Supertrends: Forces Shaping New World Approach to Planning – Part 2

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PART 4: EXPERIENCE

The entire patient journey evokes emotions through all stages of the continuum of care.
HEALTHCARE INSTITUTIONS ARE BEING ASKED TO DO A LOT
THE QUALITY OF INTEL
THE CONSISTENCY OF STARBUCKS
THE INNOVATION OF TESLA
THE RELIABILITY OF FEDEX
THE CONVENIENCE OF AMAZON
THE EXPERIENCE OF NORDSTROM
THE PRICE OF WALMART
DESIGNING AN EXPERIENCE

- Pre Arrival
- Arrival
- Treatment
- Discharge
- Post Discharge
- Post Discharge
HOPE
Community Investment – hospital development serves as an anchor for neighborhood revitalization
CONVENIENCE
Customized and personal information provided online to inform staff of patient needs and thoughtfully plan for the visit.
PERSONAL TOUCH
Greeting Without Reception Desks
USE OF TECHNOLOGY
RTLS technology can customize the care experience upon arrival for their patients.
SIMPLE

Direct and clear circulation between parking location and the hospital services in an environment protected from the elements.
ARRIVAL DISRUPTION
Autonomous vehicles will impact the arrival sequence and need for parking.

The self-driving vehicle revolution
An illustration of potential growth

Era 1: Fully autonomous vehicles (AVs) being developed for consumers
Era 2: Consumers begin to adopt AVs
Era 3: AVs become the primary means of transport

Source: McKinsey
PATIENT TREATMENT
FAMILY

Family-centered care models actively engage the family as partners at the bedside.
REASSURING views of nature has a calming effect on respiration and blood pressure rates — improving patient outcomes.
Patients can adjust light, temperature, aroma and artwork from a touch of the screen.
Family
Relief
Answers
Excited
Resolved
Relieved
Efficient
Informed
Satisfied
Discreet
Home
Collaborative
Educated
Discharged
INFORMED
Creating educational moments for patient and families
Providing technology in support of discharge instruction at the bedside allows patients...
CONTINUITY OF CARE
Patients discharged to an appropriate level of care
ACCESS
On-demand digital mobility provides patient access without Bricks and Mortar
INTERACTION
Not as much linear as it is circular.
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Greatest Impact?
Can we change the capital equation of health away from healthcare?
SPENDING NEEDS TO CHANGE
We allocate limited resources to prevention.
Healthcare ≠ Health