

Delight Workshop Zorgcongres Sitges



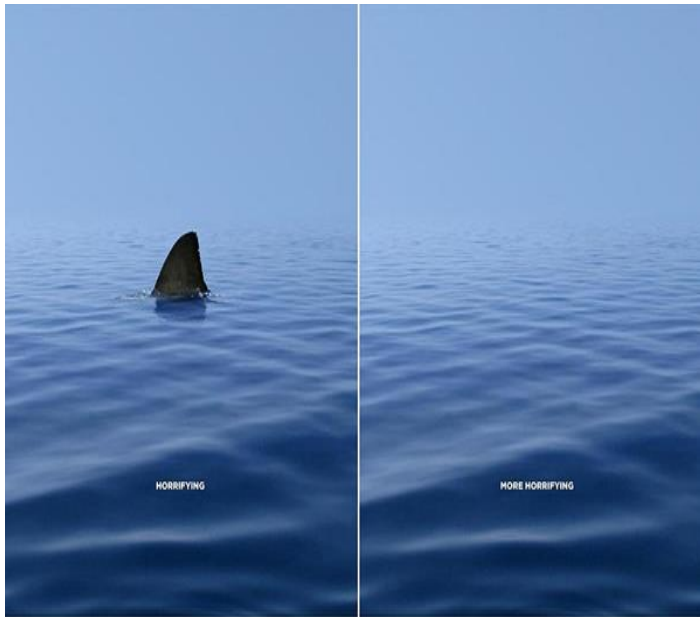
Mieke Donders



Koen Kas



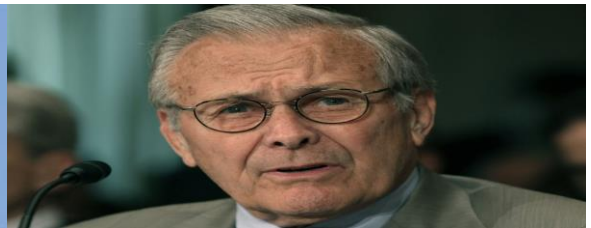
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EXPLOITING THE ECOSYSTEM ALSO THREATENS HUMAN LIVES.



FOR A LIVING PLANET: WWF.ORG

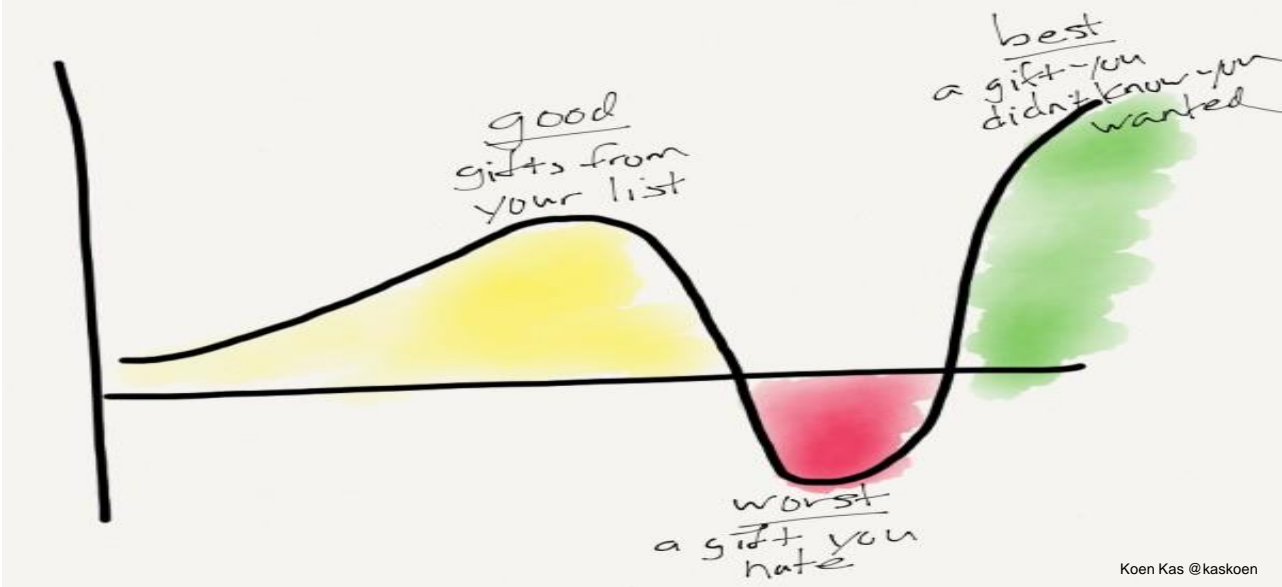


THERE ARE KNOWN KNOWNS
 THERE ARE THINGS THAT WE KNOW THAT WE KNOW, THERE ARE
KNOWN UNKNOWNNS
 THAT IS TO SAY, THERE ARE
 THINGS THAT WE NOW KNOW WE DON'T KNOW
 BUT THERE ARE ALSO
UNKNOWN UNKNOWNNS
 THERE ARE THINGS
**WE DO NOT KNOW
 WE DON'T KNOW**
 AND EACH YEAR WE DISCOVER
 A FEW MORE OF THOSE
**UNKNOWN
 UNKNOWNNS**

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2

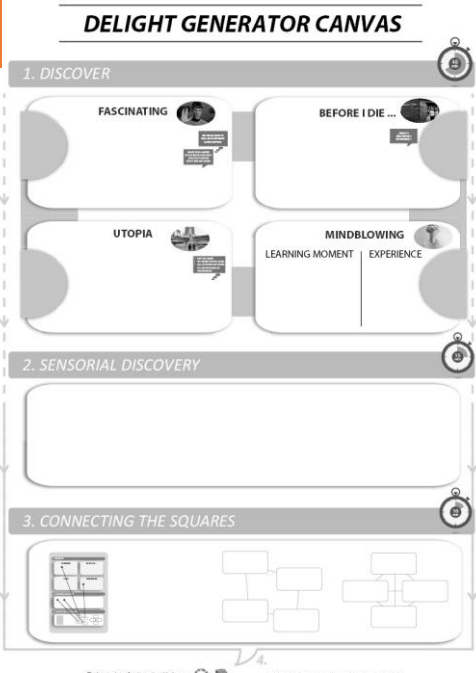
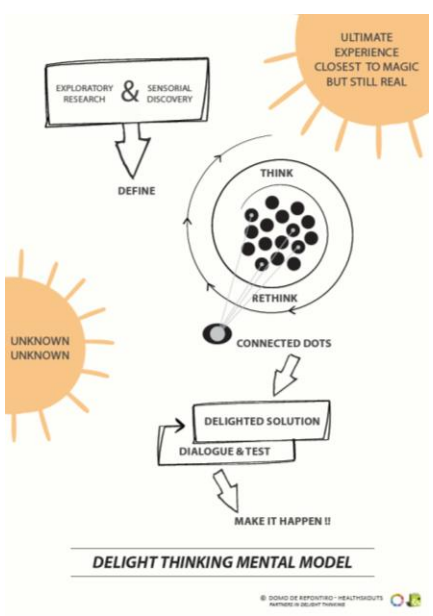
Unknown unknowns -> delight = ultimate patient / HCP experience – close to magic, but real



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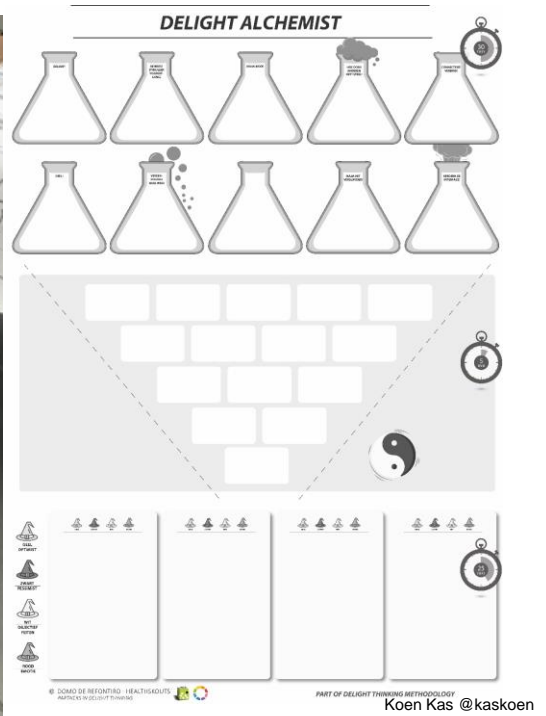
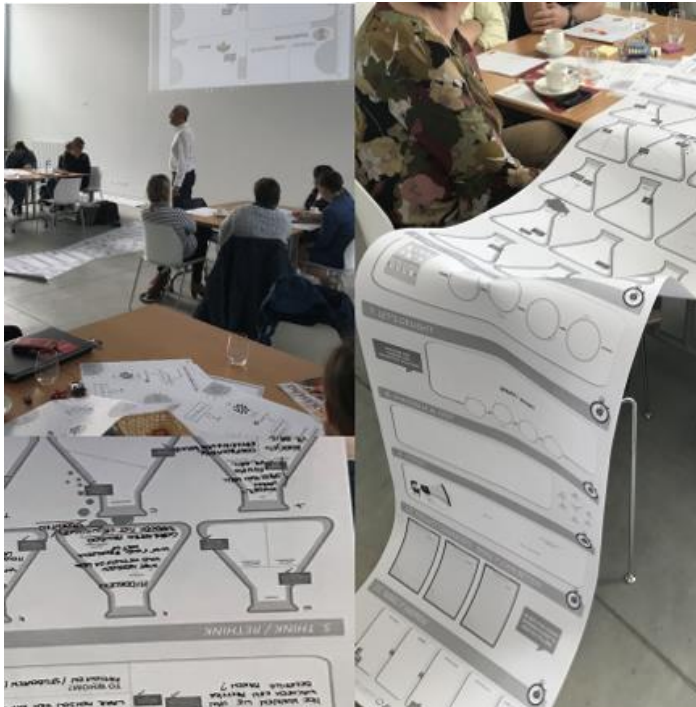
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Delight thinking methodology



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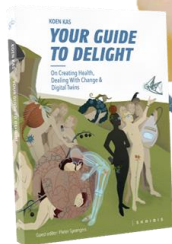
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5

Delight in het ziekenhuis van de toekomst

- Onze 'gasten' bevragen?
 - Interne (medewerkers)
 - Externe (patiënten en mantelzorgers - bezoekers - 1^e lijn, apothekers – brede omgeving)
- Vragen is te laat



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6

HOME » NEWS » WORLD NEWS » EUROPE » FRANCE

French hospital to open wine bar for terminally ill patients

Hospital comes up with a novel way to help the terminally ill enjoy their last days: it is opening a wine bar

f 13K t 972 p 0 in 78 ↵ 14K ✉ Email



Clermont-Ferrand hospital will open a wine bar for terminally ill patients Photo: Alamy



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7

Delight rule 1: Reducing friction



<https://www.accuvein.com/>

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8



PullClean

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9

Let Amazon / Google Home /... help you (r) patients

LYREBIRD

HOME DEMO PRESS ETHICS ABOUT CONTACT

COPY THE VOICE OF ANYONE.

Lyrebird will offer an API to copy the voice of anyone. It will need as little as one minute of audio recording of a speaker to compute a unique key defining her/his voice. This key will then allow to generate anything from its corresponding voice. The API will be robust enough to learn from noisy recordings. The following sample illustrates this feature, the samples are not cherry-picked.
Please note that those are artificial voices and they do not convey the opinions of Donald Trump, Barack Obama and Hillary Clinton.

Lyrebird Politicians discussing about Lyrebird

amazon

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10



#Patientdelightmovement Manifest

Janssen Pharmaceutical Companies of Johnson & Johnson

janssen | PHARMACEUTICAL COMPANY BY Johnson-Johnson

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11

How will you Delight someone tomorrow ?

Discover something new to you (be curious)
Extract unexpected value from it (be creative)
Liberate, open up, and share your data/knowledge
Integrate over different data silos (connect the dots)
Get friction out of the way
Hack people's perspective (be imaginative)
Trust, Empathy, Authenticity (TEA) can be won by design

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12

1. Remove friction by simplicity
2. Remove friction by instant gratification
3. Remove friction by thinking local
4. Remove friction by rethinking the interface – autonomous tech, affective computing, enchanting objects

15 shades of Delight thinking

4. Remove friction by rethinking the interface

8. Could a sci-fi movie be telling?
9. Be boldly naïve. Think exponential: at least 10x, not 10%
10. Free resources and the abundance of the sharing economy
11. Think open, connected to the crowd, networked
12. Design for fun
13. Design for addiction (stickiness) and engagement
14. Design for empathy and using heroes
15. Reintroduce the human factor and delight by authenticity

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13

The doctor ... at the laundromat

Mammograms, skin cancer screenings and blood tests



While busy families count down the two hours until they get on with their day, we get to know them.

They have a lot of questions, but not a lot of help. What healthcare offers and what people actually use is a world away.

Healthcare doesn't have to be so inaccessible. We're just down the block.

<https://www.fabrichealth.org/>

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14

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15 shades of Delight thinking

9. Be boldly naïve. Think exponential: at least 10x, not 10%

6. Think the reverse
7. Adding an extra layer, across borders, generating “unholy alliances” up to augmentation
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15



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16



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17

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18

Sharing economy AirBnb for medical equipment



19

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20

Imagine your data are OPEN

developer.
DEXCOM

Docs Support News Gallery Q

Log In

Make Lives
Better With Us

CGM Data + Your App = Impacting Lives

Start Building



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21

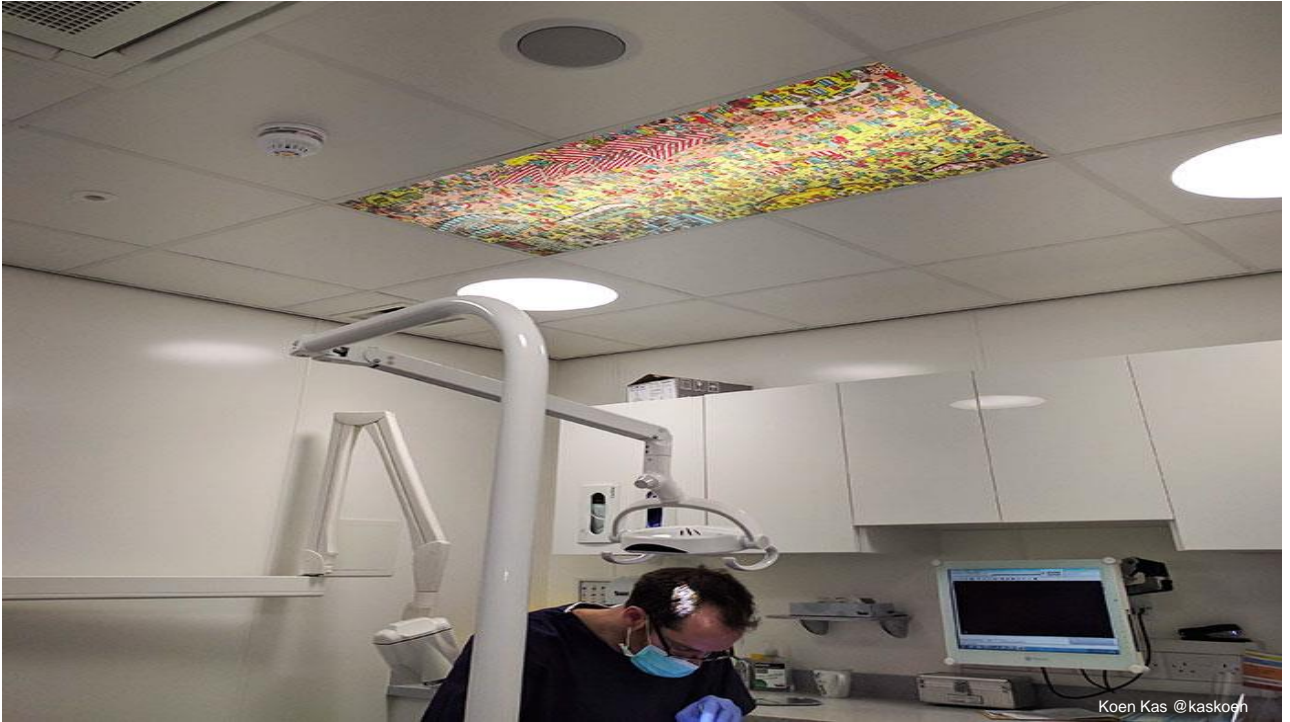
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22



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23

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24



Odenplan, Stockholm (VW add)

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25

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26

'The restaurant of order mistakes' Employs waiters with dementia



27

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28



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29

Start 2 Delight!

Delight Workshop Zorgcongres 2024

<p>UTOPIA</p> <p>Hoe ziet de utopie voor uw organisatie eruit?</p> <p>-> Iedereen pitch</p>	<p>MINDBLOWING</p> <p>Welke mindblowing ervaring is u bijgebleven?</p> <p>-> Iedereen pitch</p>
<p>GOOD PRACTICE</p> <p>Welk goed voorbeeld van delight is er al in uw organisatie?</p>	<p>TOPIC</p> <p>In welke) proces/product/afdeling van uw organisatie kan u meer delight gaan genereren?</p>
<p>DELIGHT RETHINKING</p> <p>Hoe kan u in dit proces, product of deze afdeling van uw organisatie meer delight gaan genereren? Brainstorm!</p> <p>-> 1 pitch per groep</p>	

hoelthak | outs | 2024

DELIGHT

D iscover something new to you (be curious)
 E xtract unexpected value from it (be creative)
 L iberate, open-up & share your data / your knowledge
 I ntegrate over different data silos (connect the dots)
 G et friction out of the way
 H ack people's perspective (be imaginative)
 T winning Trust, Empathy, Authenticity (TEA) by Design

DELIGHT METHODOLOGY

<p>DESIGN FOR FUN: ADDITION: ENGAGEMENT</p>	<p>OPENING YOUR DATA FOR MORE RESULTS: SHARING YOUR RESOURCES FOR MORE SERVICES</p>
<p>REMOVE FRICTIONS- MAKE IT SIMPLE: RETRYING THE INTERFAC</p>	<p>REINTRODUCE THE HUMAN FACTOR: QUALITY, AUTHENTICITY</p>

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30

Time management

Delight Workshop Zorgcongres 2024	
<p>UTOPIA</p> <p>Hoe ziet de utopie voor uw organisatie eruit?</p> <p>-> iedereen pitcht</p>	<p>MINDBLOWING</p> <p>Welke mindblowing ervaring is u bijgebleven?</p> <p>-> iedereen pitcht</p>
<p>GOOD PRACTICE</p> <p>Welk goed voorbeeld van delight is er al in uw organisatie?</p>	<p>TOPIC</p> <p>In welk(e) proces/product/afdeling van uw organisatie kan u meer delight gaan genereren?</p>
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Utopia:

3 min: Brainstorm - individueel
5 min: Pitch (iedereen)

Mindblowing

3 min: Brainstorm - individueel
5 min: Pitch (iedereen)

Good Practice:

3 min: Brainstorm - individueel

Topic:

5 min: Brainstorm - individueel

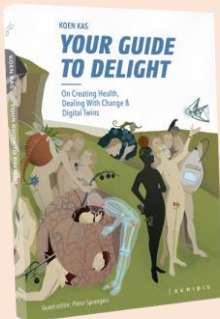
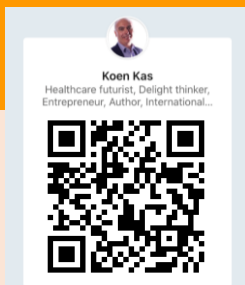
Delight Thinking:

6 min: Brainstorm – individueel of in groep
10 min: Pitch – 1 persoon per groep

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31

To be continued



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32