Creatively Engaging Citizens in Health and Care Innovation

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Design for complex social challenges
Participatory Design and Co-Design
What do we mean by Creative Engagement?
What do we mean by Participation?
Contexts
Public Engagement
Visualising Complexity
Understanding the current system
Seeing the whole system from multiple perspectives
Making concepts tangible
Co-designing using role-play
Visualising Self Management
Inspiring Person-Centred Service Innovation

PERSON-CENTRED JOB DESCRIPTION
HOW THE PERSON WOULD LIKE TO BE CARED FOR...

ACTIVITIES
- Build a collaborative relationship with people living with long-term conditions to empower them to do the things they want to do, so that they are able to feel productive and useful and live a fulfilling life.
- Provide high-quality education following diagnosis to support people to understand their condition and the things they can take to live well.
- Help people to think about the future and make plans for their care and wellbeing.
- Encourage contact as needed, ensuring access is quick and easy to ensure that they get in touch if they need support rather than on a scheduled basis.
- Discuss information about choices and rights to empower the person to make informed decisions about their care.
- Help people to manage their personal symptoms and triggers to help them to get support before a problem or issue gets more serious.
- Support people to connect with organisations and other people living with the same condition.

SKILLS AND EXPERTISE REQUIRED
- Understanding of long-term conditions
- Well-developed interpersonal skills
- Ability to empathise and put the person’s wishes and feelings first
- Communication and management skills

GOALS
- Interact that are of high value to people living with long-term conditions (thoughtful, supportive and informative)
- Be people who care for are empowered and targeted outcomes, getting in touch when they need your support.

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Using Lived Experience to Inspire Redesign
NEW WAYS OF WORKING
• New ways of representing condition pathways that can be tailored to suit the person’s goals, and their other conditions;
• Integrating social care and third sector organisations in care pathways;
• New specialist nursing roles for care of multiple long-term conditions;
• Symptom-led clinics.

NAVIGATING HEALTH AND CARE
• New ways of representing condition pathways to show the person where they are in the system;
• Open access to services to support the person to make appointments as needed;
• See and discuss any choices in the pathways to ensure they suit their goals.

PERSON-CENTRED NOT CONDITION-CENTRED
Seeing the whole person rather than each individual condition;
Care that is focused on supporting the person to get on with living life: doing the things they want to do, feeling productive and fulfilled.

HIGH VALUE CONSULTATIONS
• Appointments with the most appropriate person when needed rather than scheduled follow-up;
• A longer first appointment with the specialist;
• Led by the person’s goals, and a shared agenda;
• Insightful, supportive and informative;
• Reviewing care against the person’s goals at every interaction.

INFORMATION AND INSIGHT TO SUPPORT SELF MANAGEMENT
• Good quality information at diagnosis to support the person to understand their condition and ‘what to do when’;
• Access to meaningful results and support to manage multiple medications;
• Early conversations and training about self management.
Lenses: Tell us about your perspectives

What is your perspective on participation in assessing services?

What new perspectives might support how you engage?