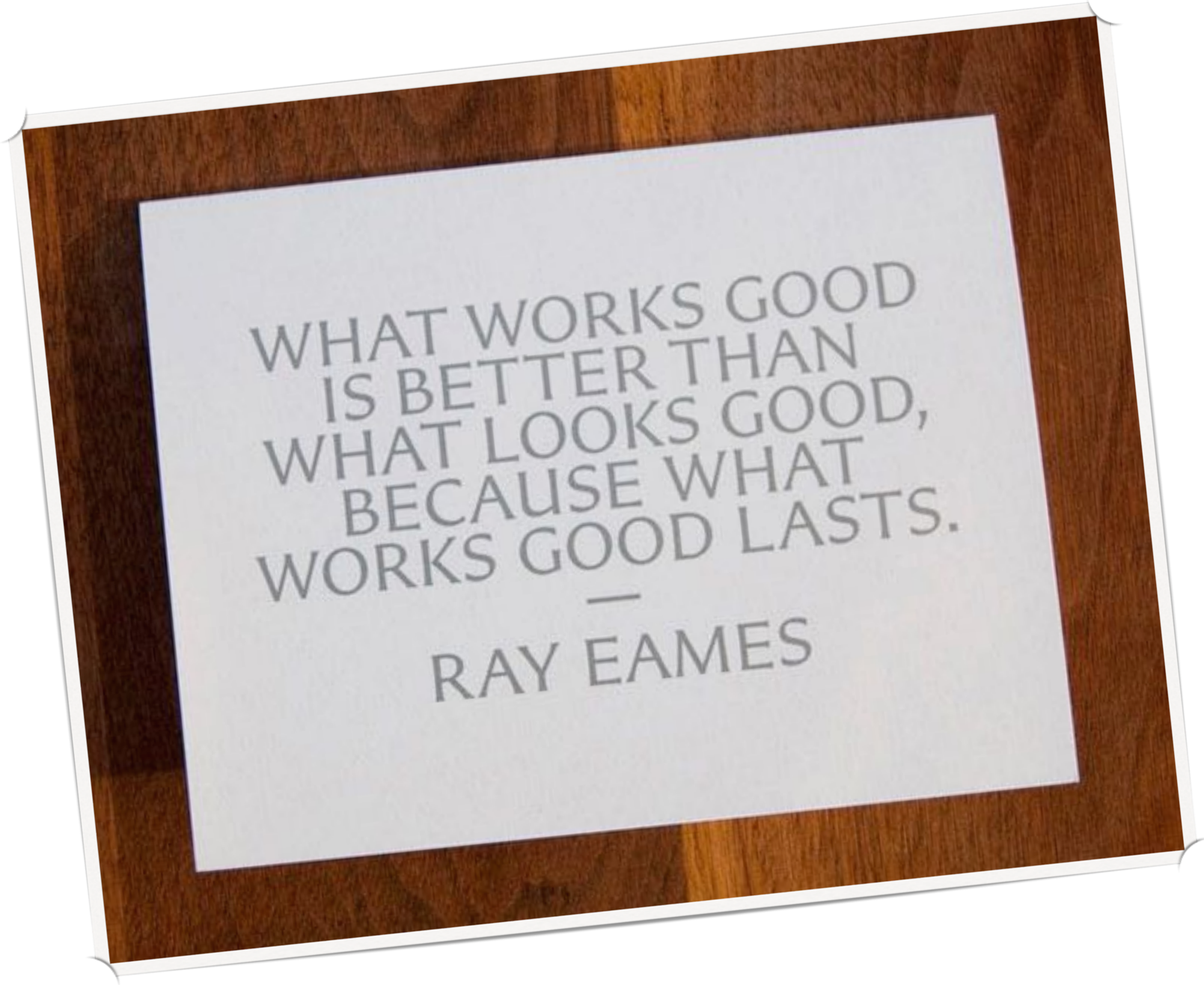
UX Summit 2016

Design at work

"just make it pretty"

This summer, I delivered a lecture for the UX Summit centered around showcasing design in the workplace.

@calepeeples


WHAT WORKS GOOD
IS BETTER THAN
WHAT LOOKS GOOD,
BECAUSE WHAT
WORKS GOOD LASTS.
—
RAY EAMES

Hi, I'm Cale.

creative professional with nearly 20 years in advertising, marketing, graphic design, creative direction, design management, web design, application design, user experience, dot coms, start-ups, big companies... well... a lot really.

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

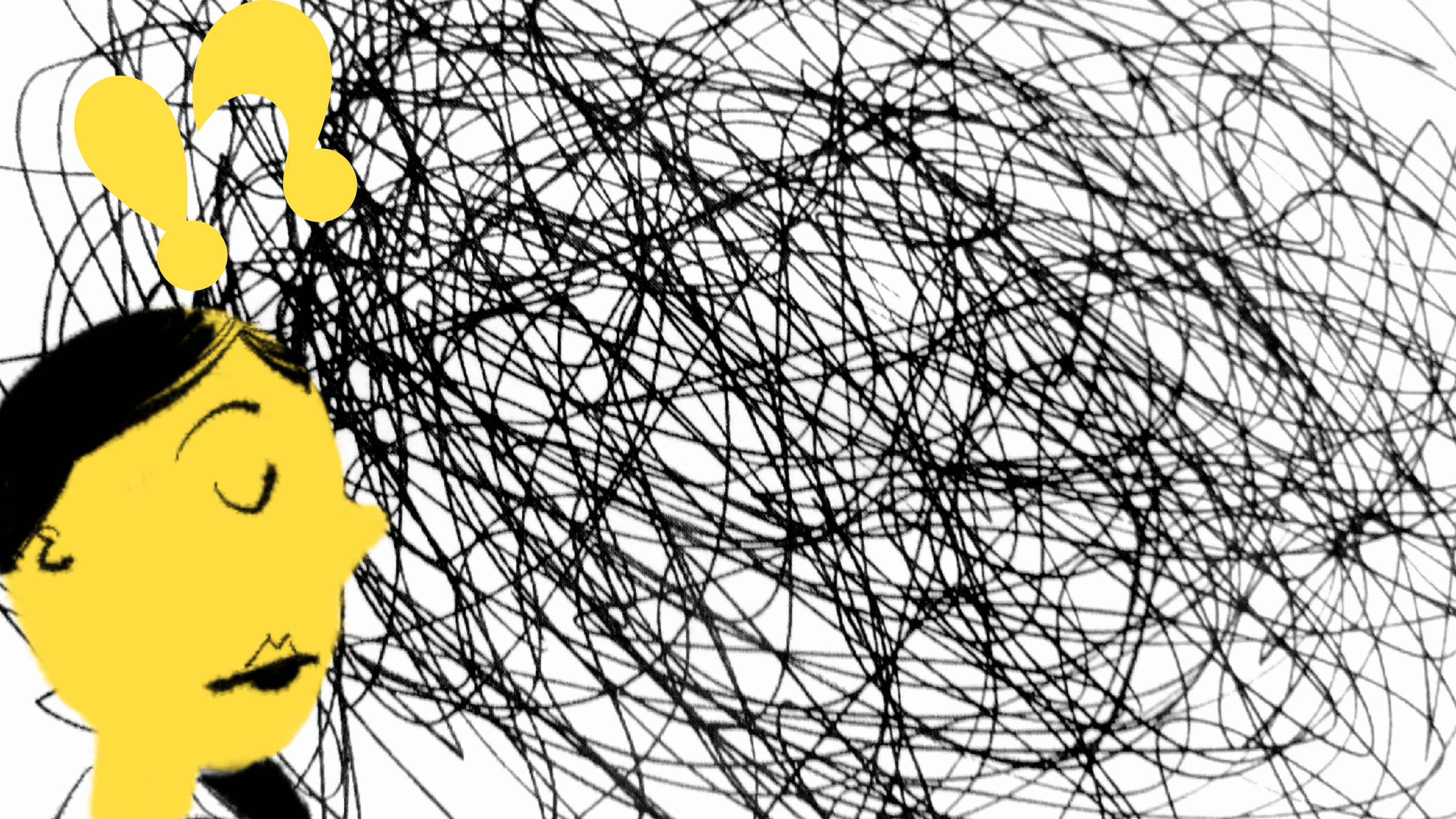
DESIGN

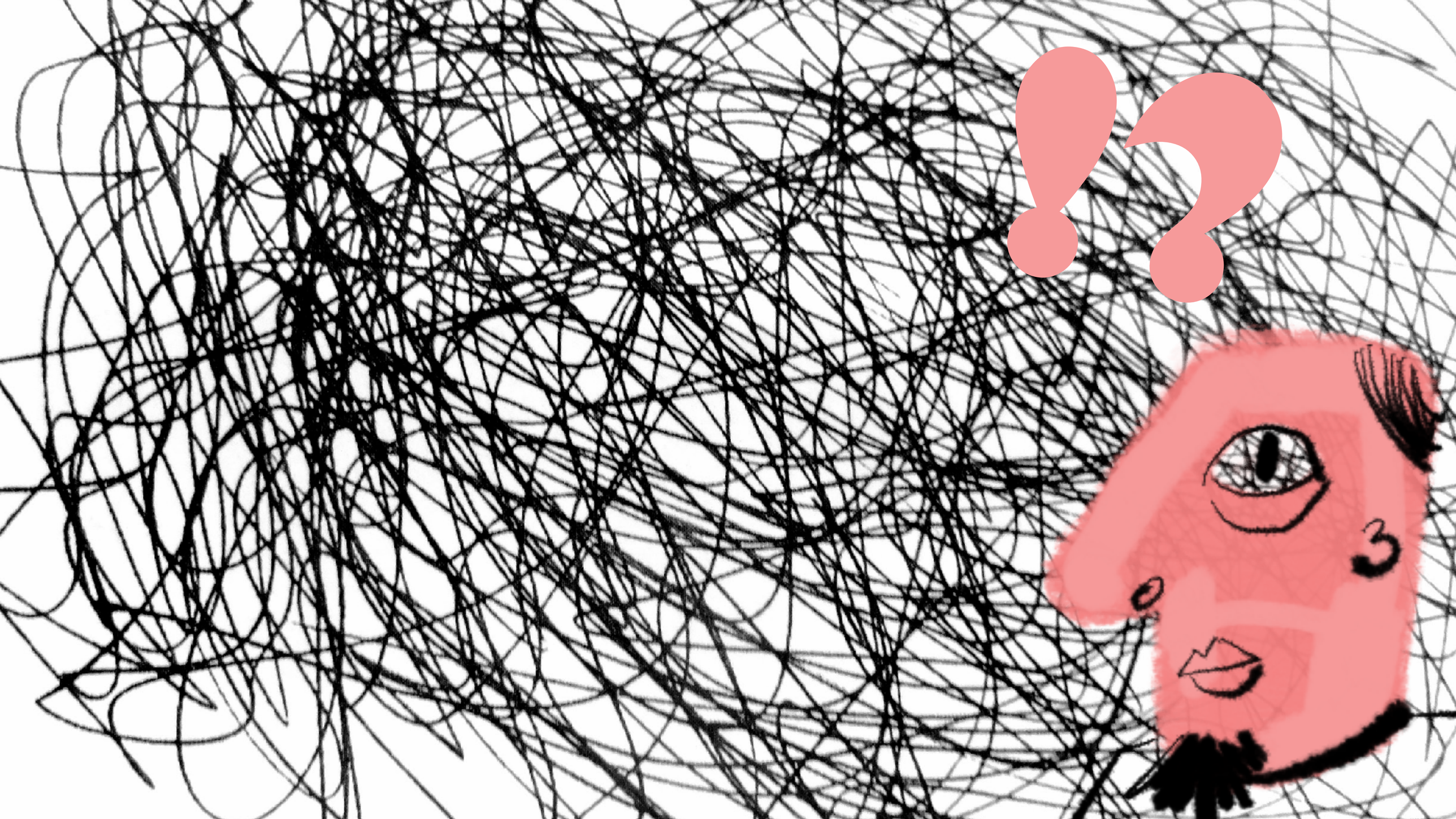
DEFINITION IDEATION ITERATION VALIDATION IMPLEMENTATION

YOUR ORGANIZATION

DESIGN

Design can be scary for an organization





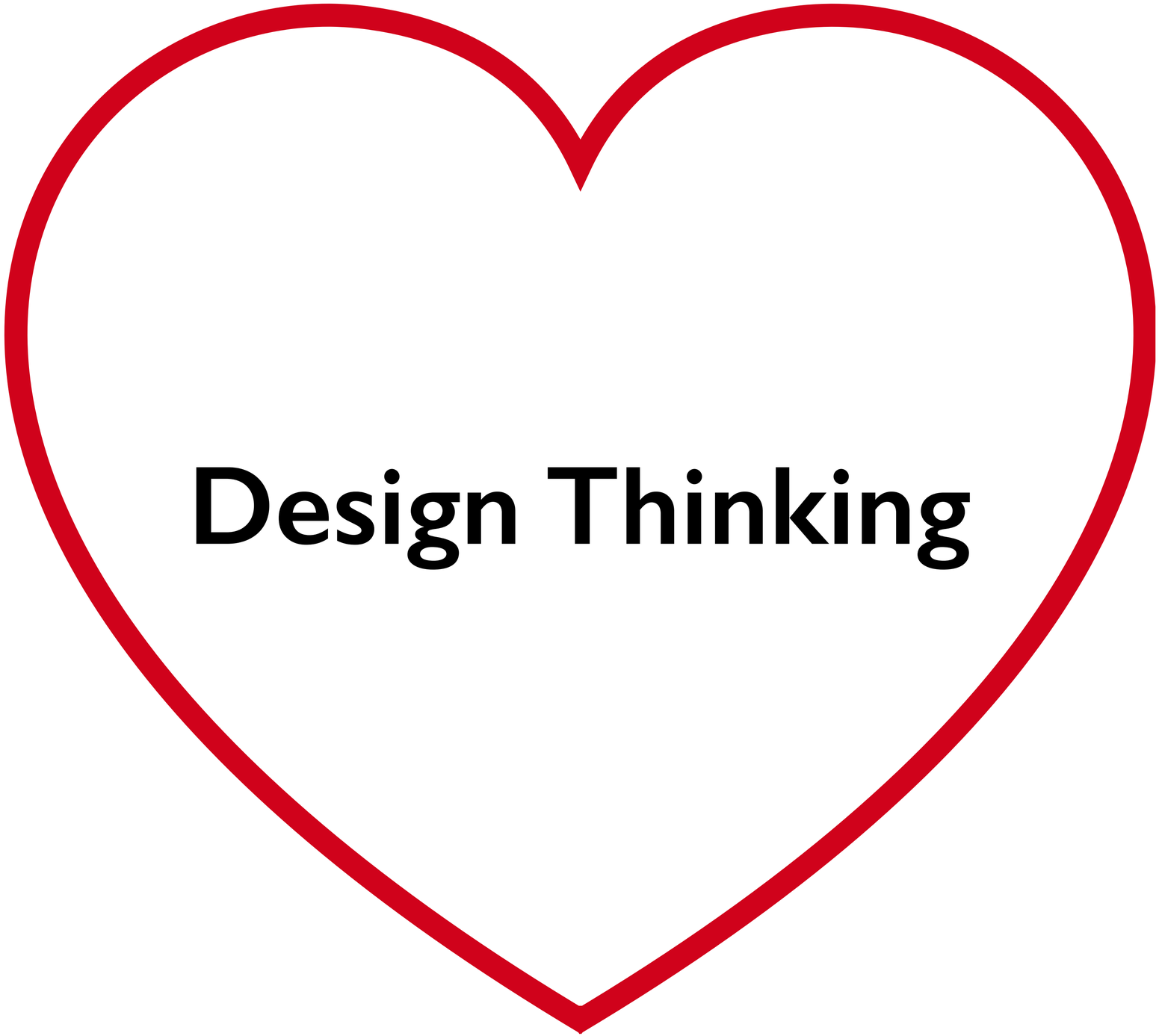
Better communication internally

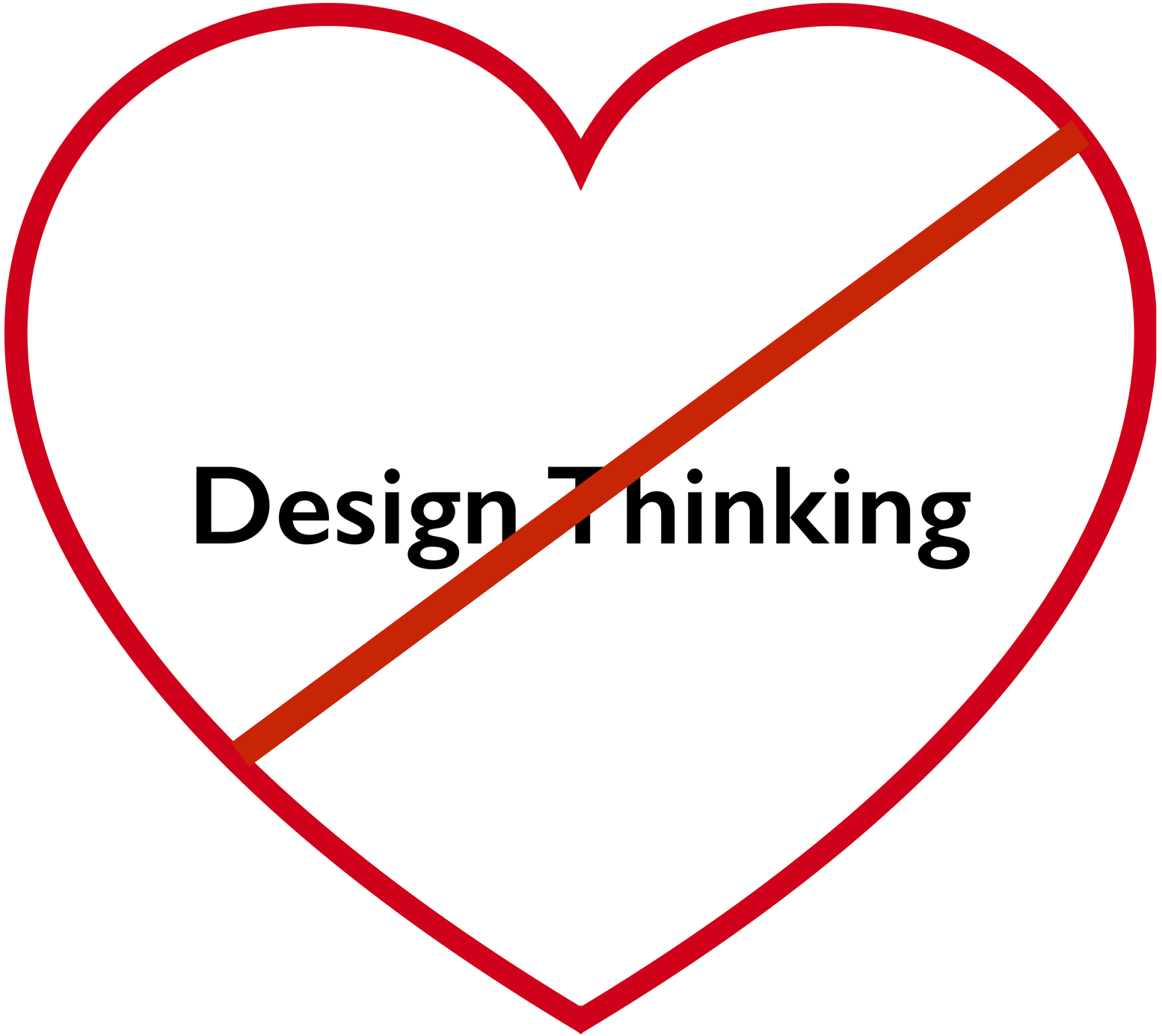
Better understanding of design process

More & better collaboration

Trust (asked for input vs. told what to do)

Next I outline some techniques that can help calm those fears


Design Thinking


Design Thinking

Design DOing

prototype

You’re already doing this

(well, you’d better be)

- ☑ Product
- ☑ Development
- ☑ Users
- ☑ Customer advisory team

Loop these people in

- [ ] **Support**

  Your front line. They're talking to users everyday.

- [ ] **Sales**

  Arming the sales team with near to mid-term product prototypes allows them to have more productive conversations with prospective users

- [ ] **Business** (C level folks)

  Design elevator pitch

- [ ] **Everyone else**

no
war room

http://www.userexperience.co.za

No doors!

SUPPORT GROUPS
EXPERTS
SPECIALISTS
GRAND ROUNDS
PATIENT
STAFF PHYSICIANS
CARE TEAM
RECORDS COLLECTION
INTERNET
PRODUCT
MARKETING
DESIGN
DEV
ANALYTICS
SALES
LEADERSHIP
PATIENT

- [ ] Design in public
- [ ] Solicit feedback
- [ ] Walk people to the wall if you need to
- [ ] Hold your design review in the open
- [ ] Show the work in progress, not just the “done” stuff
- [ ] Basecamp (or whatever) is an “ok” solution

lookback

This is my favorite technique. You'll see a lot of my Grand Rounds work here.

This is my favorite

(not for the faint-hearted)

The purpose of the lookback is to show the crazy, ugly, messed-up, squiggly, messy **PROCESS** of design.

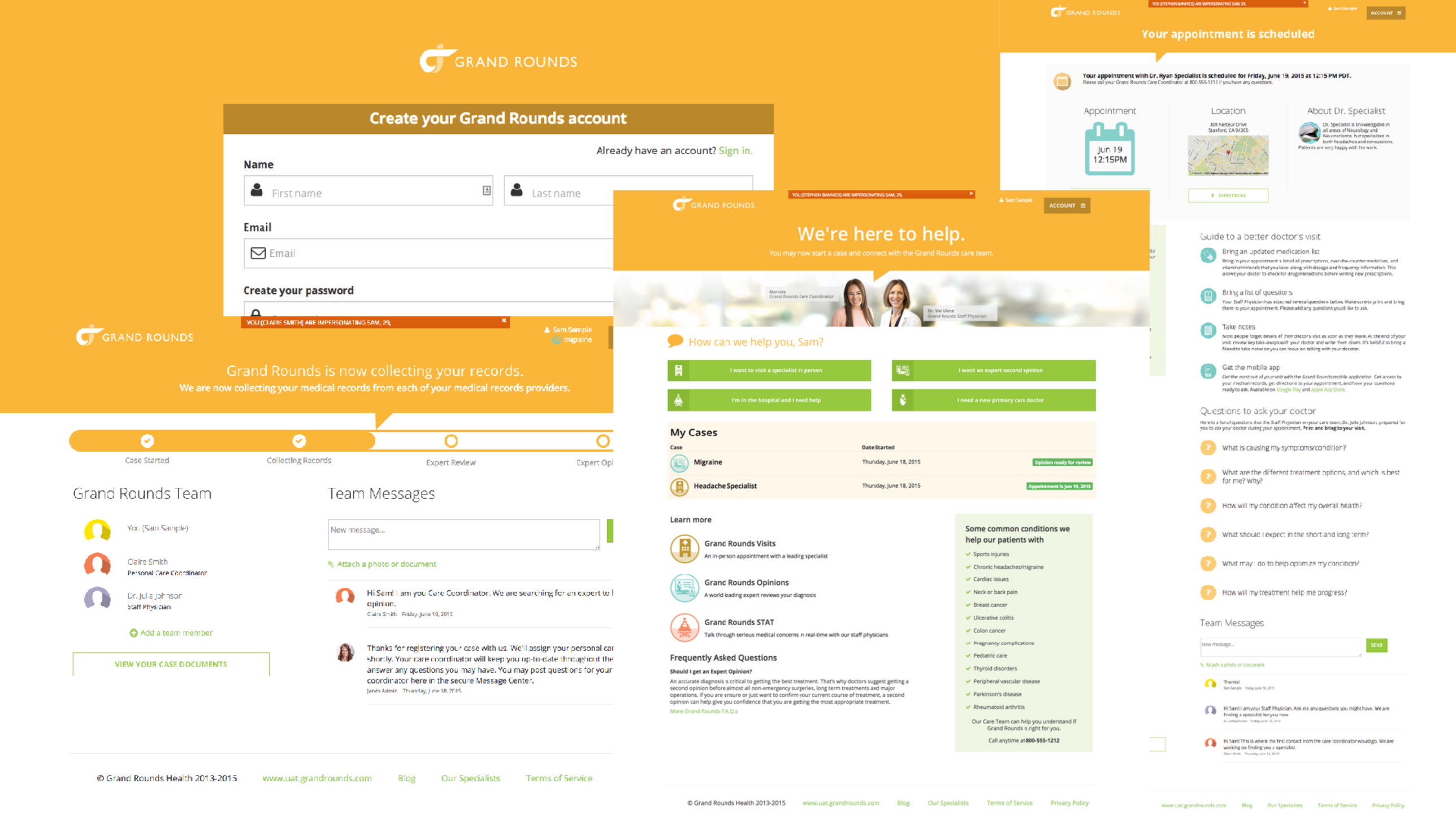
This is not the time to show the pretty stuff.

It can be uncomfortable.

You can do it.

What should I show?

- ☐ The goal/mission/PRD/BRD/idea/ starting point
- ☐ Whiteboards
- ☐ Wireframes
- ☐ Testing results
- ☐ Design explorations
- ☐ Where you went wrong…
- ☐ Why you were wrong
- ☐ Design explorations (again)
- ☐ Testing results (again)
- ☐ Repeat


GRAND ROUNDS
Create your Grand Rounds account
Already have an account? Sign in.
Name
First name
Last name
Email
Email
Create your password
YOU (CLAIRE SMITH) ARE IMPERSONATING SAM, 29,
Sam Sample
migraine
Grand Rounds is now collecting your records.
We are now collecting your medical records from each of your medical records providers.
Case Started
Collecting Records
Expert Review
Expert Opi
Grand Rounds Team
You (Sam Sample)
Claire Smith
Personal Care Coordinator
Dr. Julia Johnson
Staff Physician
Add a team member
VIEW YOUR CASE DOCUMENTS
Team Messages
New message...
Attach a photo or document
Hi Sam! I am your Care Coordinator. We are searching for an expert to l
opinion.
Claire Smith Friday, June 19, 2015
Thanks for registering your case with us. We'll assign your personal car
shortly. Your care coordinator will keep you up-to-date throughout the
answer any questions you may have. You may post questions for your
coordinator here in the secure Message Center.
Jarvis Admin Thursday, June 18, 2015
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Blog
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GRAND ROUNDS
YOU (STEPHEN BANNICK) ARE IMPERSONATING SAM, 29,
Sam Sample
ACCOUNT
We're here to help.
You may now start a case and connect with the Grand Rounds care team.
Marcela
Grand Rounds Care Coordinator
Dr. Val Ulene
Grand Rounds Staff Physician
How can we help you, Sam?
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
My Cases
Case
Date Started
Migraine
Thursday, June 18, 2015
Opinion ready for review
Headache Specialist
Thursday, June 18, 2015
Appointment is Jun 19, 2015
Learn more
Grand Rounds Visits
An in-person appointment with a leading specialist
Grand Rounds Opinions
A world leading expert reviews your diagnosis
Grand Rounds STAT
Talk through serious medical concerns n real-time with our staff physicians
Frequently Asked Questions
Should I get an Expert Opinion?
An accurate diagnosis is critical to getting the best treatment. That's why doctors suggest getting a second opinion before almost all non-emergency surgeries, long term treatments and major operations. If you are unsure or just want to confirm your current course of treatment, a second opinion can help give you confidence that you are getting the most appropriate treatment.
More Grand Rounds FAQs
Some common conditions we help our patients with
Sports injuries
Chronic headaches/migraine
Cardiac issues
Neck or back pain
Breast cancer
Ulcerative colitis
Colon cancer
Pregnancy complications
Pediatric care
Thyroid disorders
Peripheral vascular disease
Parkinson's disease
Rheumatoid arthritis
Our Care Team can help you understand if Grand Rounds s right for you.
Call anytime at 800-555-1212
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www.uat.grandrounds.com
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GRAND ROUNDS
ACCOUNT
Your appointment is scheduled
Your appointment with Dr. Ryan Specialist is scheduled for Friday, June 19, 2015 at 12:15 PM PDT.
Please call your Grand Rounds Care Coordinator at 800-555-1212 if you have any questions.
Appointment
Jun 19
12:15PM
Location
308 Ratteur Drive
Stanford, CA 94305
About Dr. Specialist
Dr. Specialist is knowledgable in all areas of Neurology and Neuroscience, but specializes in both headaches and concussions. Patients are very happy with his work.
DIRECTIONS
Guide to a better doctor's visit
Bring an updated medication list:
Bring to your appointment a list of all prescriptions, over-the-counter medicines, and vitamins/minerals that you take, along with dosage and frequency information. This allows your doctor to check for drug interactions before writing new prescriptions.
Bring a list of questions
Your Staff Physician has attached several questions below. Make sure to print and bring them to your appointment. Please add any questions you'd like to ask.
Take notes
Most people forget details of their doctor's visit as soon as they leave. At the end of your visit, review key take-aways with your doctor and write them down. It's helpful to bring a friend to take notes so you can focus on talking with your doctor.
Get the mobile app
Get the most out of your visit with the Grand Rounds mobile application. Get access to your medical records, get directions to your appointment, and have your questions ready to ask. Available on Google Play and Apple App Store.
Questions to ask your doctor
Here is a list of questions that the Staff Physician on your care team, Dr. Julia Johnson, prepared for you to ask your doctor during your appointment. Print and bring to your visit.
What is causing my symptoms/condition?
What are the different treatment options, and which is best for me? Why?
How will my condition affect my overall health?
What should I expect in the short and long term?
What may I do to help optimize my condition?
How will my treatment help me progress?
Team Messages
New message...
SEND
Attach a photo or document
Thanks!
Sam Sample Friday, June 19, 2015
Hi Sam! I am your Staff Physician. Ask me any questions you might have. We are finding a specialist for you now
Dr. Johnson Friday, June 19, 2015
Hi Sam! This is where the first contact from the care coordinator would go. We are working on finding you a specialist.
Claire Smith Thursday, June 18, 2015
www.uat.grandrounds.com
Blog
Our Specialists
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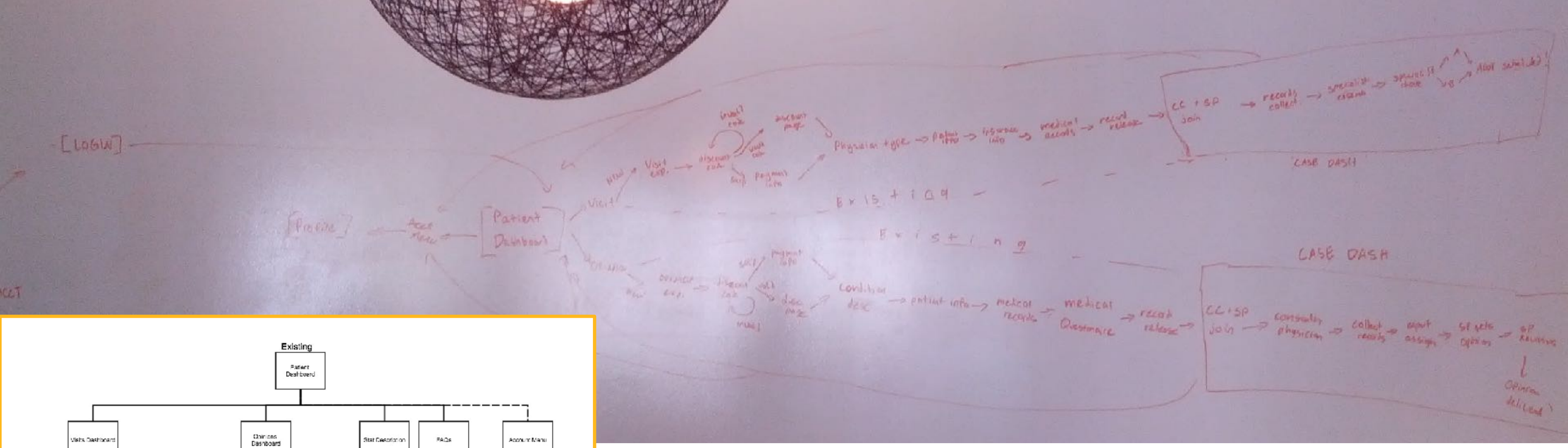
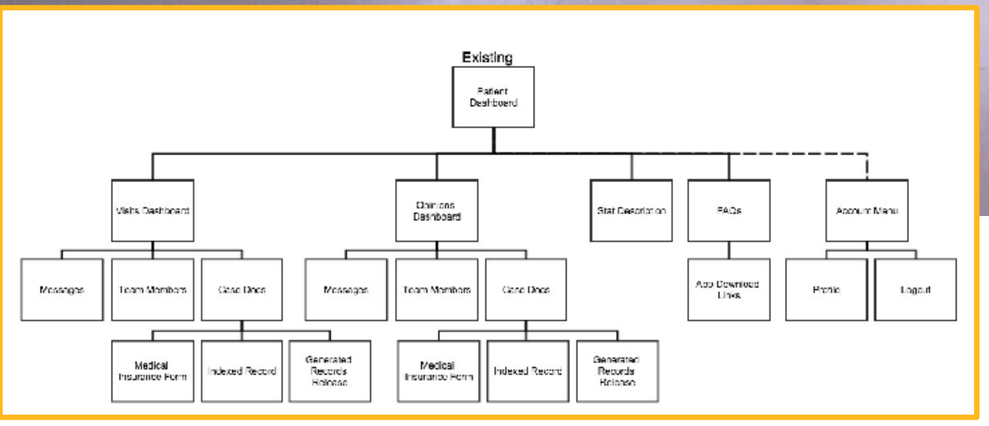
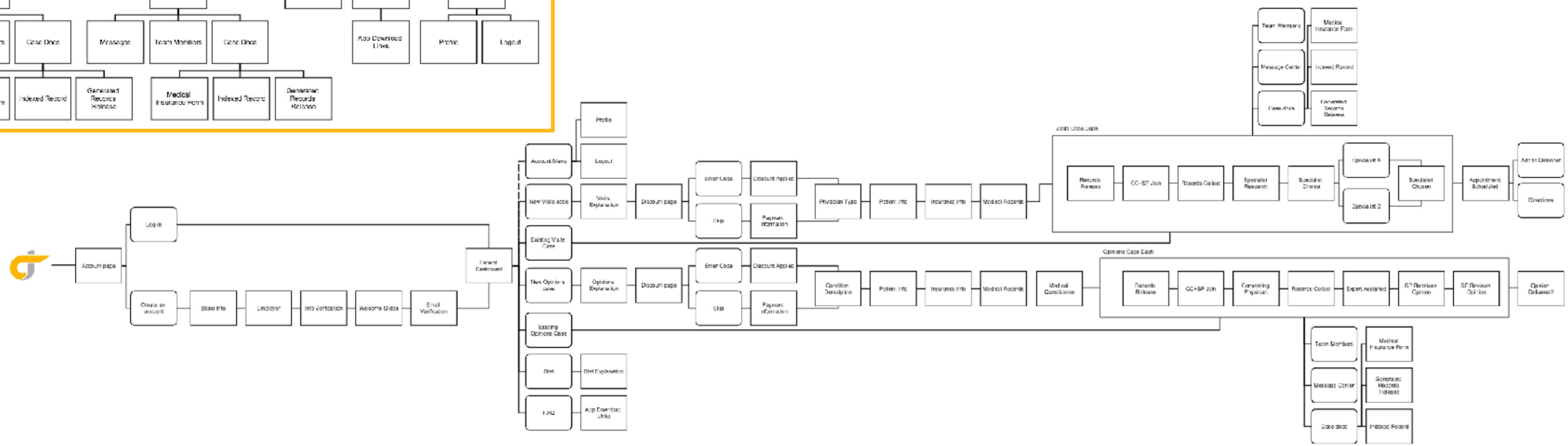
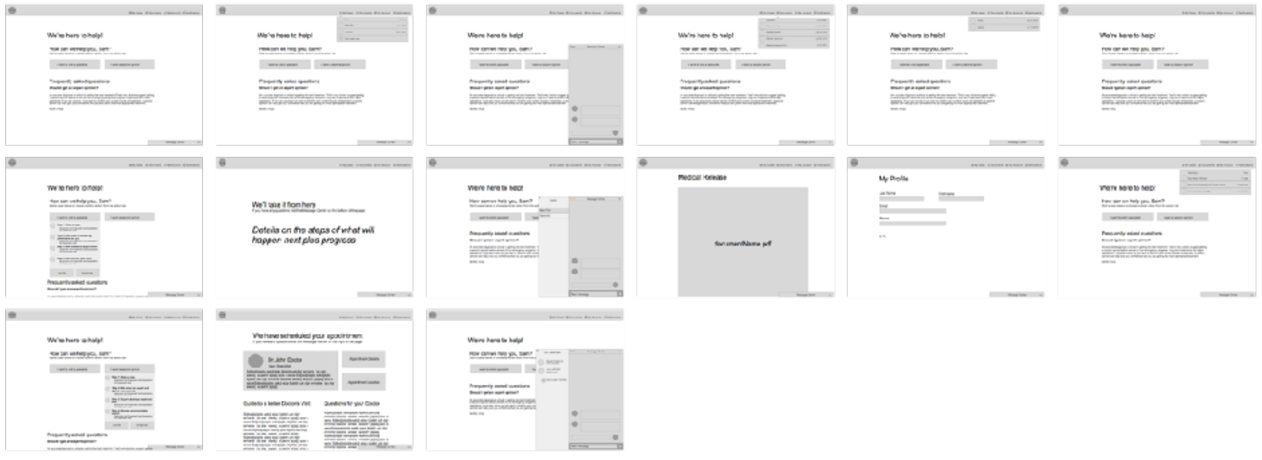
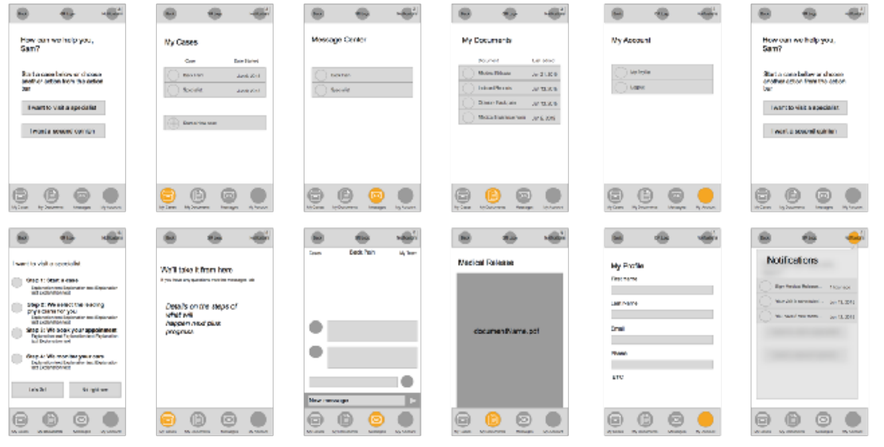
Privacy Policy

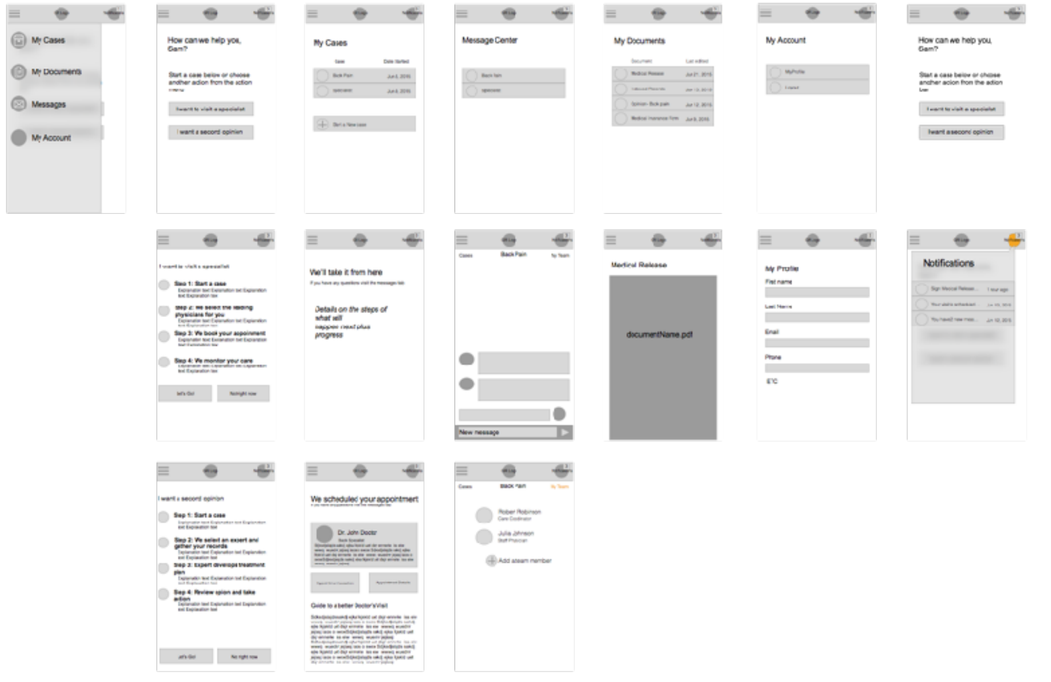

[LOGIN]
Profile
Patient Dashboard
Visit
Physician type
medical records
record release
CC + SP join
records collect
CASE DASH
Existing
Condition desc
patient info
medical records
medical Questionnaire
record release
CC+SP join
constantly physician
collect records
expert assign
SP gets opinion
SP Reviews
Opinion delivered

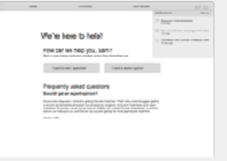

Existing
Patient Dashboard
Visits Dashboard
Opinions Dashboard
Stat Description
FAQs
Account Menu
Messages
Team Members
Case Docs
Messages
Team Members
Case Docs
App Download Links
Profile
Logout
Medical Insurance Form
Indexed Record
Generated Records Release
Medical Insurance Form
Indexed Record
Generated Records Release

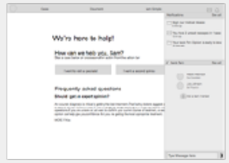

Account page
Log in
Create an account
Basic Info
Employer
Info Verification
Welcome Slides
Email Verification
Patient Dashboard
Account Menu
Profile
Logout
New Visits case
Visits Explanation
Discount page
Enter Code
Skip
Discount Applied
Payment information
Physician Type
Patient Info
Insurance Info
Medical Records
Visits Case Dash
Records Release
CC+SP Join
Records Collect
Specialist Research
Specialist Choice
Specialist A
Specialist B
Specialist Chosen
Appointment Scheduled
Add to Calendar
Directions
Existing Visits Case
New Opinions case
Opinions Explanation
Discount page
Enter Code
Skip
Discount Applied
Payment information
Condition Description
Patient Info
Insurance Info
Medical Records
Medical Questionnaire
Opinions Case Dash
Records Release
CC+SP Join
Constantly Physician
Records Collect
Expert Assigned
SP Reviews Opinion
SP Reviews Opinion
Opinion Delivered!
Existing Opinions Case
Stat
Stat Explanation
FAQ
App Download Links
Team Members
Medical Insurance Form
Message Center
Generated Records Release
Case docs
Indexed Record

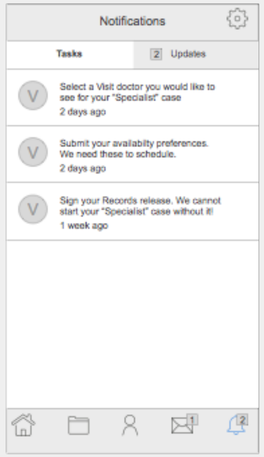


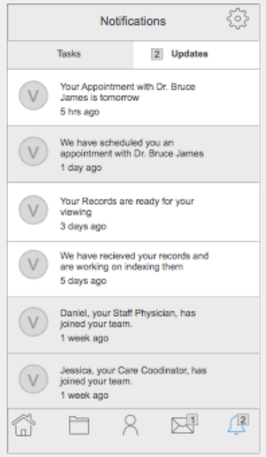




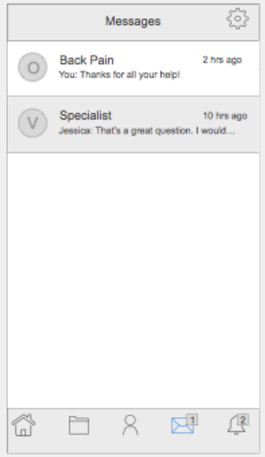


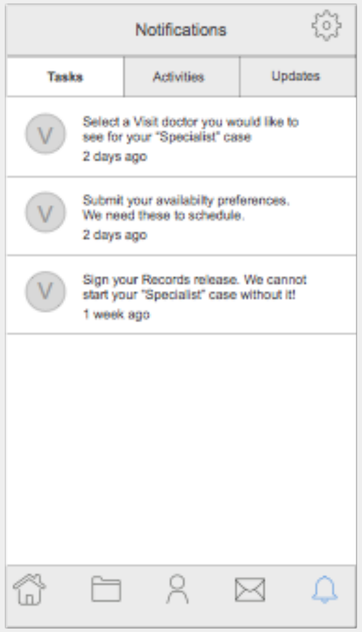



Notifications
Tasks
2 Updates
Select a Visit doctor you would like to see for your "Specialist" case
2 days ago
Submit your availability preferences. We need these to schedule.
2 days ago
Sign your Records release. We cannot start your "Specialist" case without it!
1 week ago


Notifications
Tasks
2 Updates
Your Appointment with Dr. Bruce James is tomorrow
5 hrs ago
We have scheduled you an appointment with Dr. Bruce James
1 day ago
Your Records are ready for your viewing
3 days ago
We have recieved your records and are working on indexing them
5 days ago
Daniel, your Staff Physician, has joined your team.
1 week ago
Jessica, your Care Coodinator, has joined your team.
1 week ago

Notifications
Help us get to know you better!
Grand Rounds can keep all of your medical history and records all in one place -- so you never have to hunt for it again
Complete your health profile
DASHBOA


Messages
Back Pain
2 hrs ago
You: Thanks for all your help!
Specialist
10 hrs ago
Jessica: That's a great question. I would...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2 days ago
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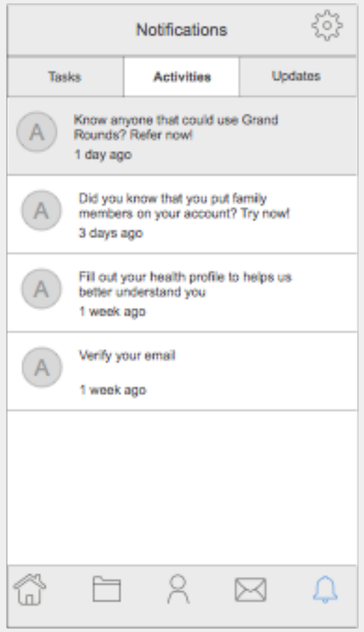
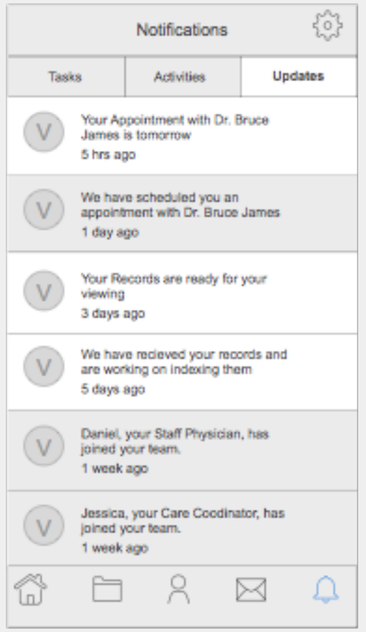

Notifications
Tasks
Activities
Updates
Know anyone that could use Grand Rounds? Refer now!
1 day ago
Did you know that you put family members on your account? Try now!
3 days ago
Fill out your health profile to helps us better understand you
1 week ago
Verify your email
1 week ago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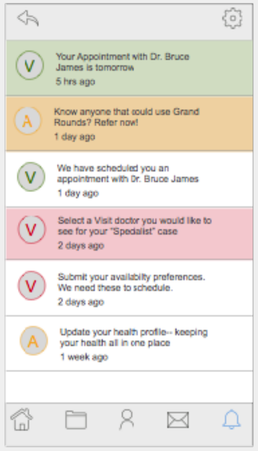
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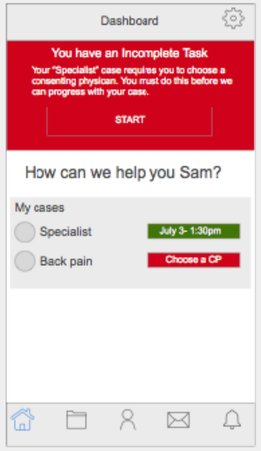
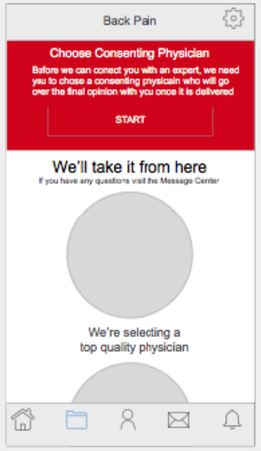
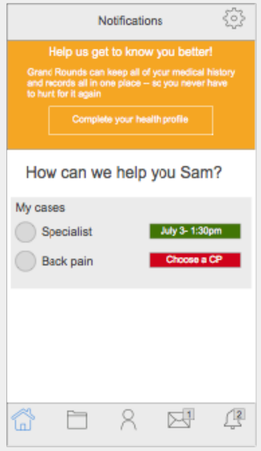
1 day ago
We have scheduled you an appointment with Dr. Bruce James
1 day ago
Select a Visit doctor you would like to see for your "Specialist" case
2 days ago
Submit your availability preferences. We need these to schedule.
2 days ago
Update your health profile-- keeping your health all in one place
1 week ago


Dashboard
You have an Incomplete Task
Your "Specialist" case requires you to choose a consenting physican. You must do this before we can progress with your case.
START
How can we help you Sam?
My cases
Specialist
July 3- 1:30pm
Back pain
Choose a CP


Back Pain
Choose Consenting Physician
Before we can conect you wih an expert, we need you to chose a consenting physicain who will go over the final opinion with you once it is delivered
START
We'll take it from here
If you have any questions visit the Message Center
We're selecting a top quality physician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Grand Rounds can keep all of your medical history and records all in one place -- so you never have to hunt for it again
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My cases
Specialist
July 3- 1:30pm
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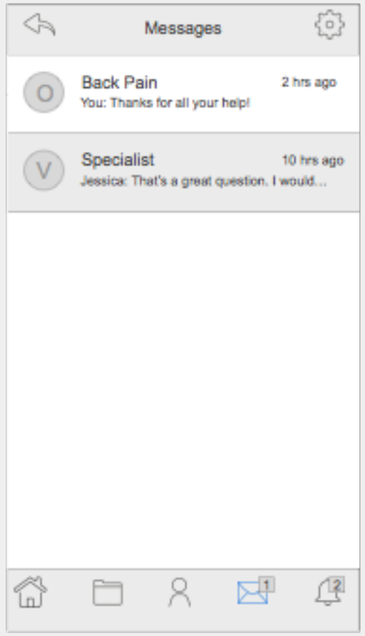
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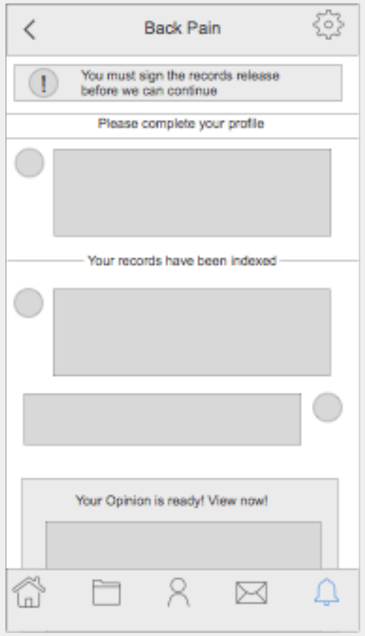
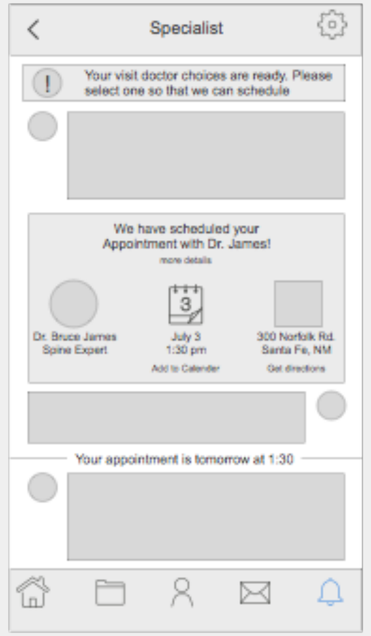
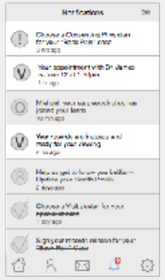
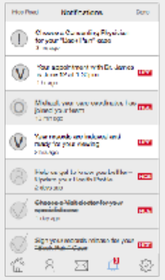
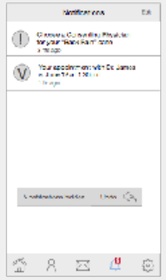
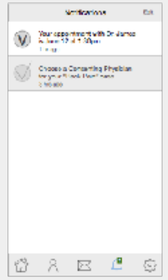
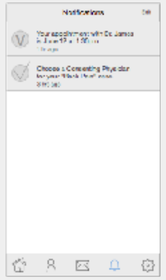
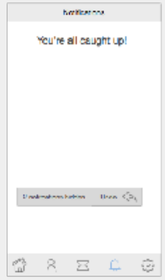
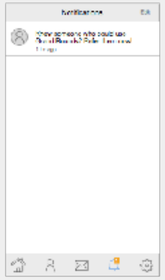
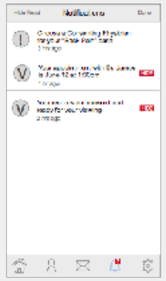
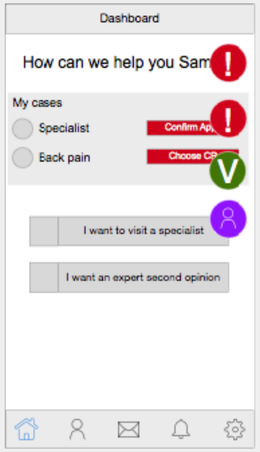
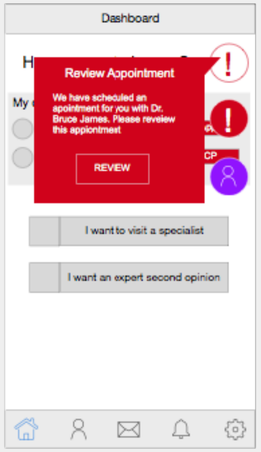
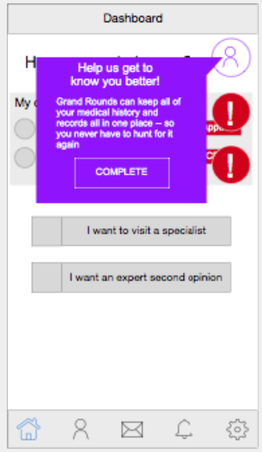
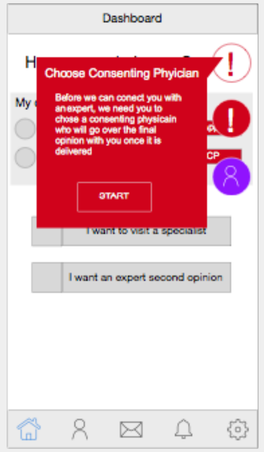
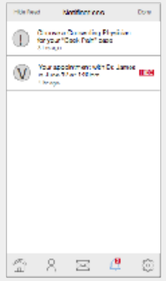
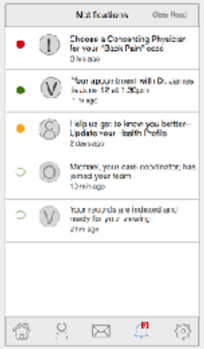

Back Pain
You must sign the records release before we can continue
Please complete your profile
Your records have been indexed
Your Opinion is ready! View now!

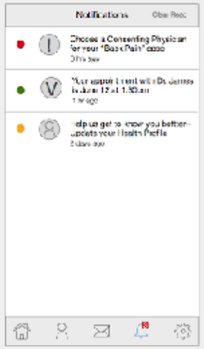
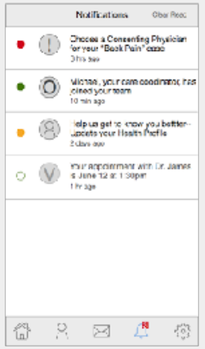
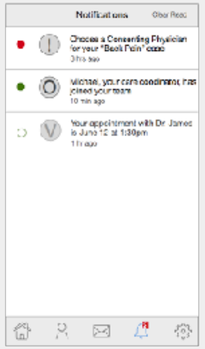

Specialist
Your visit doctor choices are ready. Please select one so that we can schedule
We have scheduled your Appointment with Dr. James!
more details
Dr. Bruce James
Spine Expert
July 3
1:30 pm
Add to Calender
300 Norfolk Rd.
Santa Fe, NM
Get directions
Your appointment is tomorrow at 1:30

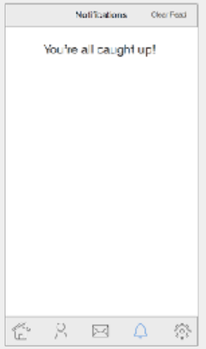
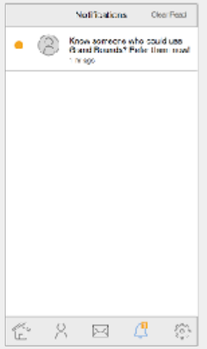







You're all caught up!


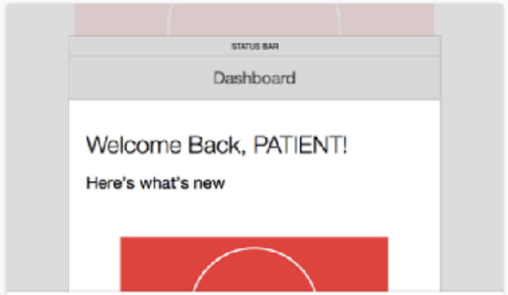


Dashboard
How can we help you Sam
My cases
Specialist
Back pain
I want to visit a specialist
I want an expert second opinion

Dashboard
Review Appointment
We have scheduled an apointment for you with Dr. Bruce James. Please revelew this appointment
REVIEW
I want to visit a specialist
I want an expert second opinion

Dashboard
Help us get to know you better!
Grand Rounds can keep all of your medical history and records all in one place -- so you never have to hunt for it again
COMPLETE
I want to visit a specialist
I want an expert second opinion

Dashboard
Choose Consenting Phyician
Before we can conect you with an expert, we need you to chose a consenting physicain who will go over the final opinion with you once it is delivered
START
I want to visit a specialist
I want an expert second opinion

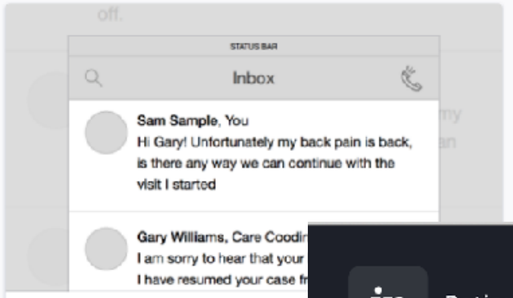


You're all caught up!

Apps Asana Inbox (18) - cale.pee grandrounds.com - Z Design Roadmap Q4 Grand Rounds, Inc. - Product Roadmap - C Bookmarks Other Bookmarks



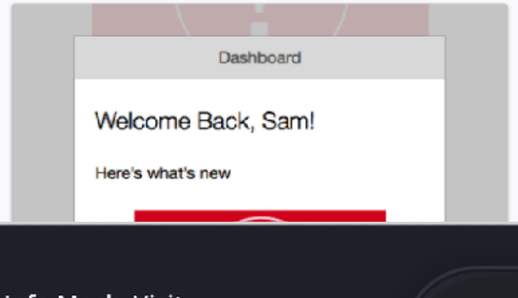
Patient Info Mock- Opinion

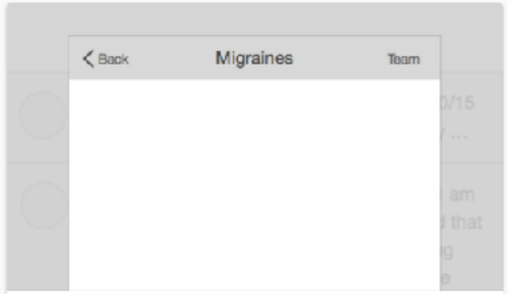
Last updated Aug 17, 2015



Stephen's Messages- S

Last updated Aug 6,



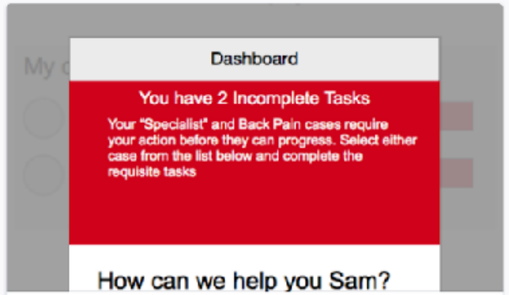


Stephen's Messages

Last updated Jul 21, 2015

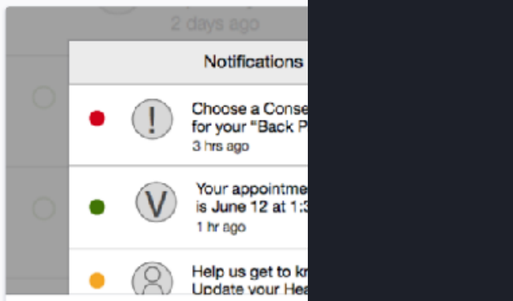
Opinions - July 2

Last updated Jul 17,



Stephen's Notifcations-- Banner Style

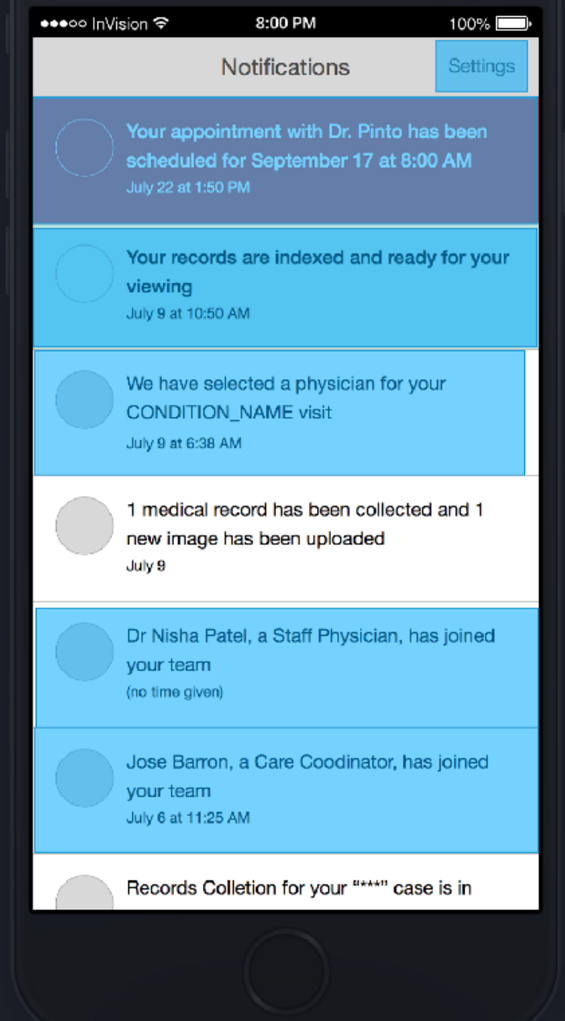
Last updated Jul 14, 2015

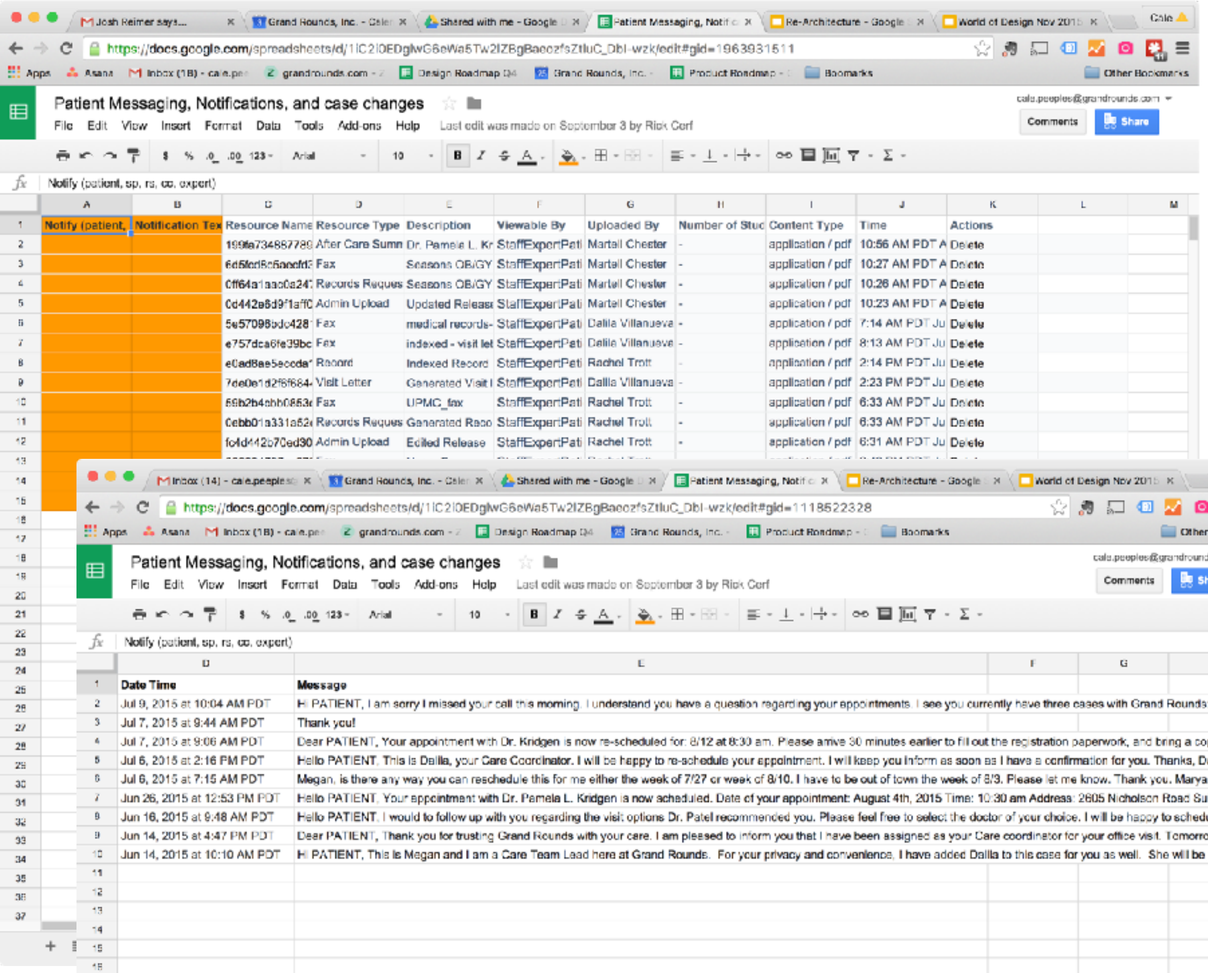


Stephen's Notifications-

Last updated Jul 13,

in Patient Info Mock- Visit



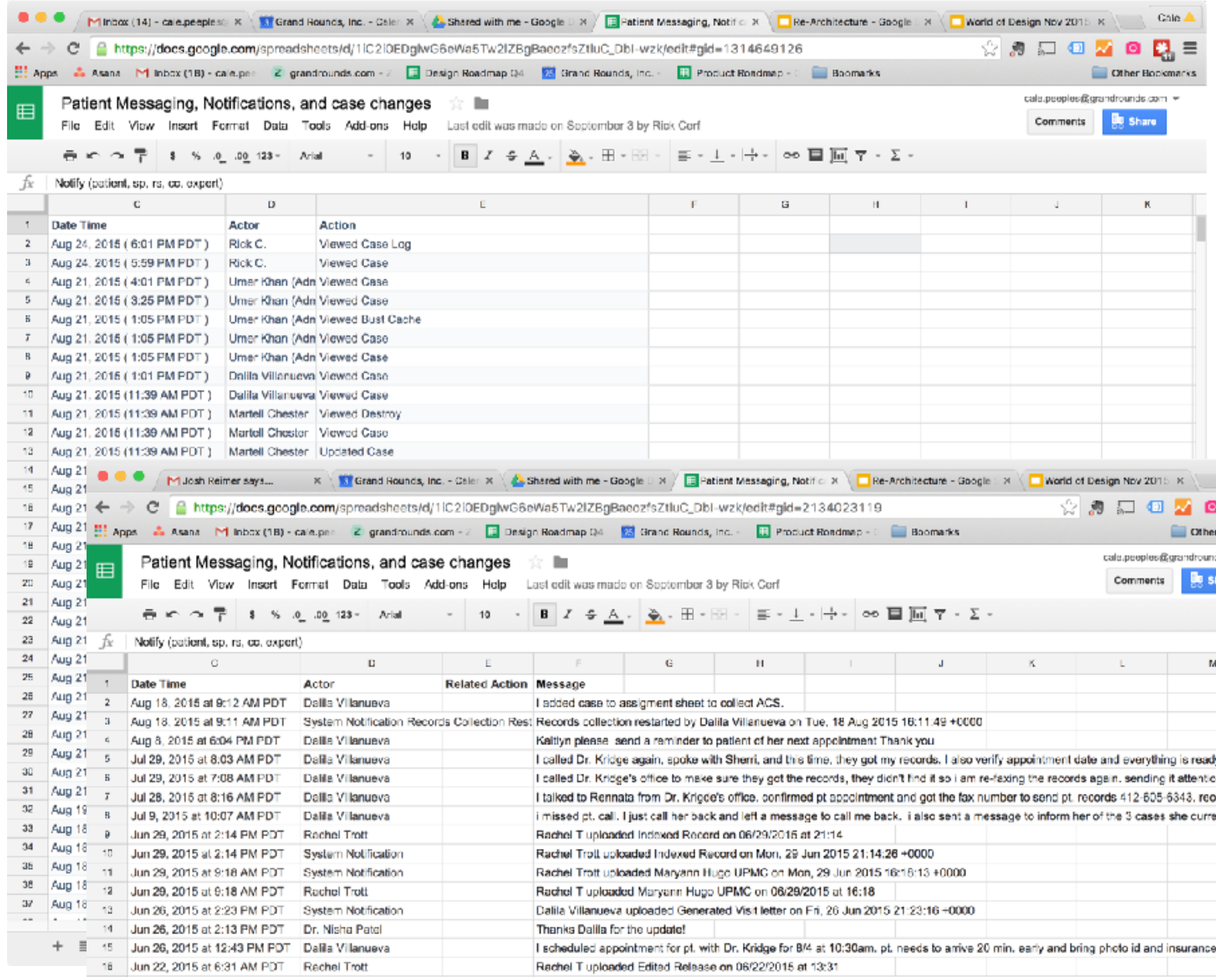


Patient Messaging, Notifications, and case changes

Notify (patient,	Notification Tex	Resource Name	Resource Type	Description	Viewable By	Uploaded By	Number of Stuc	Content Type	Time	Actions
		1998a734887789	After Care Summ	Dr. Pamela L. Kr	StaffExpertPati	Martell Chester	-	application / pdf	10:56 AM PDT A	Delete
		6d5fef8c5aeeffd	Fax	Seasons OB/GY	StaffExpertPati	Martell Chester	-	application / pdf	10:27 AM PDT A	Delete
		0ff64a1aac0a247	Records Reques	Seasons OB/GY	StaffExpertPati	Martell Chester	-	application / pdf	10:26 AM PDT A	Delete
		0d442e8d9f1af0	Admin Upload	Updated Releas	StaffExpertPati	Martell Chester	-	application / pdf	10:23 AM PDT A	Delete
		5e57098bdc428	Fax	medical records-	StaffExpertPati	Dalila Villanueva	-	application / pdf	7:14 AM PDT Ju	Delete
		e757dca6fe39bc	Fax	indexed - visit let	StaffExpertPati	Dalila Villanueva	-	application / pdf	8:13 AM PDT Ju	Delete
		e0ad8ae5aecda	Record	Indexed Record	StaffExpertPati	Rachel Trott	-	application / pdf	2:14 PM PDT Ju	Delete
		7de0e1d2f6684	Visit Letter	Generated Visit l	StaffExpertPati	Dalila Villanueva	-	application / pdf	2:23 PM PDT Ju	Delete
		69b2b4bbb0863	Fax	UPMC_fax	StaffExpertPati	Rachel Trott	-	application / pdf	6:33 AM PDT Ju	Delete
		0ebb01a331a52	Records Reques	Generated Reco	StaffExpertPati	Rachel Trott	-	application / pdf	6:33 AM PDT Ju	Delete
		fc4d442c70ed30	Admin Upload	Edited Release	StaffExpertPati	Rachel Trott	-	application / pdf	6:31 AM PDT Ju	Delete

Patient Messaging, Notifications, and case changes

Date Time	Message
Jul 9, 2015 at 10:04 AM PDT	Hi PATIENT, I am sorry I missed your call this morning. I understand you have a question regarding your appointments. I see you currently have three cases with Grand Rounds: 1) Vascul
Jul 7, 2015 at 9:44 AM PDT	Thank you!
Jul 7, 2015 at 9:06 AM PDT	Dear PATIENT, Your appointment with Dr. Kridgen is now re-scheduled for: 8/12 at 8:30 am. Please arrive 30 minutes earlier to fill out the registration paperwork, and bring a copy of your
Jul 6, 2015 at 2:16 PM PDT	Hello PATIENT. This is Dalila, your Care Coordinator. I will be happy to re-schedule your appointment. I will keep you inform as soon as I have a confirmation for you. Thanks, Dalila
Jul 6, 2015 at 7:15 AM PDT	Megan, is there any way you can reschedule this for me either the week of 7/27 or week of 8/10. I have to be out of town the week of 8/3. Please let me know. Thank you. Maryann Reed
Jun 26, 2015 at 12:53 PM PDT	Hello PATIENT. Your appointment with Dr. Pamela L. Kridgen is now scheduled. Date of your appointment: August 4th, 2015 Time: 10:30 am Address: 2605 Nicholson Road Suite 100, Bu
Jun 16, 2015 at 9:48 AM PDT	Hello PATIENT. I would to follow up with you regarding the visit options Dr. Patel recommended you. Please feel free to select the doctor of your choice. I will be happy to schedule your ne
Jun 14, 2015 at 4:47 PM PDT	Dear PATIENT, Thank you for trusting Grand Rounds with your care. I am pleased to inform you that I have been assigned as your Care coordinator for your office visit. Tomorrow morning
Jun 14, 2015 at 10:10 AM PDT	Hi PATIENT, This is Megan and I am a Care Team Lead here at Grand Rounds. For your privacy and convenience, I have added Dalila to this case for you as well. She will be your perso



Patient Messaging, Notifications, and case changes

Date Time	Actor	Action
Aug 24, 2015 (6:01 PM PDT)	Rick C.	Viewed Case Log
Aug 24, 2015 (5:59 PM PDT)	Rick C.	Viewed Case
Aug 21, 2015 (4:01 PM PDT)	Umar Khan (Adm	Viewed Case
Aug 21, 2015 (3:25 PM PDT)	Umar Khan (Adm	Viewed Case
Aug 21, 2015 (1:05 PM PDT)	Umar Khan (Adm	Viewed Bust Cache
Aug 21, 2015 (1:05 PM PDT)	Umar Khan (Adm	Viewed Case
Aug 21, 2015 (1:05 PM PDT)	Umar Khan (Adm	Viewed Case
Aug 21, 2015 (1:01 PM PDT)	Dalila Villanueva	Viewed Case
Aug 21, 2015 (11:39 AM PDT)	Dalila Villanueva	Viewed Case
Aug 21, 2015 (11:39 AM PDT)	Martell Chester	Viewed Destroy
Aug 21, 2015 (11:39 AM PDT)	Martell Chester	Viewed Case
Aug 21, 2015 (11:39 AM PDT)	Martell Chester	Updated Case

Patient Messaging, Notifications, and case changes

Date Time	Actor	Related Action	Message
Aug 18, 2015 at 9:12 AM PDT	Dalila Villanueva		I added case to assigment sheet to collect ACS.
Aug 18, 2015 at 9:11 AM PDT	System Notification Records Collection Rest		Records collection restarted by Dalila Villanueva on Tue, 18 Aug 2015 16:11:49 +0000
Aug 8, 2015 at 6:04 PM PDT	Dalila Villanueva		Kaitlyn please send a reminder to patient of her next appointment Thank you
Jul 29, 2015 at 8:03 AM PDT	Dalila Villanueva		I called Dr. Kridge again, spoke with Sherri, and this time, they got my records. I also verify appointment date and everything is ready.
Jul 29, 2015 at 7:08 AM PDT	Dalila Villanueva		I called Dr. Kridge's office to make sure they got the records, they didn't find it so I am re-faxing the records again, sending it attention Sherri.
Jul 28, 2015 at 8:16 AM PDT	Dalila Villanueva		I talked to Rennata from Dr. Kridge's office, confirmed pt appointment and got the fax number to send pt. records 412-605-6343, records are no
Jul 9, 2015 at 10:07 AM PDT	Dalila Villanueva		I missed pt. call. I just call her back and left a message to call me back. I also sent a message to inform her of the 3 cases she currently has wit
Jun 29, 2015 at 2:14 PM PDT	Rachel Trott		Rachel T uploaded Indexed Record on 06/29/2015 at 21:14
Jun 29, 2015 at 2:14 PM PDT	System Notification		Rachel Trott uploaded Indexed Record on Mon, 29 Jun 2015 21:14:26 +0000
Jun 29, 2015 at 9:18 AM PDT	System Notification		Rachel Trott uploaded Maryann Hugo UPMC on Mon, 29 Jun 2015 16:18:13 +0000
Jun 29, 2015 at 9:18 AM PDT	Rachel Trott		Rachel T uploaded Maryann Hugo UPMC on 06/29/2015 at 16:18
Jun 26, 2015 at 2:23 PM PDT	System Notification		Dalila Villanueva uploaded Generated Visit letter on Fri, 26 Jun 2015 21:23:16 +0000
Jun 26, 2015 at 2:13 PM PDT	Dr. Nisha Patel		Thanks Dalila for the update!
Jun 26, 2015 at 12:43 PM PDT	Dalila Villanueva		I scheduled appointment for pt. with Dr. Kridge for 8/4 at 10:30am. pt. needs to arrive 20 min. early and bring photo id and insurance card. PT. c
Jun 22, 2015 at 6:31 AM PDT	Rachel Trott		Rachel T uploaded Edited Release on 06/22/2015 at 13:31
Jun 15, 2015 at 1:42 PM PDT	Dr. Nisha Patel		Hi Dalila - please collect past two years of OB records. However, I do not want this to hold up the patient getting an appt so if collecting past two
Jun 15, 2015 at 1:41 PM PDT	Dalila Villanueva		visit options provided to pt. I will be working on her second case now for vascular surgeon
Jun 15, 2015 at 1:03 PM PDT	Dalila Villanueva		Dr. Patel, Please let me know if you need us to collect records for prior OB/GYN and how many years of records. Thanks.
Jun 15, 2015 at 11:19 AM PDT	Megan M		Rachel assigned as RS.
Jun 15, 2015 at 11:07 AM PDT	Dalila Villanueva		I sent an email to SP with a list of potential providers- I am waiting for her recomendations.
Jun 15, 2015 at 11:06 AM PDT	Dalila Villanueva		Dr. Patel, Please let me know if you need us to collect records for prior OB/GYN and how many years of records. Thanks.
Jun 14, 2015 at 6:22 PM PDT	Dr. Connie Innis		Triage complete. Nisha is SP for POP OV. Txt Connie

GRAND ROUNDS

3

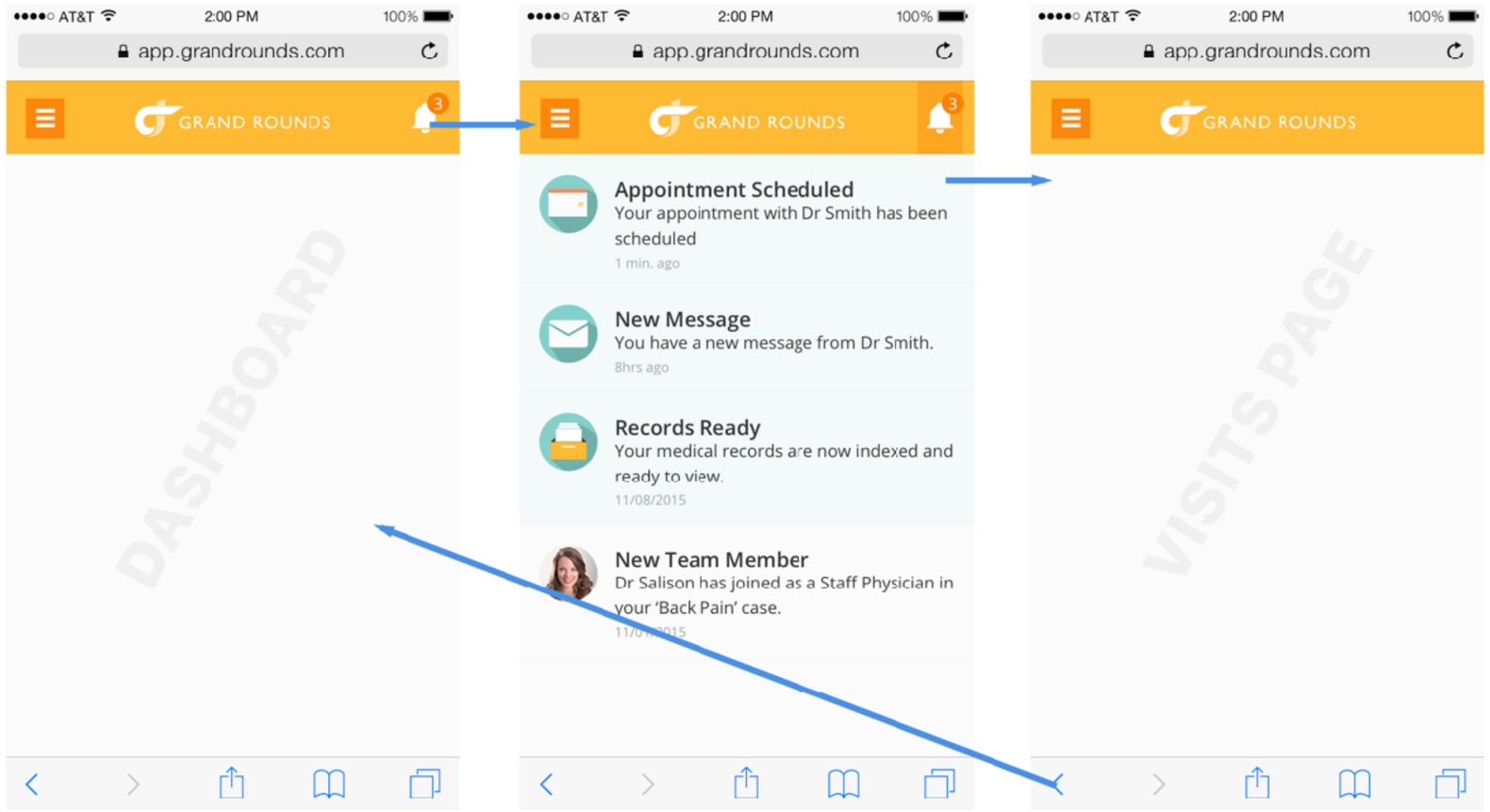
Mark Markison

Appointment Scheduled 1 min. ago
Your appointment with Dr Smith has been scheduled

New Message 8hrs ago
You have a new message from Dr Smith.

Records Ready 11/08/2015
Your medical records are now indexed and ready to view.

mWeb Notifications flow



Appointment Scheduled 1 min. ago
Your appointment with Dr Smith has been scheduled

New Message 8hrs ago
You have a new message from Dr Smith.

Records Ready 11/08/2015
Your medical records are now indexed and ready to view.

Dr Salison Joined Your Team 11/01/2015
Dr Salison has joined as your Staff Physician in your 'Back Pain' case.

Sign Records Release 11/08/2015
You need to sign your medical release form so that we can proceed.

Password Changed 11/08/2015
Your password has been changed.

Family Member Invited 11/08/2015
You have added a family member.

Select a Local Physician 11/08/2015
You need to select a Local Physician to receive your Expert Opinion.

Select a Local Physician 11/08/2015
You need to select a Local Physician to receive your Expert Opinion.

GRAND ROUNDS

Hi Mark! Here's what's new.

Your daily Grand Rounds updates for June 12, 2015

New Message

You have a new message from Percy in your message center

10:37 AM | Kn***

Opinion Delivered

Your opinion has been delivered and is ready for your review

10:34 AM | Kn***

Consent Received

We have received your doctor's consent to provide your second opinion

10:32 AM | Kn***

Reviewing Opinion

Dr. Brein has passed your opinion to Dr. Crothers for review

9:28 AM | Kn***

Opinion Started

Dr. Brein has started your Expert Opinion

7:17 AM | Kn***

See in Notification Center

Why can't I see my full case names?
At Grand Rounds, your privacy is our top concern. We obscure your case names to hide your identifiable Protected Health Information (PHI) from unwelcome eyes. If you would like to see case names and other PHI in your emails, you may adjust your notification settings.

Sent by Grand Rounds, Inc 360 3rd St. San Francisco, CA 94103
View in browser | Notification Settings

GRAND ROUNDS

Hi Mark! Here's what's new.

Your daily Grand Rounds updates for July 9, 2015

Records Indexed

Your medical records have been indexed and uploaded

10:50 AM | Back Pain

Collecting Records

1 new image has been uploaded

7/9/2015 | Back Pain

Collecting Records

1 new medical record has been collected

7/9/2015 | Back Pain

Physician Selected

Your visit physician has been selected

6:38 AM | Back Pain

See in Notification Center

Sent by Grand Rounds, Inc 360 3rd St. San Francisco, CA 94103
View in browser | Notification Settings

GRAND ROUNDS

We're here to help.

Welcome to Grand Rounds, Mark.

How can we help you Ma

I want to visit a specialist in person

I'm in the hospital and I need help

New features at Grand Rounds

We are always working hard to bring you the best care possible through ou
applications.

New expert second opinion flow

Inbox

Back Pain — Dec 2
Visit Specialist
Sally Salison, Steve Stevenson

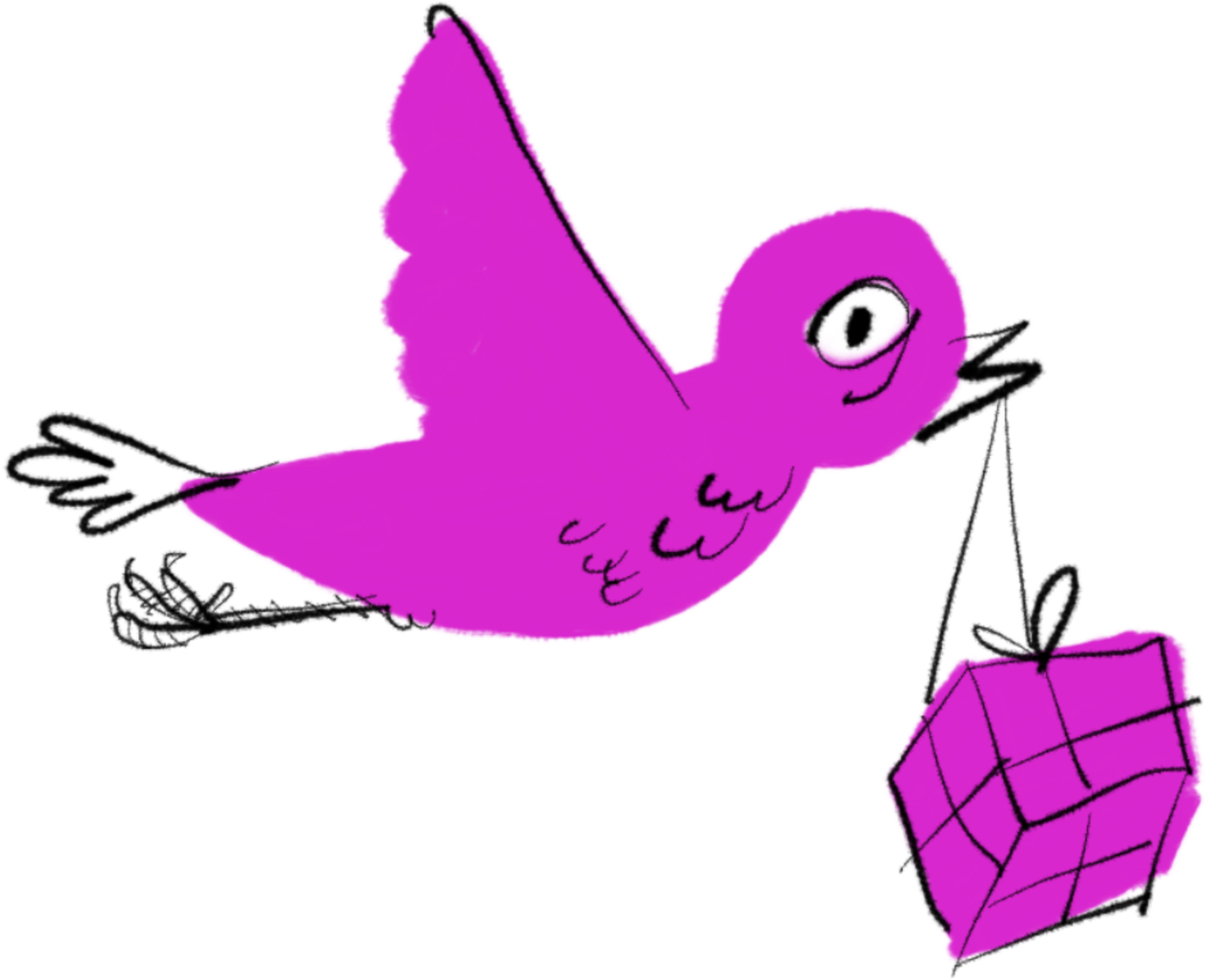
Knee Pain — Dec 1
Expert Opinion
Mary Maryson, Ron Ronald

Messages | Team

Wed Dec 2 3:01PM
Mark, your appointment with Dr. Culver has been scheduled. If for any reason you cannot make this time or need to reschedule, please let me know. Also, for your visit, make sure to bring a valid photo ID (license, passport) and your insurance card. Thank you again for trusting Grand Rounds with your care. Best regards, Mark.

Sally Salison
Wed Dec 2 3:01PM
Good morning Mark. This is Dr. Salison your Grand Rounds Staff Physician. I am sorry you've been having these symptoms. I am available to talk if you have any questions, at your convenience. I know Mark has already been working hard to find you a great physician. Best to you, Dr. Salison

Click here to reply



communicate

Duh.

- [ ] Leverage your prototype testing
- [ ] Blog it (internally or externally)
- [ ] Open your design review notes to everyone
- [ ] Share new personas
- [ ] Host a lookback cocktail party
- [ ] Design Principles (If you have em you'd better stick to 'em!)
- [ ] ANSWER QUESTIONS!!

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**

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.

about the designer

Gather first, design second

Goals from the Business, Expectations of the users, Problems to be solved. Design is not an exercise for the soul, it's a method for solving problems. If we don't understand the problems, we'll never be able to design the right solutions.

Observation leads to insight

Until you watch someone fail at something, you can't design a solution for it.

Open to critique

Design team. Not team of designers.

Decisiveness

A decision made can be iterated on. A decision unmade is useless

Design principles are important. It lets the org hold you accountable

about the results

Be clear, honest, and useful

We want to build trust through design. Solutions that are designed only to show off our skills are not useful.

Evidence of craft

Nobody wants to feel like they're using a tool designed by a robot. We're building connections with people and letting them know that there are actual humans solving problems for them is important. **Wabi Sabi**. At the same time, we should be relatively anonymous as practitioners -- think less about a recognizable style, and more like the brush strokes in a painting.

Editing is more important than generating (but generating is important too)

This is probably the hardest part of the design process, but we should always ask ourselves if we're trying to do too much. Dieter Ram said **"Good design is as little design as possible"**. Say less, do more. There's some axiom about being able to choose the good designs from the bad and how you can't do it unless you build the bad ones first...

Respect the humans who use our products

Every person who uses Grand Rounds has a real and very important concern. We treat them respectfully.

testing reports x2

design reviews x4

testing reports x2

design reviews x4

testing reports x2

design reviews x4

testing reports x2

design reviews x4

testing reports x2

design reviews x4

testing reports x2

design reviews x4

Design Lookback

survey

testing reports x2

design reviews x4

testing reports x2

design reviews x4

testing reports x2

design reviews x4

blog post

blog post

Overnight Success!

- **CEO & Business** hear new information & want to act they use design
- **Sales** shows our work but also shows our process
- **Product**… faced with a million challenges uses design to help point the direction
- **Development** *might* invite you to lunch.
- **Front line** faced with a problem in the product… comes to design

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thank you

@calepeeples

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