



Thinkwell
Health™

Better Healthcare By Design

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Patients need healthcare that can engage, motivate, and inspire.

The reality often falls short.

When confronted with increasingly complex systems of care, patients often find themselves stranded without secure anchors; as a result, many people face major healthcare events with doubt and confusion.

There are other industries that build deep connection and trust with their audiences, despite complex large-scale operations that must safely serve thousands of people daily. These industries are successful not just because of their superior approaches to operational performance and logistics, but also their commitment to management of the human experience.

Better Healthcare By Design

Thinkwell brings well-honed best practices in experience design to healthcare, mastered in decades of work with theme parks, museums, cultural attractions, educational institutions, and other customer service industries.

The parallels to healthcare are quite clear: a shared need to create environments that energize and support activation, engagement, and connection between consumers, staff, and community. Thinkwell Health is dedicated to applying the principles of experience design to systems of care in order to meet the quality, performance, and human experience objectives for 21st century healthcare.

People



+

Places



+

Platforms



+

Process



=

Experience





NFL Experience



Fernbank Museum of Natural History



Warner Bros. World Abu Dhabi



Thinkwell Health can affect **measurable improvement** in the clinical and operational performance of your organization while affecting **positive and productive change** in the attitudes and behavior of **patients, healthcare professionals and staff**.



Focus areas for performance improvement include

Patient Access + Patient Satisfaction

- Availability, affinity, and access; communication, coordination, and collaboration
- Physical and social-emotional journey design and management
- Convenience, responsiveness, consistency, reliability, urgency, integrity, dignity

Care Delivery: Quality And Outcomes

- Quality of care delivered, including both third party performance measures and person-level goals
- Quality of health, quality of life attained by patients
- Safety; failure scenarios, error mitigation

Patient engagement, activation, understanding

- Shared decision making and interaction design to enhance patient, family and caregiver knowledge and involvement in health related issues and events
- Self-management skills, treatment plan adherence
- Wellness, condition management, transitions of care, advanced care planning

Workforce

- Roles, responsibilities, readiness, retention
- Efficiency of clinical operations; workflow optimization
- Employee engagement and satisfaction

Financial Performance

- Operational efficiencies
- Value-based contracts; alternative revenue opportunities
- Cost of care, cost of services

Technology

- Technology strategies for digital health (social, mobile, wearables, VR/AR, remote monitoring)
- CRM optimization; user experience and interaction design for socio-technical operations
- Decision support for adoption and integration of technologies into patient experience, care delivery and clinical operations



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