



Design Thinking Session

Gallery Crawl Boards

The purpose of a gallery crawl is to introduce topics, share broad information about users, and then narrow the findings to prepare participants for the ideating and prototyping phase. The following slides outline six common types of gallery crawl boards.



Different types of boards

OVERVIEW

INTERVIEW OUTCOMES

CURRENT STATE

**PERSONAS or
JOBS TO BE DONE**

NATIONAL LEADERS

**ANALOGOUS INDUSTRY
INSPIRATIONS**

Note: These boards work best when there are more pictures, less text and big font size.



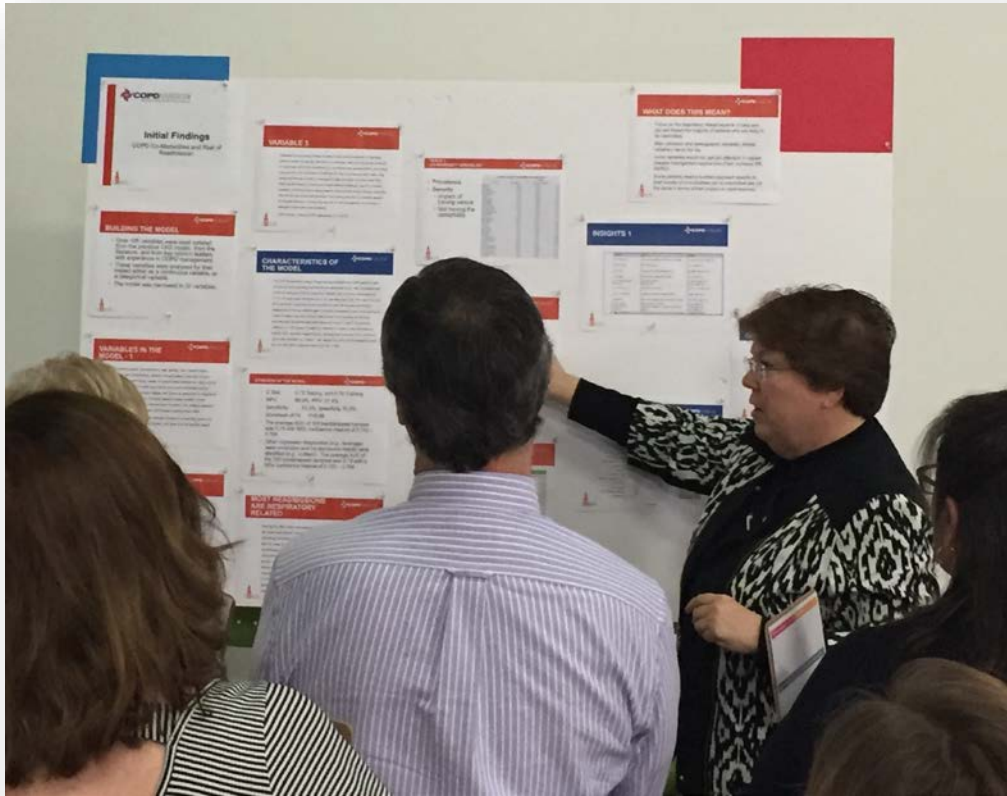
OVERVIEW BOARD

The purpose of the overview board is to highlight information on what made you decide to work on this project or details on how the department is organized. Ideas for content include:

- Name of service line, department, or organization
- Background
- Vision, mission
- Customers, partners
- Suite of offerings
- Important statistics



OVERVIEW BOARD EXAMPLES:



National Suicide Prevention Lifeline (NSPL)

<h3>Overview</h3> <p>The National Suicide Prevention Lifeline is a 24-hour, toll-free national suicide hotline based on 1-800-273-TALK (2825), a single, free and confidential national number that streamlines a coordinated effort of national work to address suicide. 1-800-273-TALK</p>	<h3>Mission</h3> <p>To effectively reach and serve all persons who could be at risk of suicide in the United States through a national network of crisis call centers.</p> <h3>We Believe</h3> <ol style="list-style-type: none"> 1. Healthy, happy, and safe lives matter. 2. The use of best action to prevent suicide. 3. Local crisis centers are critical partners in all community suicide prevention.
<h3>Who we help</h3> <p>Everyone in the U.S. who could be at suicidal risk</p>	<h3>Key Partners</h3>
<h3>Suite of Offerings</h3> <ol style="list-style-type: none"> 1. Manage the Lifeline operations 2. Help train staff/counselors to identify and help people who might be suicidal 3. Encourage and share best practices 4. Build network membership and a community of practice 5. Promote effective suicide prevention public messaging 6. Provide innovative & effective technologies for providing access to listening care 	<h3>Child Services</h3> <ul style="list-style-type: none"> • Suicide is the second leading cause of death for young people between 18 to 24. • Resources in partnership with NSPL.
<h3>Lifeline Statistics</h3> <ul style="list-style-type: none"> • There are 150 crisis centers across 40 states • Over 7 million callers have been assisted since the Lifeline was launched in 2002. • Over 230,000 chat users have been helped since launching the program in 2014. • In 2014, nearly 1.8 million calls were answered by the Lifeline and 25% of callers are at a suicidal risk. 	<h3>Lifeline Statistics</h3> <ul style="list-style-type: none"> • 12% of those callers reported that the lifeline saved their lives • 80% of suicidal persons receiving Lifeline follow-up report it helped them stay safe, half stating it was the reason they were safe. • It is predicted that the lifeline will answer approximately 2 million calls in 2018.
<h3>Linkages to life-saving and cost-saving care</h3> <ul style="list-style-type: none"> • Over 90% of lifeline centers provide a form of follow-up care to callers which reduces thoughts of harm and further reduces hospitalization or calls on a higher risk. • Lifeline centers are finding ways to better manage their resources and create pathways for the people who may need access to allowing people to seek from not seeking lower quality care. • 50% of the call centers have implemented some form emergency department and law enforcement, some centers are providing training for law enforcement. • The national network has 100 call centers, including 100+ call centers, including more than 11,000 employees in more than 11,000 offices. 	
<h3>Media Resources</h3>	<h3>Social Media Presence</h3>



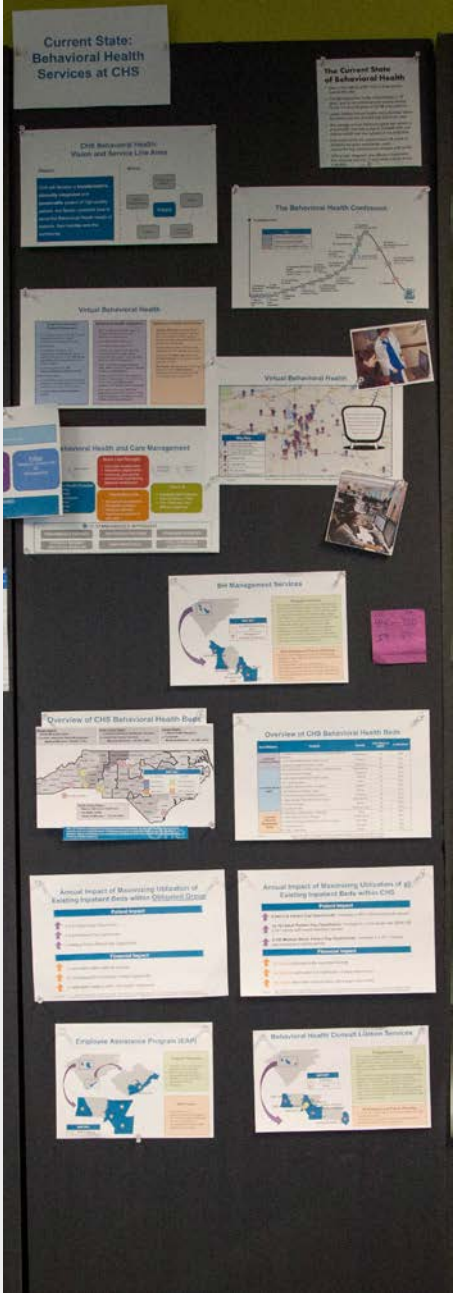
CURRENT STATE

The purpose of this board is to highlight key metrics, workflow and illustrations of the current state. Ideas for content include:

- Resource structure
- Metrics
- Workflow
- Offerings
- Business model
- How it works



CURRENT STATE BOARD EXAMPLES:



NATIONAL LEADERS

The purpose of the national leaders gallery crawl board is to share examples of organizations that are solving the same or similar problem really well. Ideas for content include:

- Name of the organization
- Background/Overview
- Structure
- Priority areas
- Solutions
- Metrics



NATIONAL LEADERS BOARD EXAMPLES:



UPMC Regional Management

Structure

UPMC Behavioral Health Network

Product	Year	Market Share	Revenue	Year-over-Year
Behavioral Health	2016	15%	\$1.2B	+10%
Behavioral Health	2017	18%	\$1.5B	+25%
Behavioral Health	2018	22%	\$1.8B	+20%
Behavioral Health	2019	25%	\$2.1B	+17%
Behavioral Health	2020	28%	\$2.4B	+14%

Solutions Priority Areas

- Clinical practice
- Staffing ratios
- Quality Metrics
- Costing and pricing structure
- Operational model/standards
- Information systems
- Administrative support structures
- Financial management
- Energy management

UPMC Behavioral Health Solutions

- Develop new models of care
- Improve patient experience
- Optimize resource utilization
- Enhance clinical outcomes
- Improve operational efficiency

The Team

- Medical Director
- Behavioral Health Director
- Chief Financial Officer
- Chief Operating Officer
- Quality and Safety
- Information Systems
- Human Resources
- Legal
- Compliance

What would you do differently?

- Develop new models of care
- Improve patient experience
- Optimize resource utilization
- Enhance clinical outcomes
- Improve operational efficiency

Sustaining the Success

- Quarterly report out meetings
- Regular meetings with the medical staff
- Monthly meetings with the unit leaders across the different sites
- Medical Director visits the hospitals where there are gaps in coverage
- Manage the recruitment of the providers

UPMC Overview

Background

- \$12 billion in revenue
- 125 hospitals, over 6,000 beds
- 1.2 million ambulatory visits per year
- 1.8 million inpatient admissions, 400,000 emergency visits per year
- More than 400 occupational therapists
- 50,000 employees, 1,000+ physicians, 10,000+ nurses, 100+ other health professionals

UPMC Facilities

Western Psychiatric Institute and Clinic

- Human Resources
- 1,000 FTE services
- 12,000 Emergency services per year
- Over 50 ambulatory programs

Expansion into Clinical Service Lines

Serving the Greater Pittsburgh Area

Regional Presence

Prepared for a National Expansion



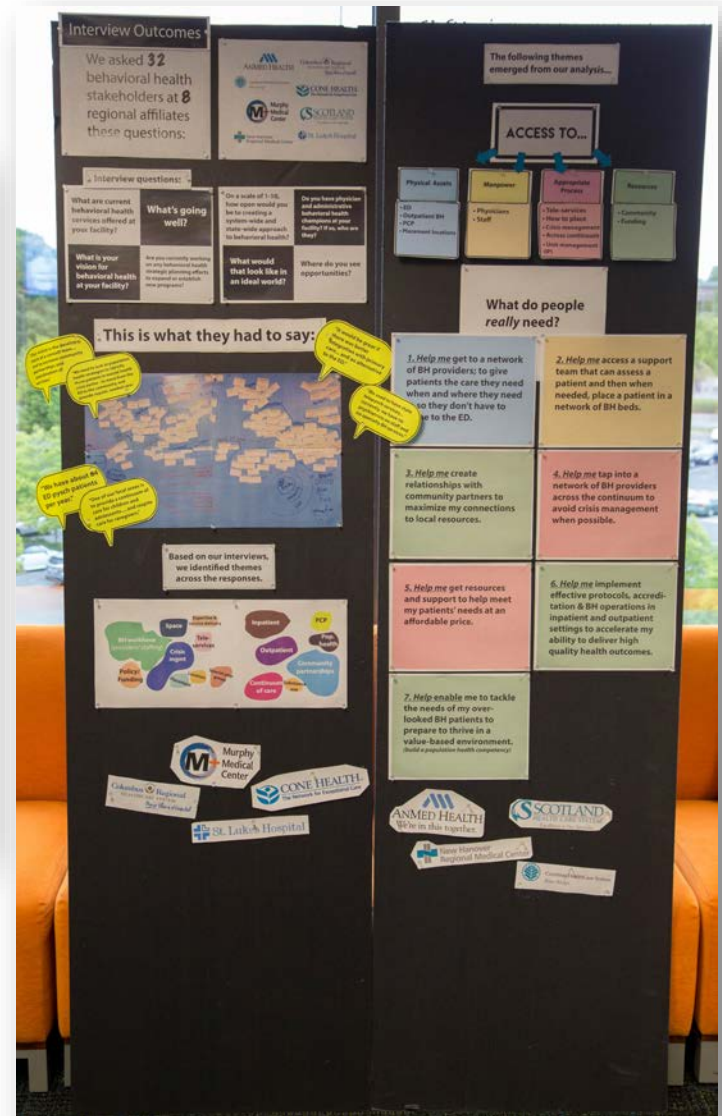
[Insert quotes here]

Interview Outcomes

The purpose of the interview outcomes board is to synthesize findings and identify patterns that rise to the top. Grouping topics based on key words, relationships and context will help participants understand what is important to end users/stakeholders. Ideas for content include:

- We asked ## stakeholders these questions: [Insert interview questions]
- Based on our interviews, we identified themes across the responses
- The following themes emerged from our analysis
- What do people, patients, or users really need?
- Include quotes bubbles to make it more visual

INTERVIEW OUTCOMES BOARD EXAMPLES:



PERSONAS

The purpose of the persona is to communicate the types of people the participants will be designing for. The content is usually from end user interviews and key stakeholders. Ideas for content include:

- Fictional first name and demographics
- What is the person trying to accomplish?
- What is the person's needs?
- *'Wouldn't it be great if'* statements



PERSONAS BOARD EXAMPLES:





Hannah

Title: Care Manager (RN)

Care Management Team

Age: 29, Single

EXAMPLE

Job Role: Care Managers are nurses who work closely with the medical team to make sure that patients are receiving the appropriate care. In addition, they coordinate benefits and services with insurance providers, Medicare and Medicaid.

3. Wouldn't it be great if **Hannah** can:



See patient's risk over time.

EXAMPLE

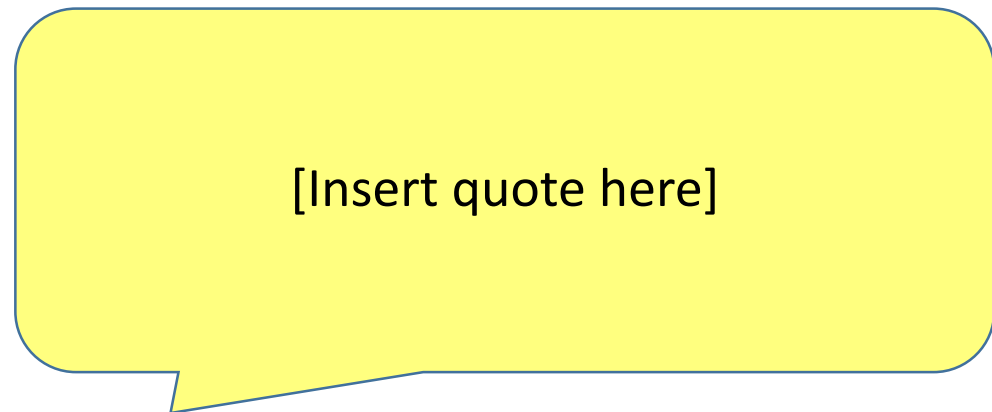
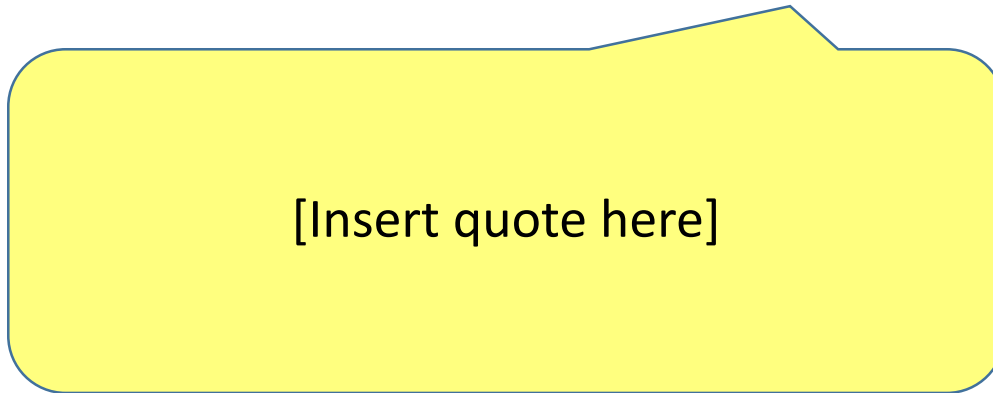


Choose from a list of 'smart' action items.



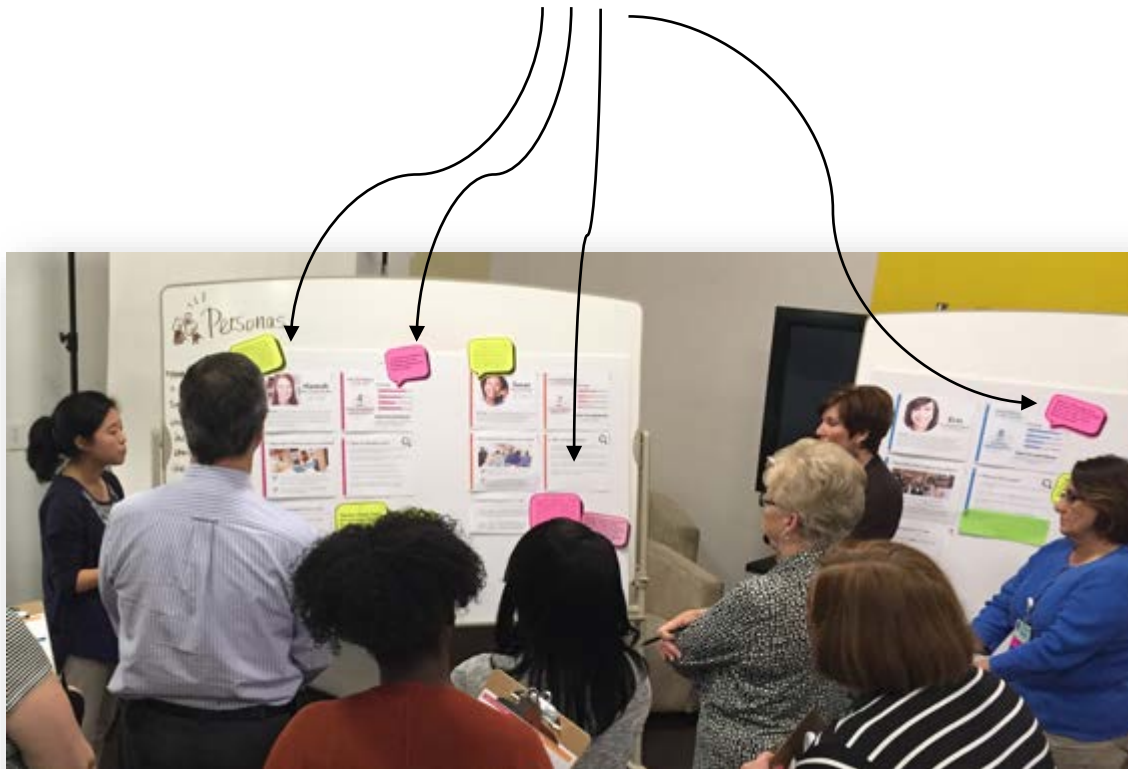
Forward detailed information to Physicians and Nurses.

Quote Bubbles



Best way to use quote bubbles:

Print, cut and tape the bubbles directly onto the boards. This is a great way to share real quotes you heard while interviewing key stakeholders.



ANALOGOUS INDUSTRY INSPIRATIONS

The purpose of the analogous industry board is to go beyond healthcare and see what other industries are doing to meet the needs of the user(s). In the past, examples from retail, banking, hospitality, airline and tech companies worked really well to serve this purpose.



ANALOGOUS INDUSTRY BOARD EXAMPLES:

