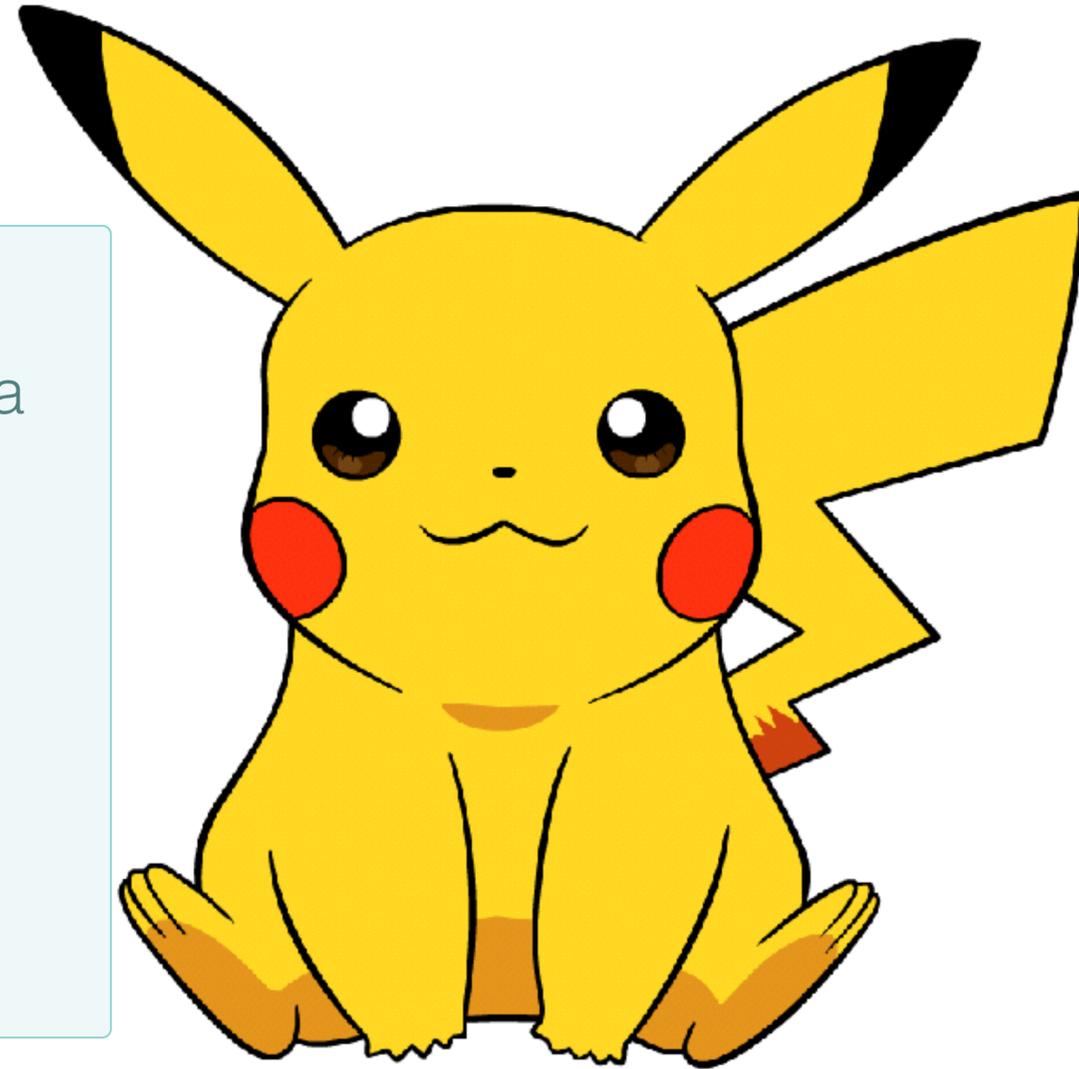


I recently had the opportunity to speak at a healthcare design Pecha Kucha.

The format is 20 slides with 20 seconds per slide.

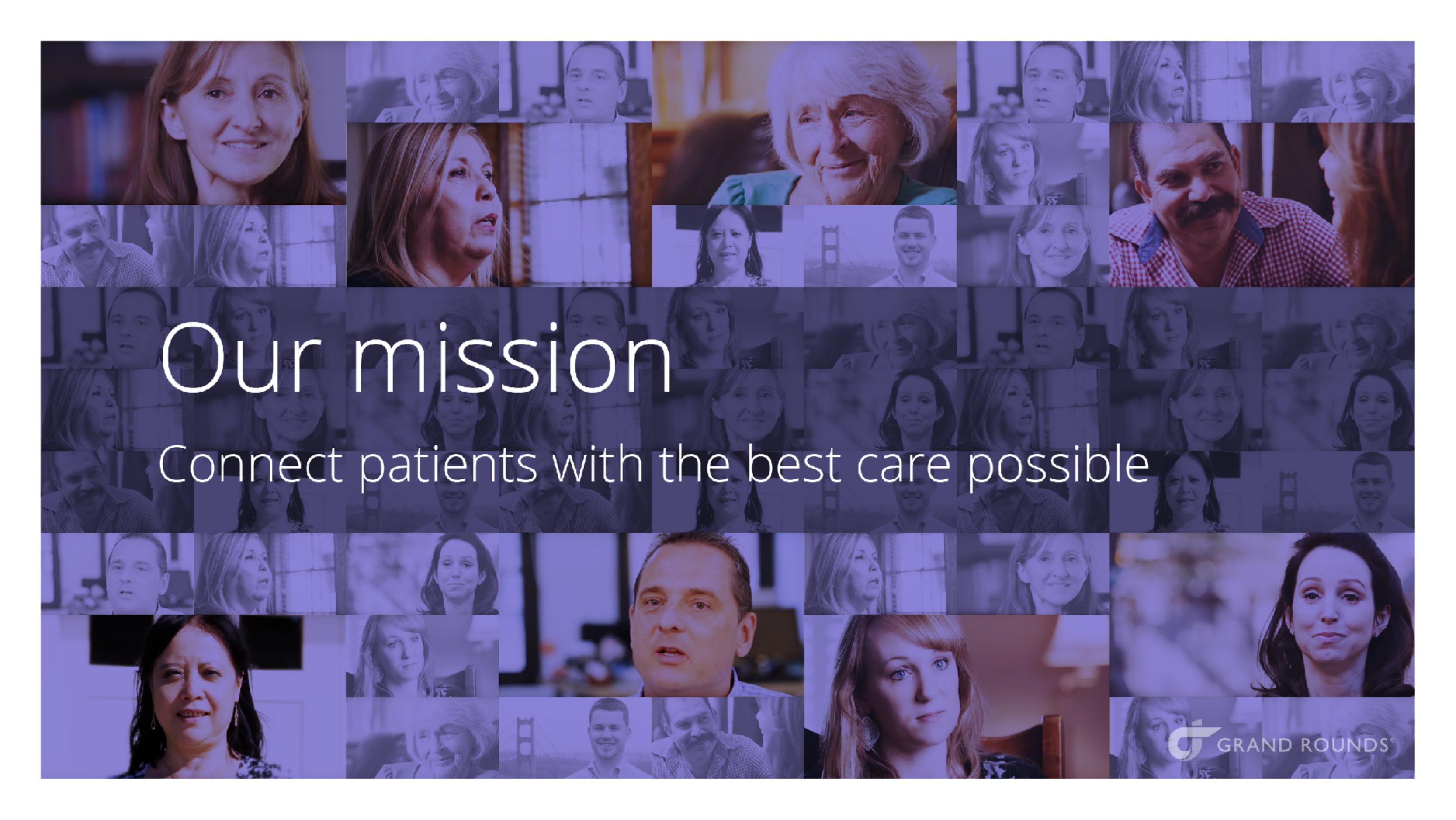
I spoke on how Grand Rounds was applying our design process



A close-up photograph of a man with a thick, well-groomed red beard and mustache. He is looking directly at the camera through a chain-link fence. The background is a dark, textured wall, possibly made of wood or metal. The lighting is soft, highlighting the texture of his beard and the metallic mesh of the fence.

**design = pretty**



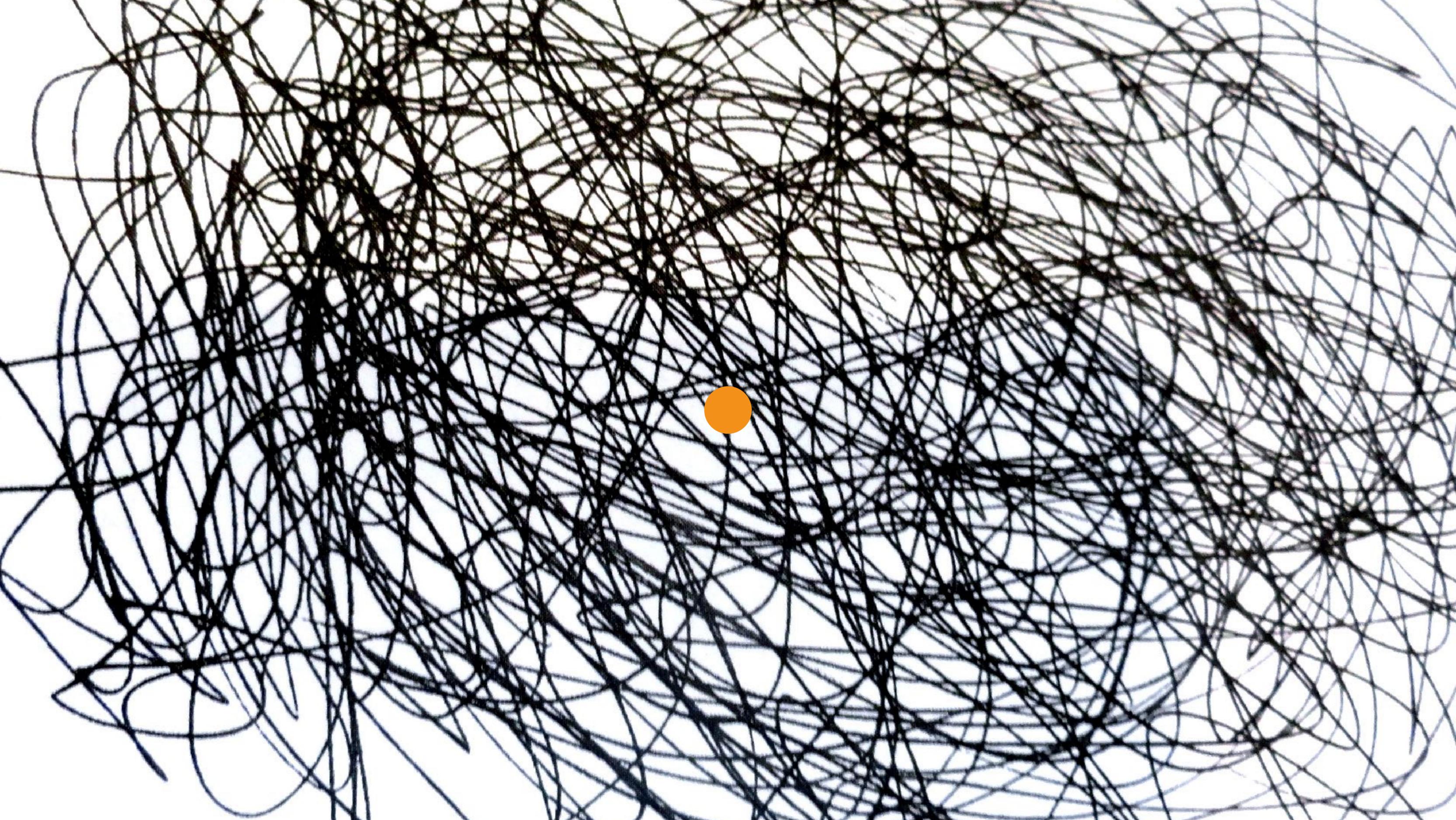


# Our mission

Connect patients with the best care possible



Design Squiggle: Damien Newman <http://cargocollective.com>



# Lean UX

Think. Build. Test.



This was our (simplified) process for several years. It allowed us to move and react quickly to patient needs.



# It's mostly about listening

18 months

120+ unique external participants

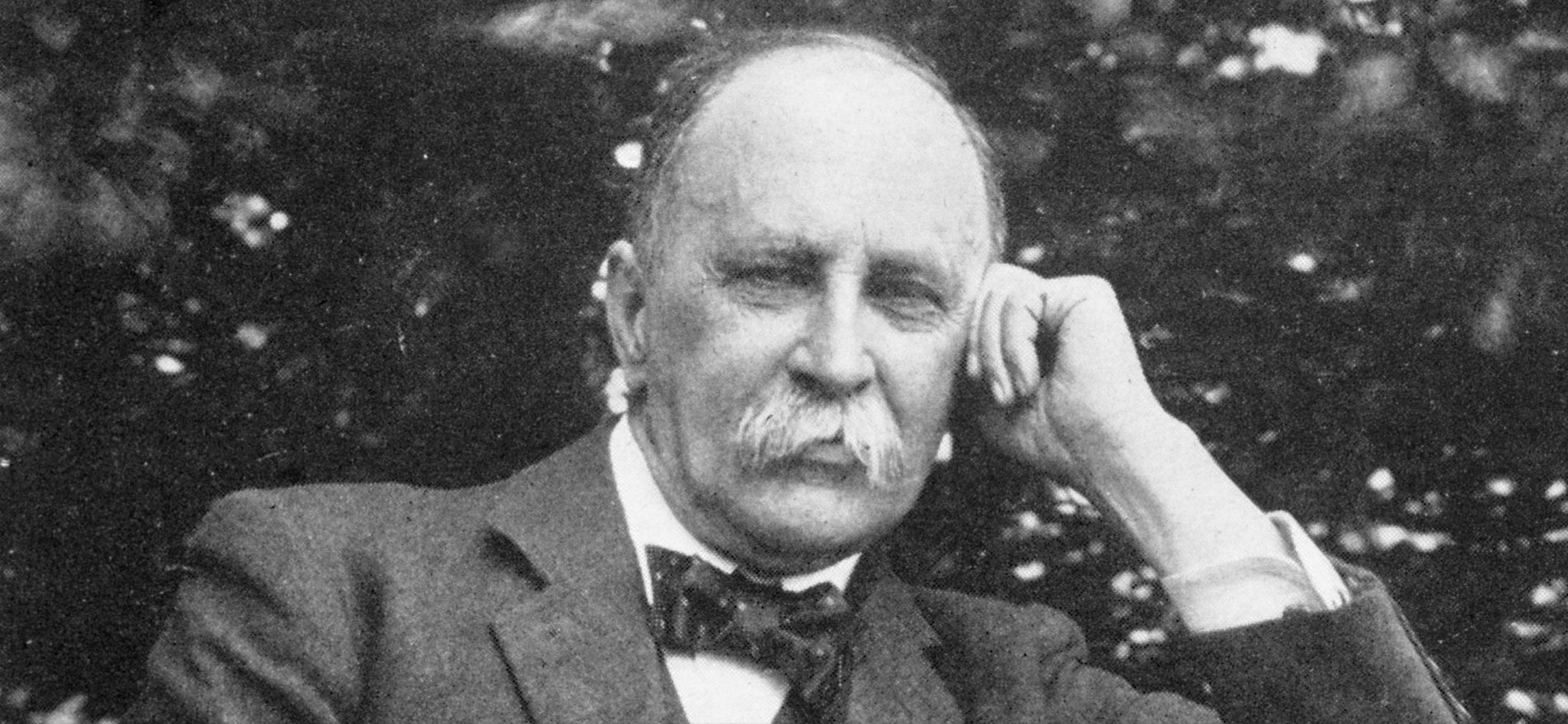
100+ design iterations

80+ patient interviews

60+ cases scored

12 surveys

1 super busy but super awesome researcher



**“Listen to your patient, he is telling you the diagnosis”**

Dr. William Osler

**30%** believe that **LISTENING** and **BEDSIDE MANNER** are the most important factors that make **TOP QUALITY DOCTORS**

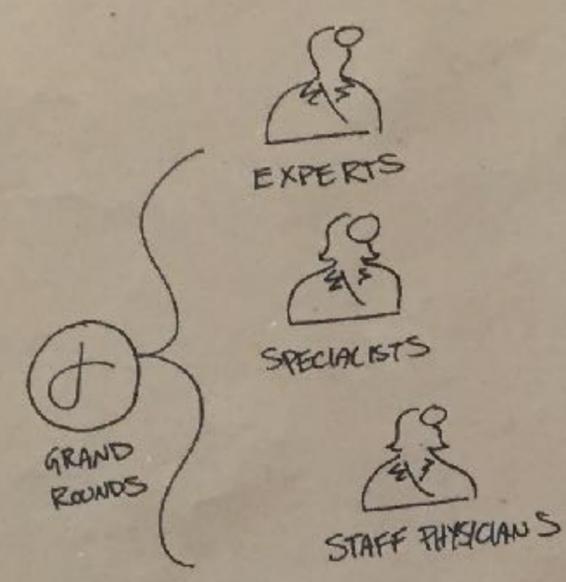
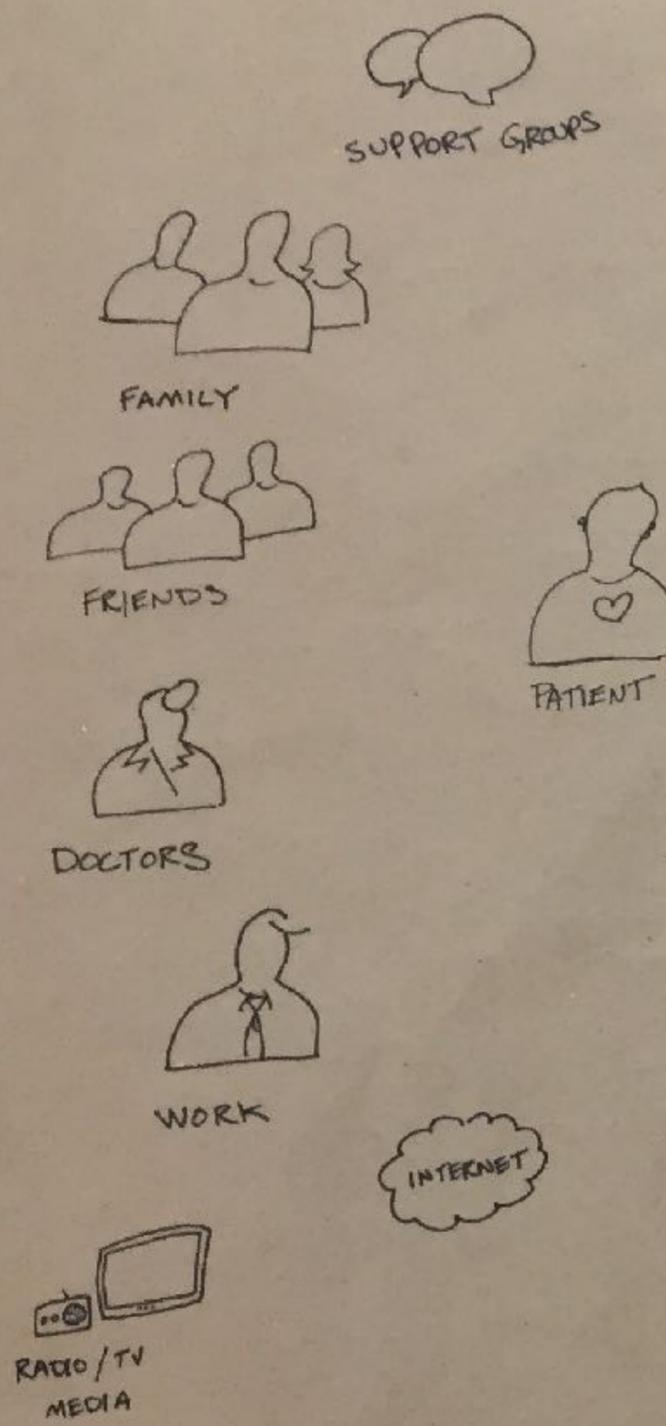
**28%** believe that a doctor who **DOES NOT LISTEN** is a bad doctor



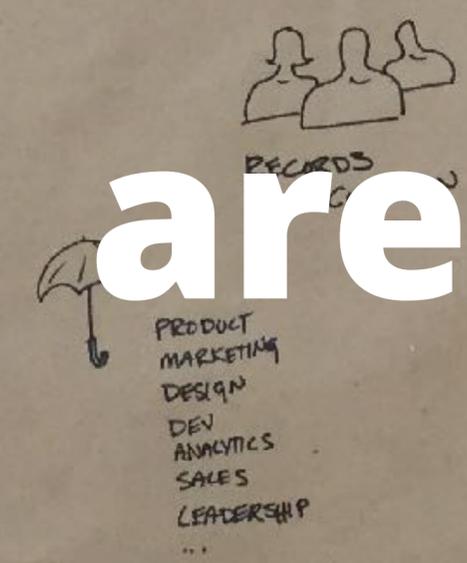
of the people who listed themselves as having **FAIR** or **POOR** health, a doctor who **LISTENS** is just as important as a doctor who makes a **CORRECT DIAGNOSIS**



Thousands of survey results allowed us pull some interesting info.



# OMG patients are people!



ROAD BLOCKS

HOLDING

WHY WATCH  
ASK FAMILY

WANTS / NEEDS

ANSWERS

ATTENTION  
DIGNITY  
BELONG

CONCERN / FEAR / ANXIETY  
AVOIDANCE

RELUCTANCE TO ACT...

INFORMING LOVED ONES

REJECT

**Rob** is 59 years old, and lives with a **debilitating chronic condition**. He asked one of his specialists for **recommendations for a PCP**. It was important for Rob to select a PCP who was **close to him in distance**, who **accepted his insurance** and was a **high-quality doctor**.

Rob has had some **negative experiences** with previous doctors. He said, “[One of my doctors] just wanted to **prescribe pain killers rather than dealing with the problem**. This doctor also **made awful medication mistakes** that almost cost me my life.” Rob thinks that the most important factor that makes a high-quality physician is the doctor’s **ability to make accurate diagnoses**.

When Rob searches for a doctor online he usually looks for the doctor’s **education and training**.

**Kelly** is 38 years old, lives in Phoenix, AZ and generally is in **good health**. She currently has a **primary care physician** who she found through a **friend’s recommendation**. It was important for Kelly that the PCP be in close proximity to her, be a **female doctor** and be **recommended by someone Kelly knew**. Kelly has also **seen a specialist** whom she was referred to by another doctor.

In the past, Kelly had a **bad experience with a doctor**. She said, “The [doctor] **would not listen to me** or value what I was trying to tell [him]. Because of this I was **misdiagnosed for months**. This caused extreme pain and **I almost died**.”

After this experience, Kelly thinks that the most important factor that makes a high-quality physician is the doctor’s **ability to listen attentively** to the patient. Kelly now **reads patient reviews** online before scheduling an appointment with a doctor.

## Your Grand Rounds Benefits



### Schedule a Visit

with a local physician who is an expert in your condition.

[LEARN MORE](#)



### Get a Remote Opinion

from a specialist who is in the top 3% in the world.

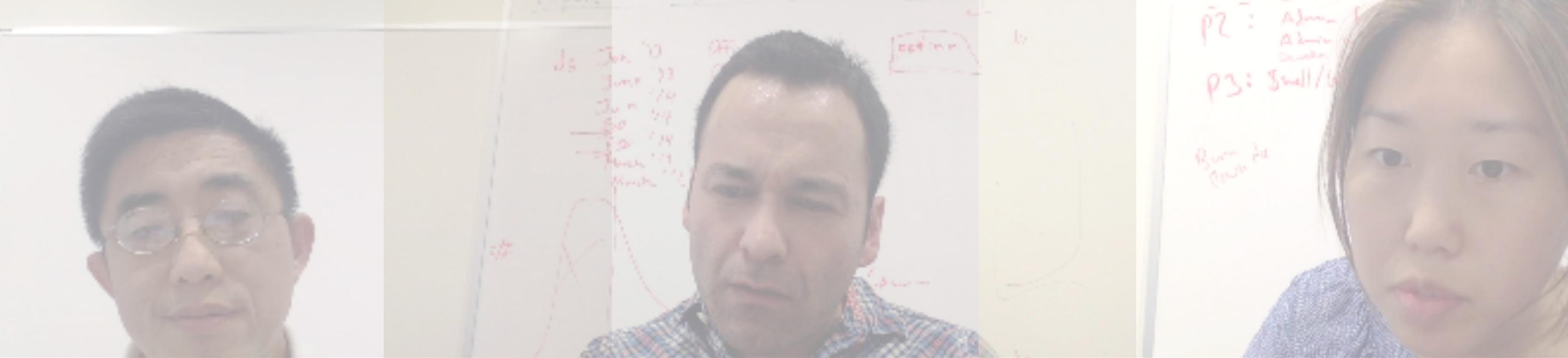
[LEARN MORE](#)



### Grand Rounds STAT

24x7 health support for you and your family.

[LEARN MORE](#)



um... what?



We tested designs weekly. The goal wasn't to prove we were right, it was to challenge users and try to really understand them.

# We're here to help.

Welcome to Grand Rounds, Mark. Whenever you need us, we're ready to help.

## How can we help you Mark?



I want to visit a specialist in person



I want an expert second opinion



I'm in the hospital and I need help



I need a new primary care doctor



# Hi Mark, let's get started

We just need a few pieces of information first.

Don't want to type?

Please call (800) 929-0926 to start an opinion  
with our Care Team

Do you want an Expert Opinion for  
yourself or someone else?



Myself



Someone else in my family

I feel like part of the GR team, even though I am a patient.

Karen is a dream. I can see her being my best friend and sister. She is an extraordinary human being she has represented your company to the top. She has been patient, kind, and has made me feel not alone. She has made herself more than accessible. She has been my life line through this whole thing. Whatever training she may have received from you guys, keep doing it, and keep hiring people with her characteristics.

Patients need to be their own advocates during stressful times and you guys are the best teammates anyone could ever hope for.

**For god's sake. share it out.**

# Overnight Success!

- **CEO** hears new information & wants to act he uses design
- **Sales** shows our work but also shows our process
- **Product...** faced with a million challenges uses design to help point the direction
- **Front line** faced with a problem in the product... comes to design



*This*

*times 1 million*



Results of the process just beyond getting the product out the door.



**thanks**

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