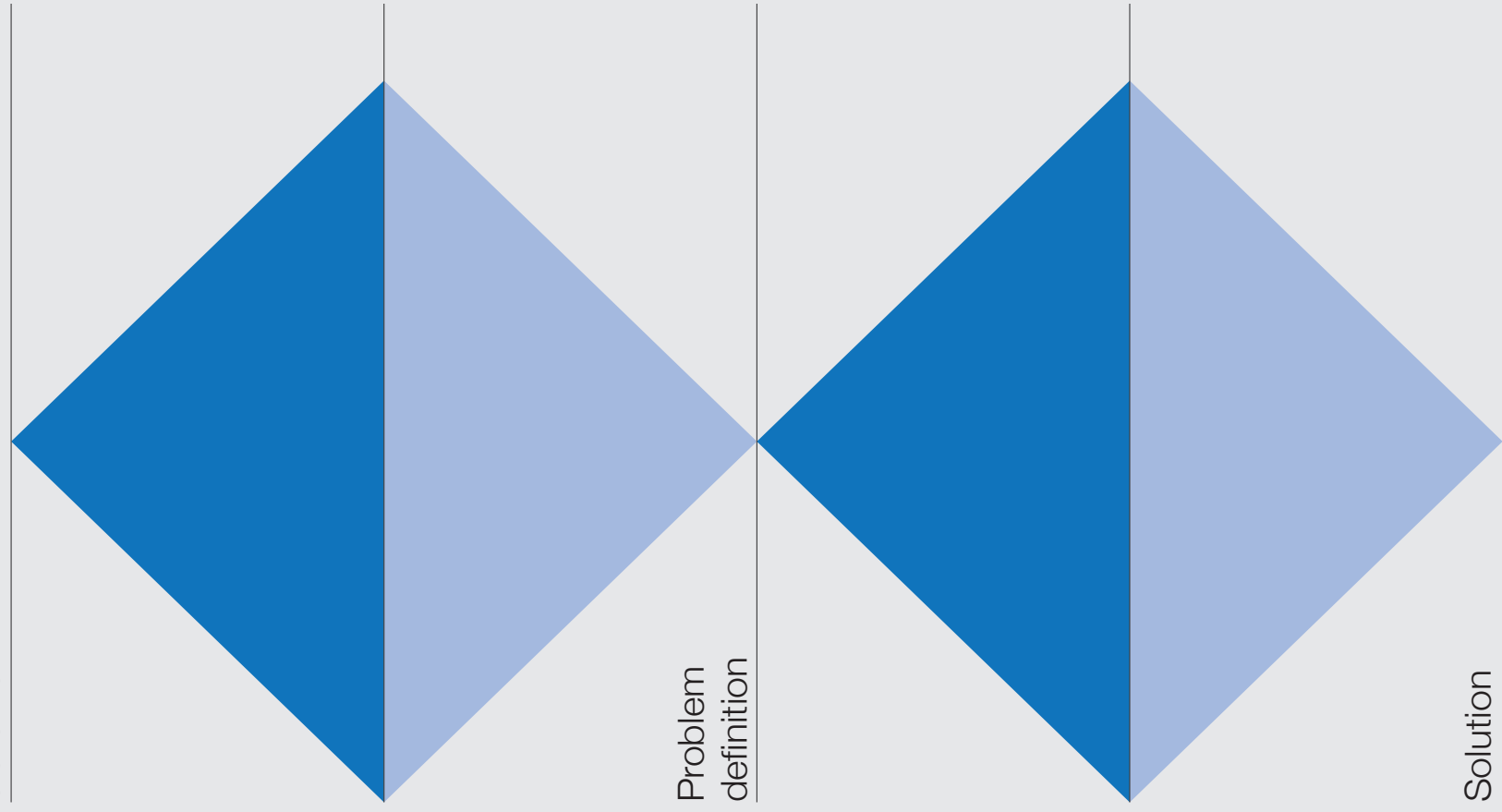
**Deliver**

Problem  
statement

Problem  
definition

Solution

Proposition



**Discover**

**Define**

**Develop**

**Deliver**

Problem  
statement

Problem  
definition

Solution

User  
research

Evidence  
base

Brief

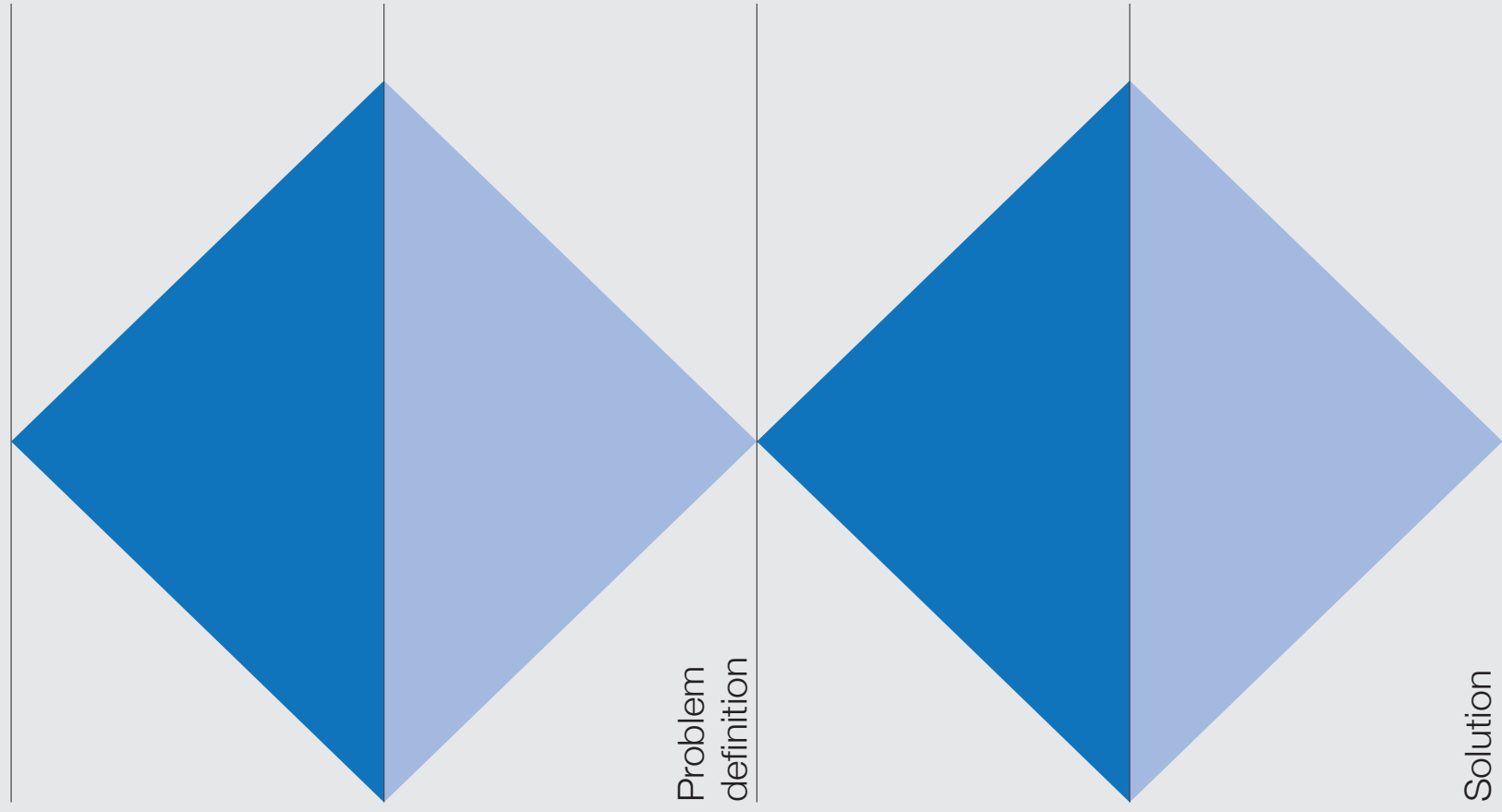
Co-design

Prototype

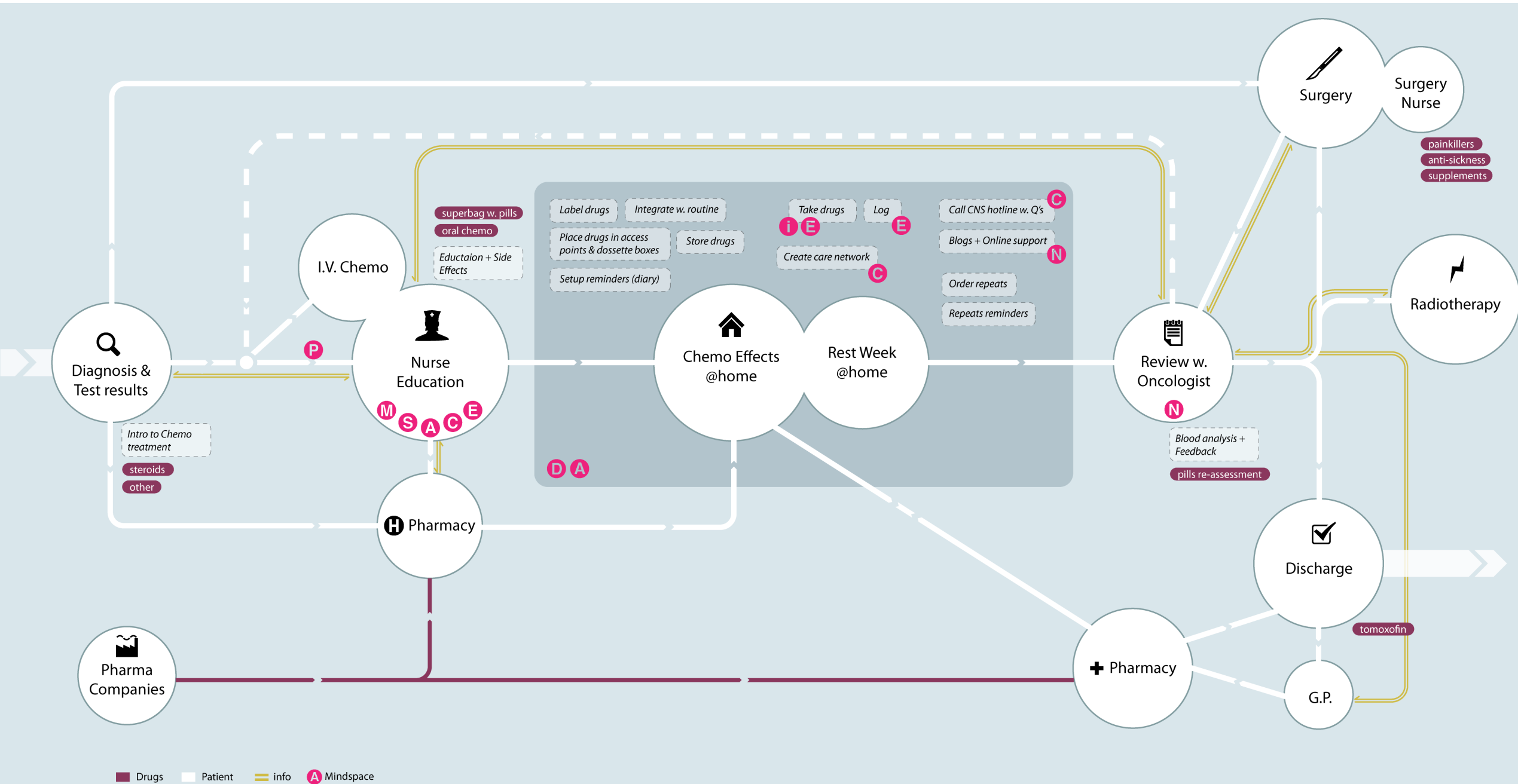
Co-evaluate

Proposition

Feedback



# Stakeholder analysis - front line, economic, regulatory, commercial







### THE ALCOHOL STAR PACK

Inside these bottles there are a selection of tasks and questions. Feel free to add your contributions, add others and generally have your say. You can't do anything wrong and it is just great to get your thoughts into alcohol dependency in general and Portsmouth's Alcohol Services. Each sheet should take about a cup of tea to complete! Please enjoy the bottles while you do so!

Thank you much for taking part,  
Sally Day  
Alcohol Support @ P.A.D.  
Research Associate

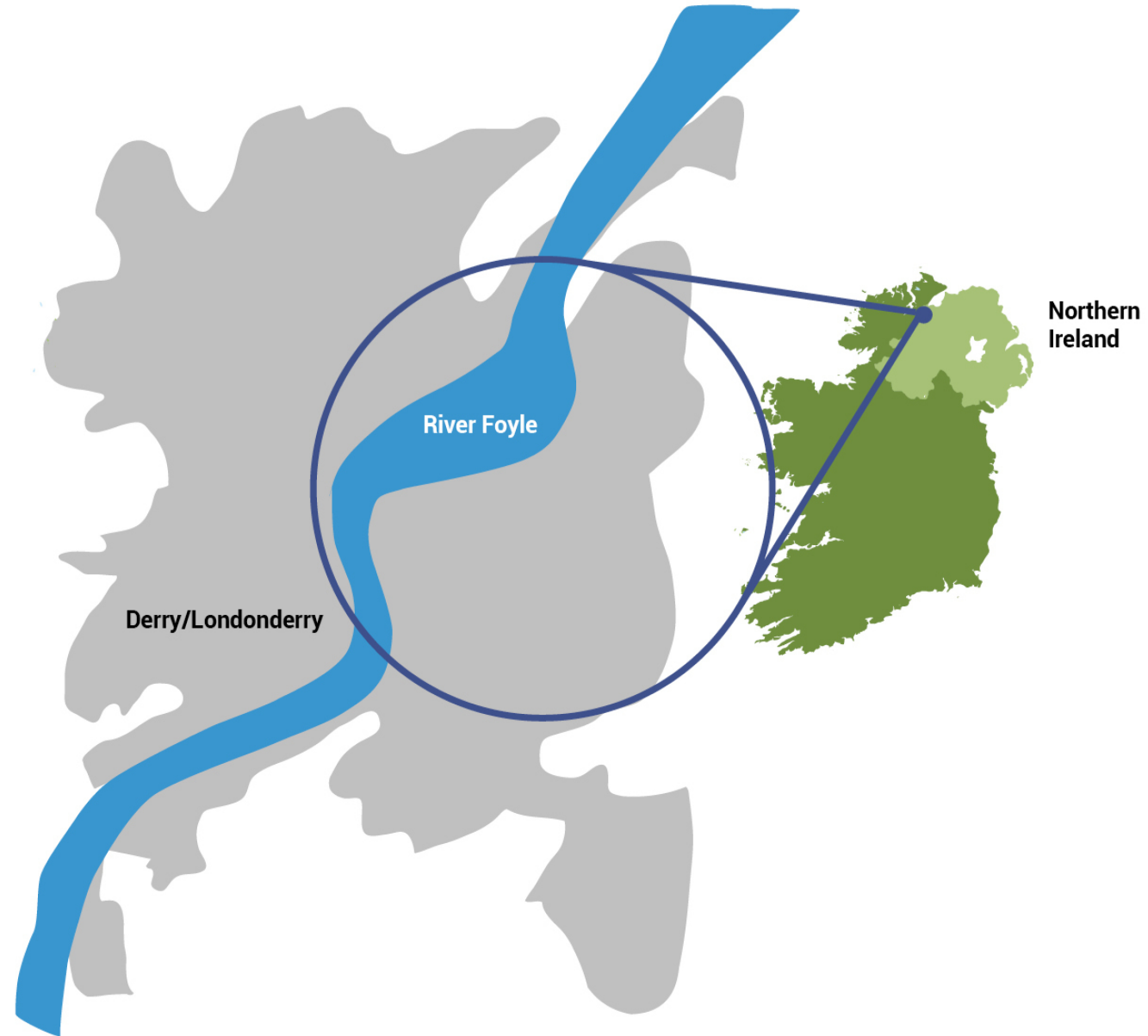
Any questions please email:  
sally.day@portsmouth.gov.uk

Please write any extra comments or info I should know about on the holder. If you do please include it in the envelope.

THE ALCOHOL STAR PACK







River Foyle

Derry/Londonderry

Northern  
Ireland







### Dopey Dick Returns to the River

Dopey Dick has returned to this year's clipper festival come inside and let him know your hopes and aspirations for the riverfront and help us build Our Future Foyle.



Our Future Foyle is a research and design project aimed at empowering the local community to re-vitalize the river and the surrounding banks and bridges. The aim is that through the community's voice of ownership of the river, the area will become associated with wellbeing, community events and public space.

The project is supported by Public Health Agency Northern Ireland, in collaboration with local community, voluntary, public and private sectors, with thanks to:



### THE DECK WALLS

These are a set of decorative walls and lighting that is a gift from the community to the riverfront. The walls are made of wood and are designed to be a wall that can be moved around the riverfront. The walls are made of wood and are designed to be a wall that can be moved around the riverfront. The walls are made of wood and are designed to be a wall that can be moved around the riverfront.

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www.futurefoyle.org @ourfuturefoyle #ourfuturefoyle



DOMPERIDONE xmg Tablets  
 Take ONE tablet THREE TIMES a day for FIVE days.  
 Swallow this medicine whole. Do not chew or crush.  
 PHARMACY REF (123456789)  
 01-Mar-2013  
 Keep out of children's sight & reach.

ACICLOVIR xmg Tablets  
 Take ONE tablet TWICE a day until cold sores have gone.  
 Swallow this medicine whole. Do not chew or crush.  
 PHARMACY REF (123456789)  
 01-Mar-2013  
 Keep out of children's sight & reach.

DIOCTYL 100mg Tablets  
 Take TWO tablets ONCE a day FOR FIVE days.  
 Swallow this medicine whole. Do not chew or crush.  
 PHARMACY REF (123456789)  
 01-Mar-2013  
 Keep out of children's sight & reach.

Pharmacy Stamp  
 Patient Name: Mrs K. ...  
 Age: 68  
 D.o.B: 21/02/1940  
 Address: 1 Business Street, Widdrington, Northumberland, NE61 1AB  
 NHS Number: ...

Please don't reuse over 2gr box  
 Number of days' treatment  
 N.S. Ensure dose is stated  
 Endorsements

PREDNISOLONE xmg  
 tablet(s).  
 TAKE ONE TWICE A DAY FOR TWO DAYS

DOMPERIDONE xmg  
 tablet(s).  
 TAKE ONE 3 TIMES A DAY FOR 5 DAYS

METOLCLOPRAMIDE xmg  
 tablet(s).  
 TAKE ONE 3 TIMES A DAY FOR 5 DAYS

ACICLOVIR xmg  
 tablet(s).  
 TAKE ONE TWICE A DAY FOR 4 DAYS

DIOCTYL 100mg  
 tablet(s).  
 TAKE TWO ONCE A DAY FOR 5 DAYS  
 with FOOD.

Date: 04/02/2009

Signature of Prescriber  
**B Notreal**

Dr Brian Notreal  
 Medical Centre  
 101010  
 NE61 2CD  
 Tele: 0191  
 252 2525  
 EP10590608



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# Violence & Aggression **in A&E**



clinical care

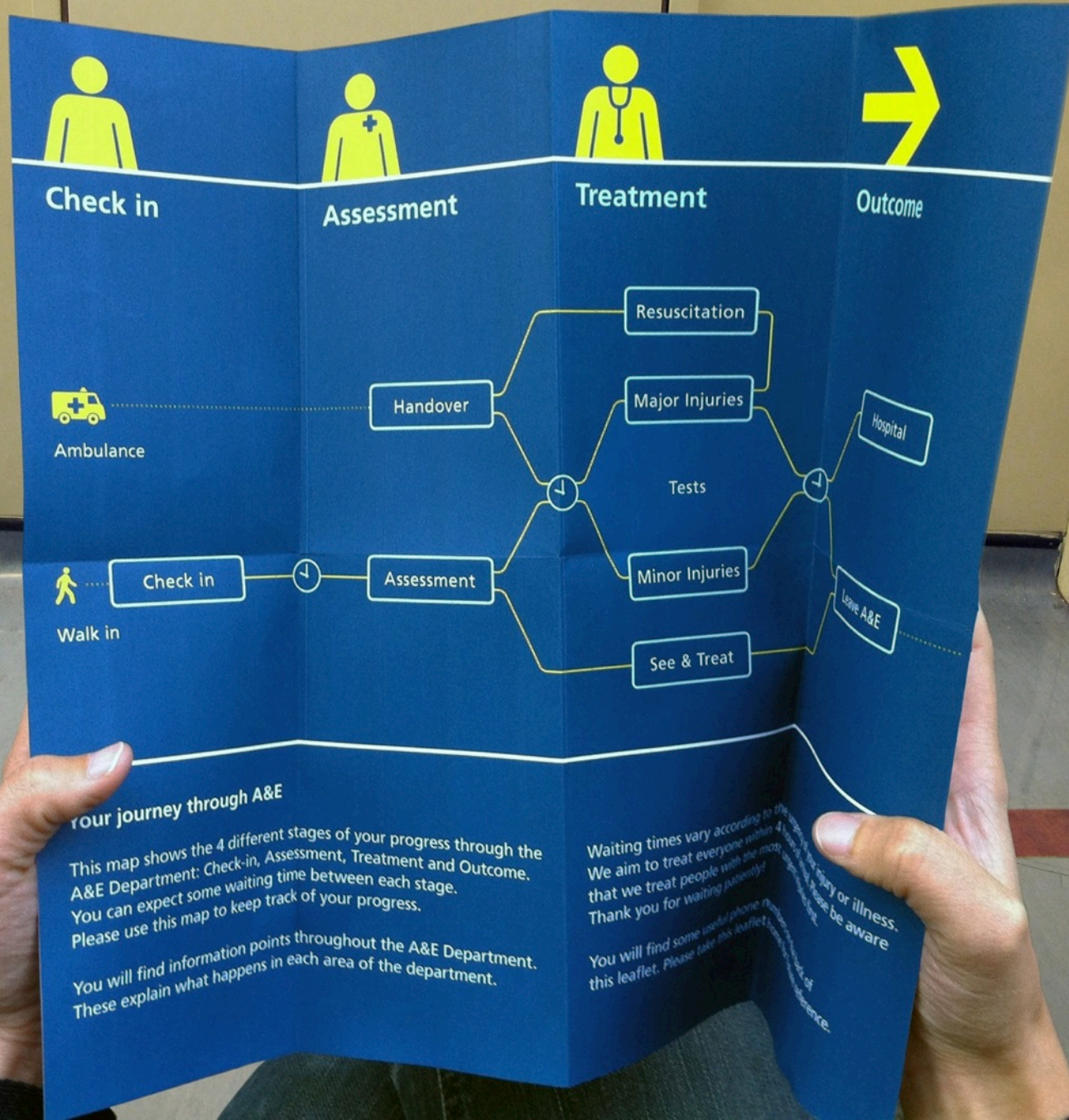


©ESRO/Andy Smith 2011

patient needs







### Your journey through A&E

This map shows the 4 different stages of your progress through the A&E Department: Check-in, Assessment, Treatment and Outcome. You can expect some waiting time between each stage. Please use this map to keep track of your progress.

You will find information points throughout the A&E Department. These explain what happens in each area of the department.

Waiting times vary according to the number of people waiting. We aim to treat everyone within 4 hours of arrival. Thank you for waiting patiently. Please be aware of your safety and the safety of others. Please be aware of your safety and the safety of others.

You will find some useful phone numbers on this leaflet. Please take this leaflet with you for your reference.



**88%**  
of patients felt the Guidance project clarified the A&E process.

**75%**  
of patients said the improved signage reduced their frustration during waiting times.

**↓50%**  
Threatening body language and aggressive behaviour fell by 50% post-implementation.

**3:1**  
For every £1 spent on the design solutions, £3 was generated in benefits.

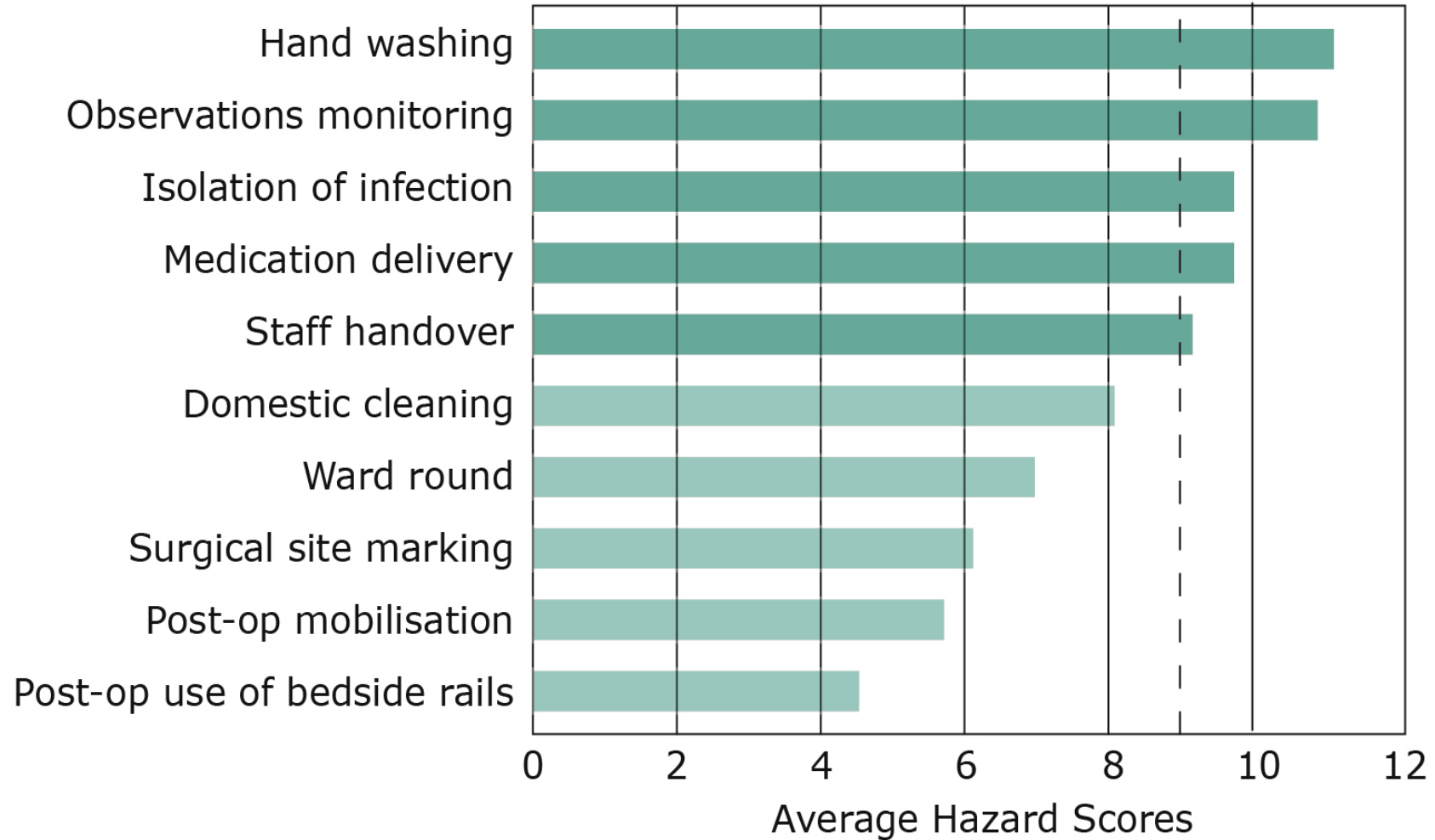


Patients' complaints relating to information and communication fell dramatically post-implementation.



Designing Out Medical Error

# HAZARD SCORES





PHYSICIAN OFFICE  
Nurse Station

Day Case Unit

21





## Clinical trial

Hand hygiene compliance increase **x3**

Correct use of gloves increase **x3**

Correct use of aprons was **67%** with the CareCentre and **0%** without

CareCentre implementation will help reduce healthcare associated infections.





Bristol Maid   
Hospital Metalcraft Limited

**Flomark™**  
THE DRIP REDESIGNED





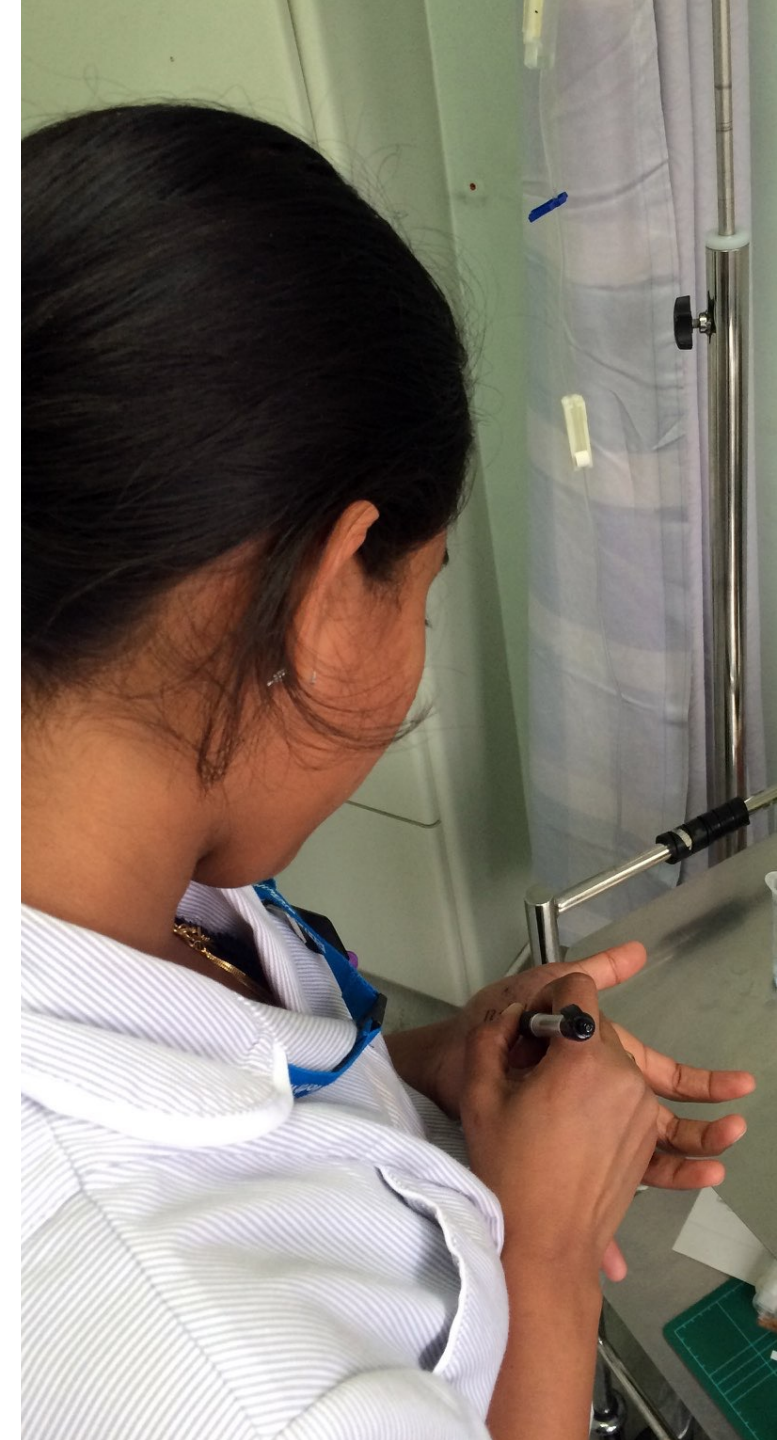


Approximately wastage of US\$ 3.98 per patient per 24-hours infused.<sup>1</sup>

Staff time wasted on calculations & inefficiencies

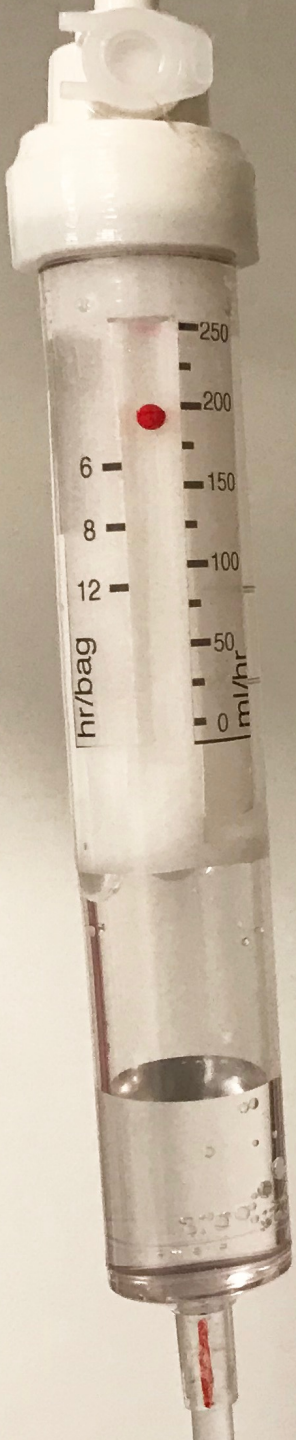
Extended patient stay

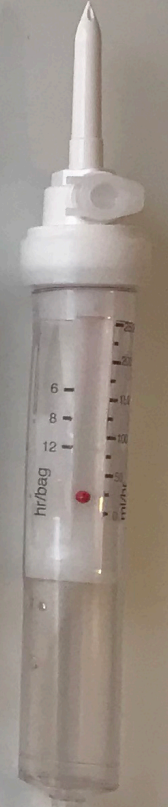
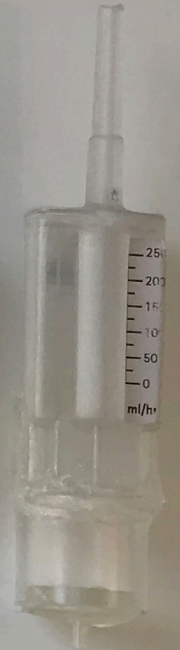
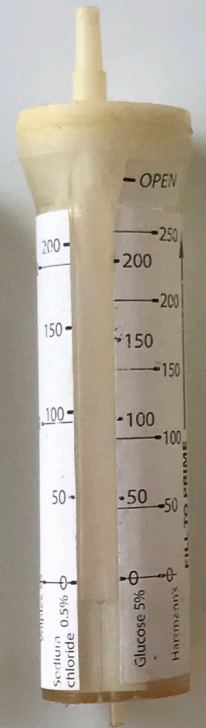
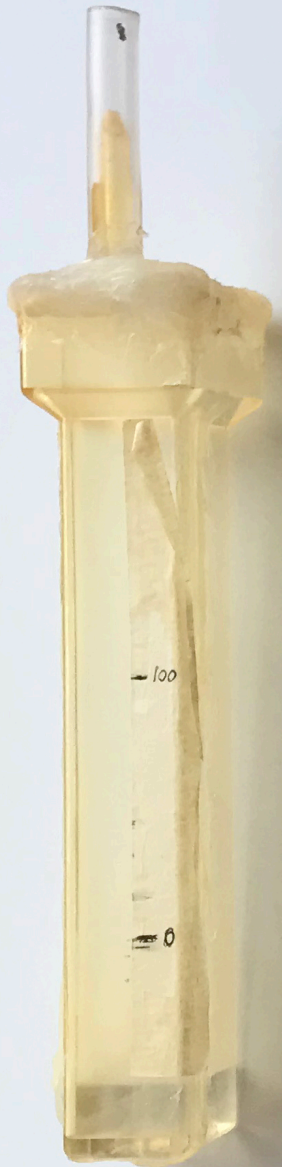
1. [http://www.varori.co.za/infusion\\_problem.htm](http://www.varori.co.za/infusion_problem.htm)



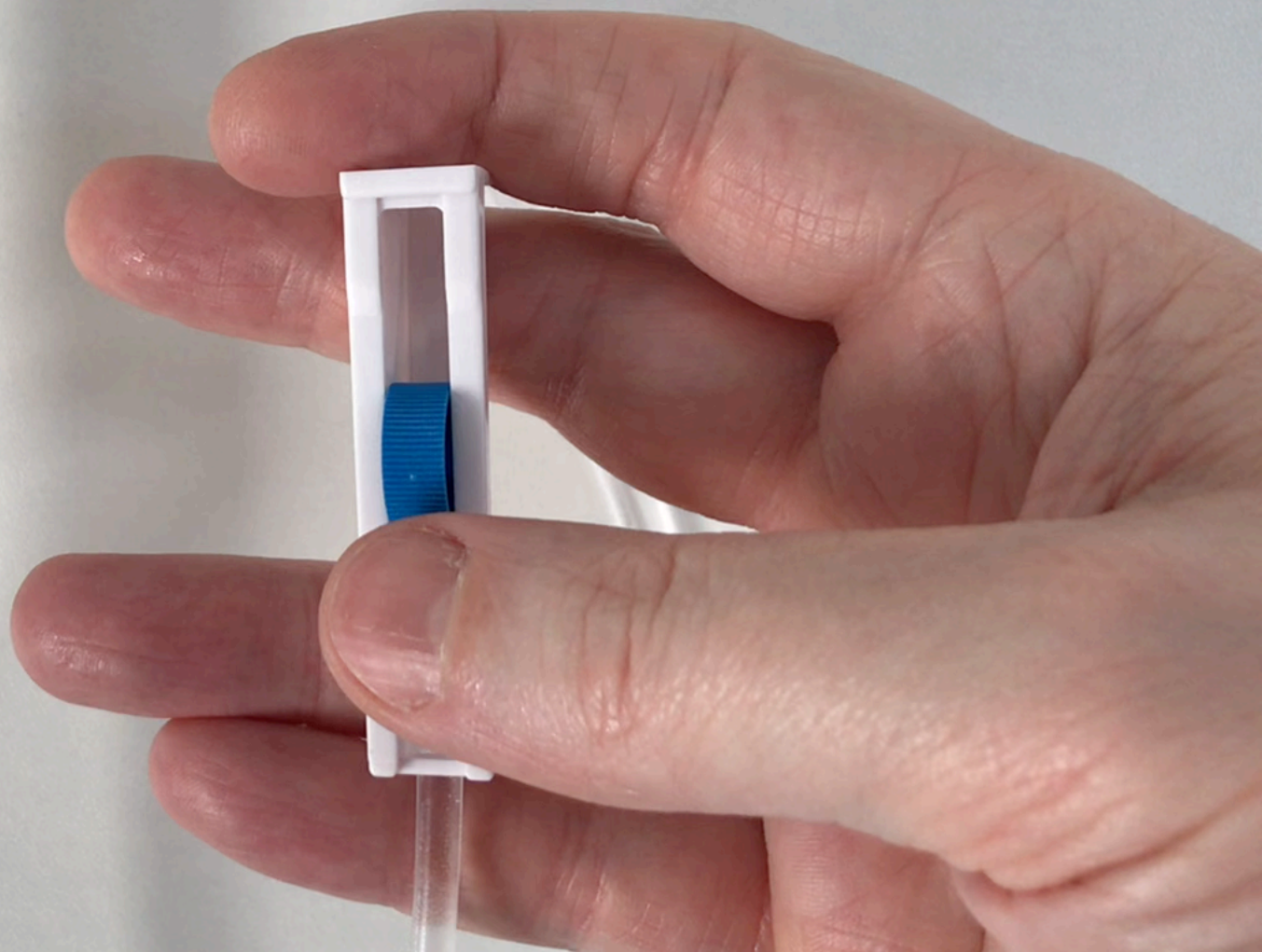
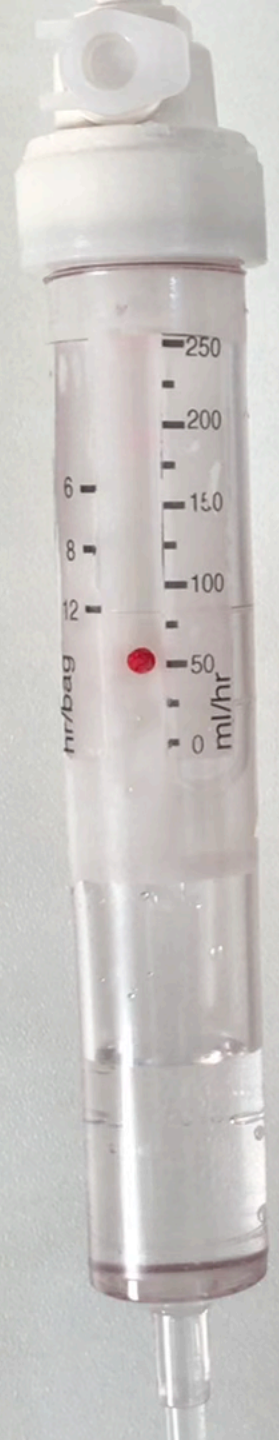
PROPOSITION

IV giving set that easily, intuitively and reliably shows flow rate.

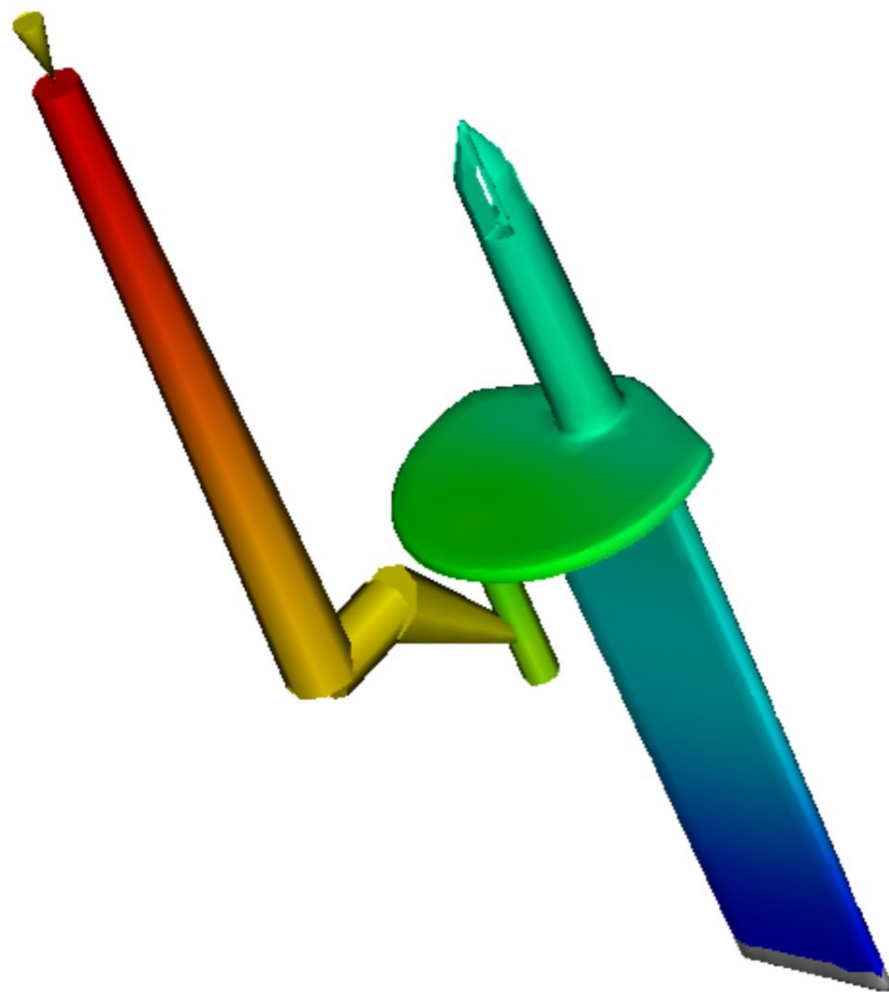
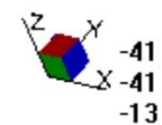
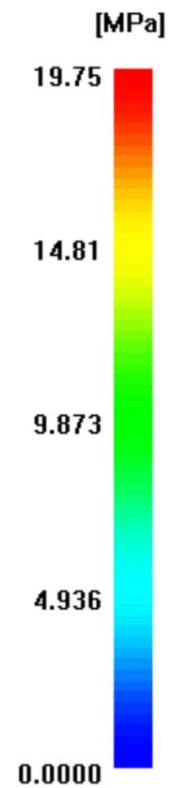








速度/压力切换时的压力  
= 19.75[MPa]



缩放 (50 mm)

Design for manufacture

Trials

Regulatory

Licensing

Links with procurement

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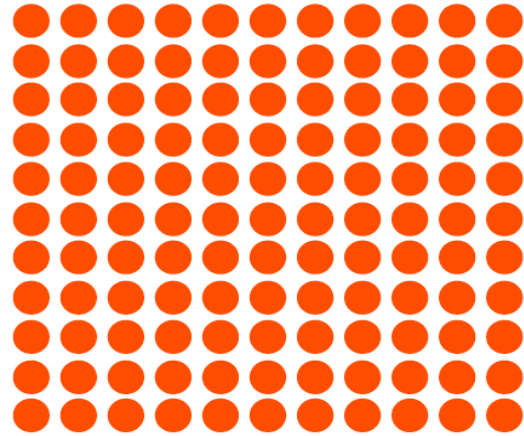
Methods for application - conclusions

Subjects

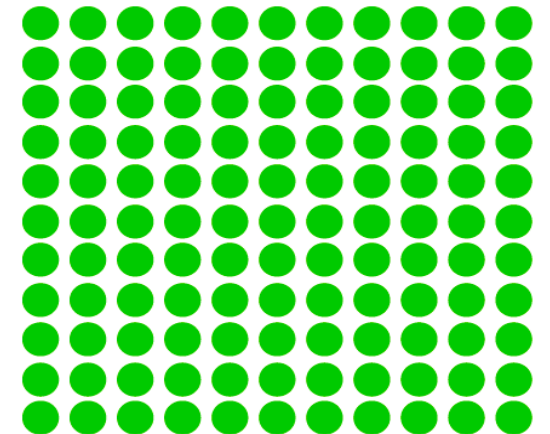
Truth

Inspiration

Traditional  
Market  
Research



Empathic  
Research



Derived from presentaton by Martin Bontoft (IDEO)

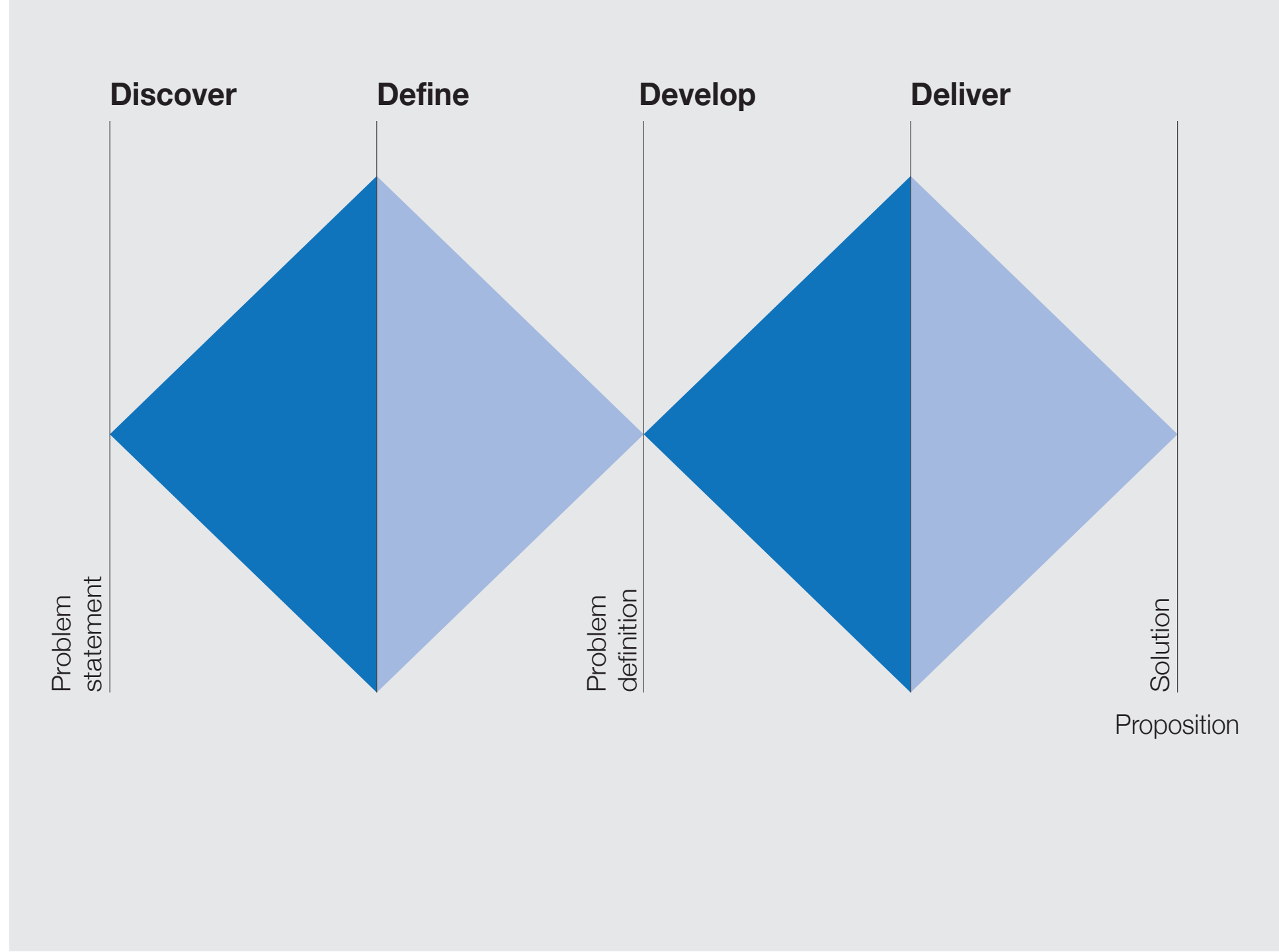
## Conclusions

Double diamond approach

Map out stakeholders

Bespoke research tools

Demonstrate economic and clinical value



# Thank you



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Royal College of Art

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