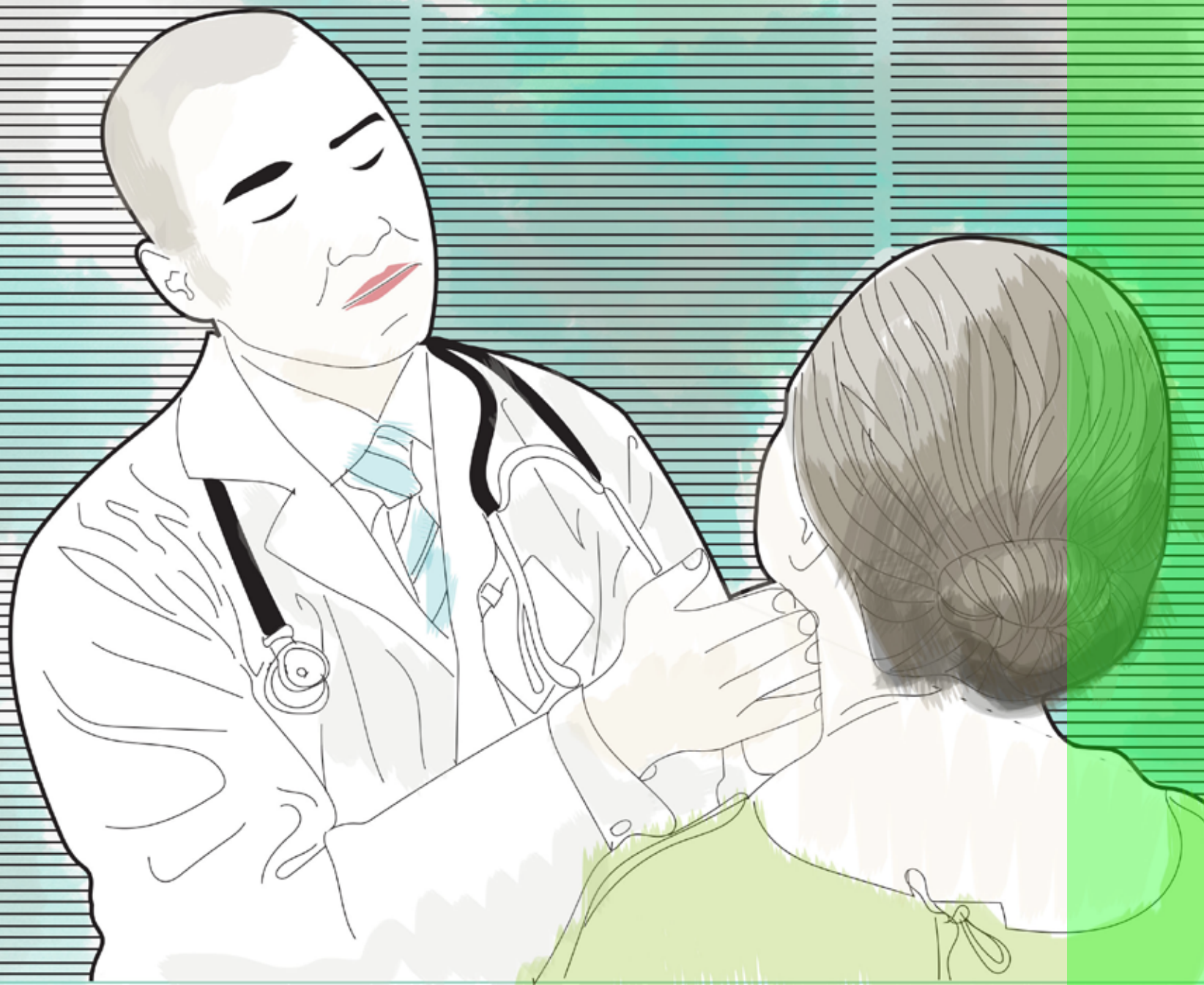


Patient 360: Collaborating on Cancer Care



Fred Hutch · Seattle Children's · UW Medicine

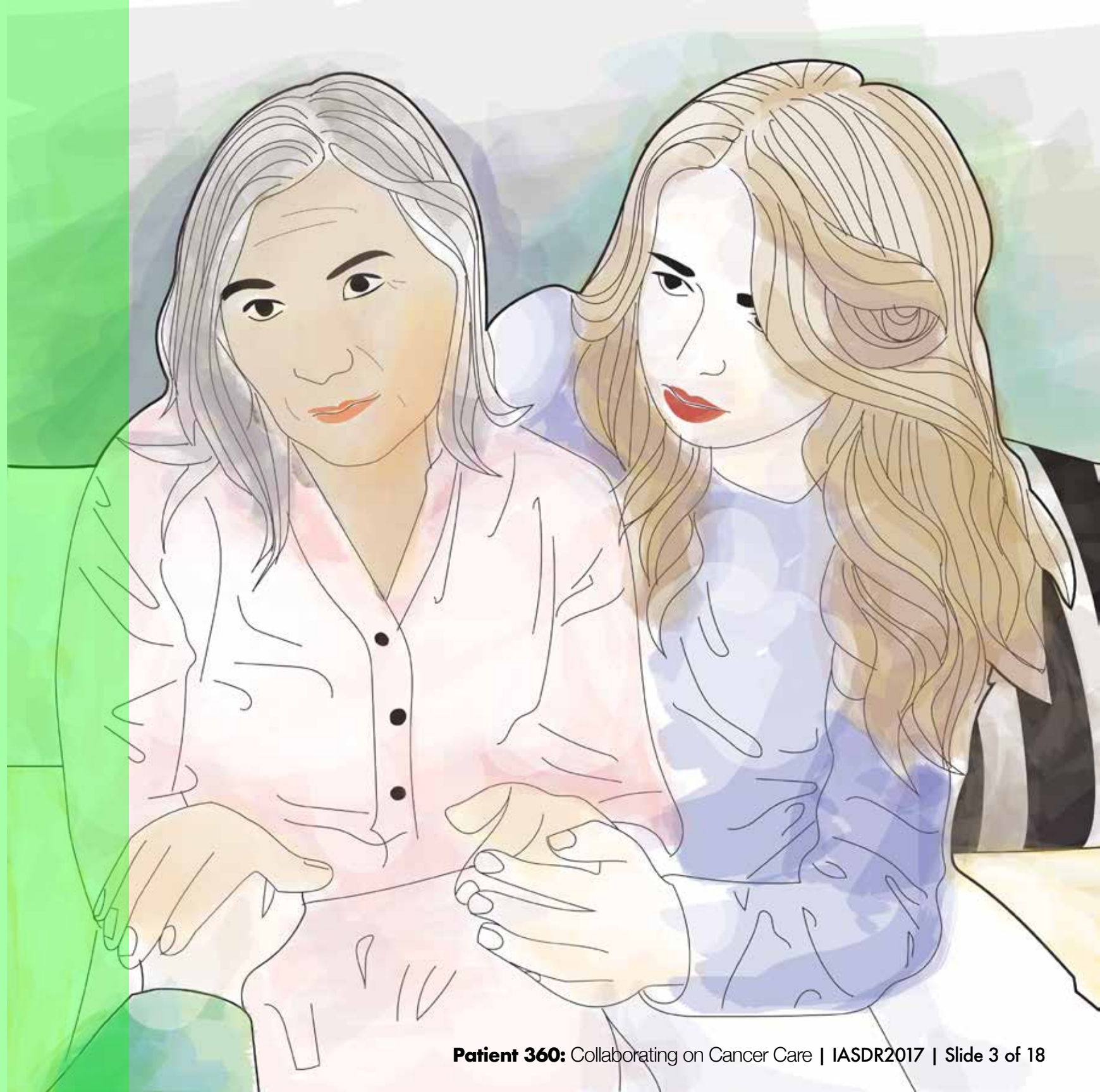


"We expect the blood draw to take about 5 minutes. But the waiting time, THAT we don't know."

-Patient 3,
walking to the lab draw reception desk

"What you don't want is dealing with insurance when you feel like crap [...] I wanted about the cheapest I could go, cause I had excellent health back then. "

- Patient 2,
Talking about why they chose their insurance company





"We call it the New Normal. It means that you're never going to be the same, even if you're cured you're never the same person; neither are your family and friends."

- Patient 4,
sitting at SCCA waiting room for their appointment

Patients' path through cancer resembles the chaos of "Design Squiggle".

The Process of Design Squiggle by Damien Newman, Central Office of Design is licensed under a Creative Commons Attribution-No Derivative Works 3.0 United States License.

"My back hurt for no reason."

"I called my insurance, waited on-hold for 55 minutes and didn't get a straight answer what is covered and what not."

"My daughter became suicidal."

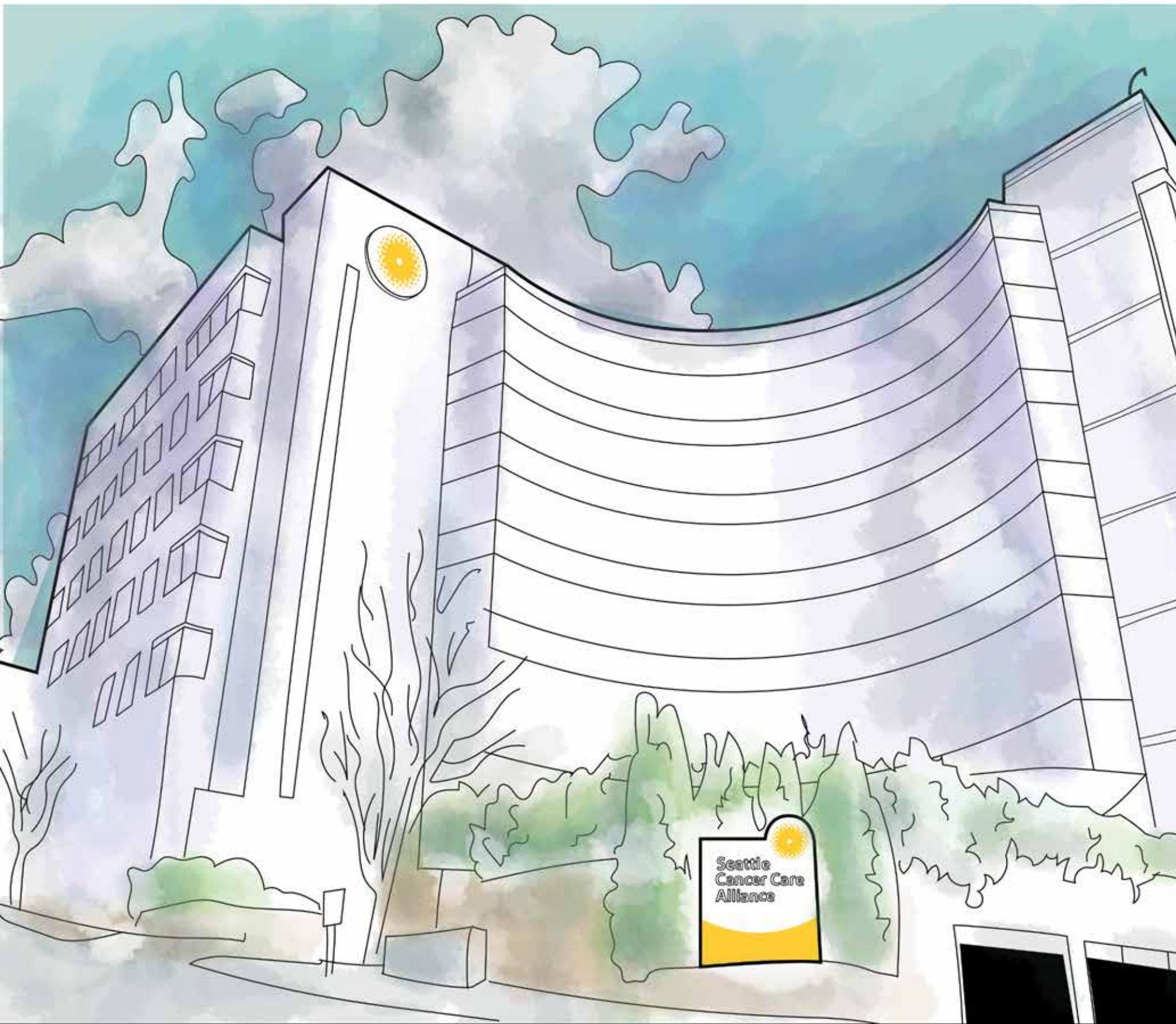
"Everyone is just busy with their kids and lives ... nobody cares."

An illustration of a large white sign for Premiera Blue Cross. The sign features the word "PREMIERA" in large, outlined, serif capital letters. Below it, a blue horizontal bar contains the words "BLUE CROSS" in white, bold, sans-serif capital letters. To the right of the text is a blue cross logo with a white stylized figure inside, and a registered trademark symbol (®) below it. The background shows a stylized building and trees.

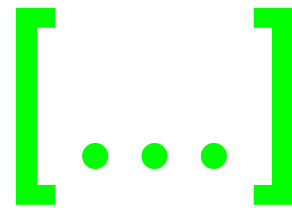
PREMIERA

BLUE CROSS

- A not-for-profit health insurance company
- In business for 85 years
- Serves 2.2 million members in Washington State, Alaska, and employees of many national companies

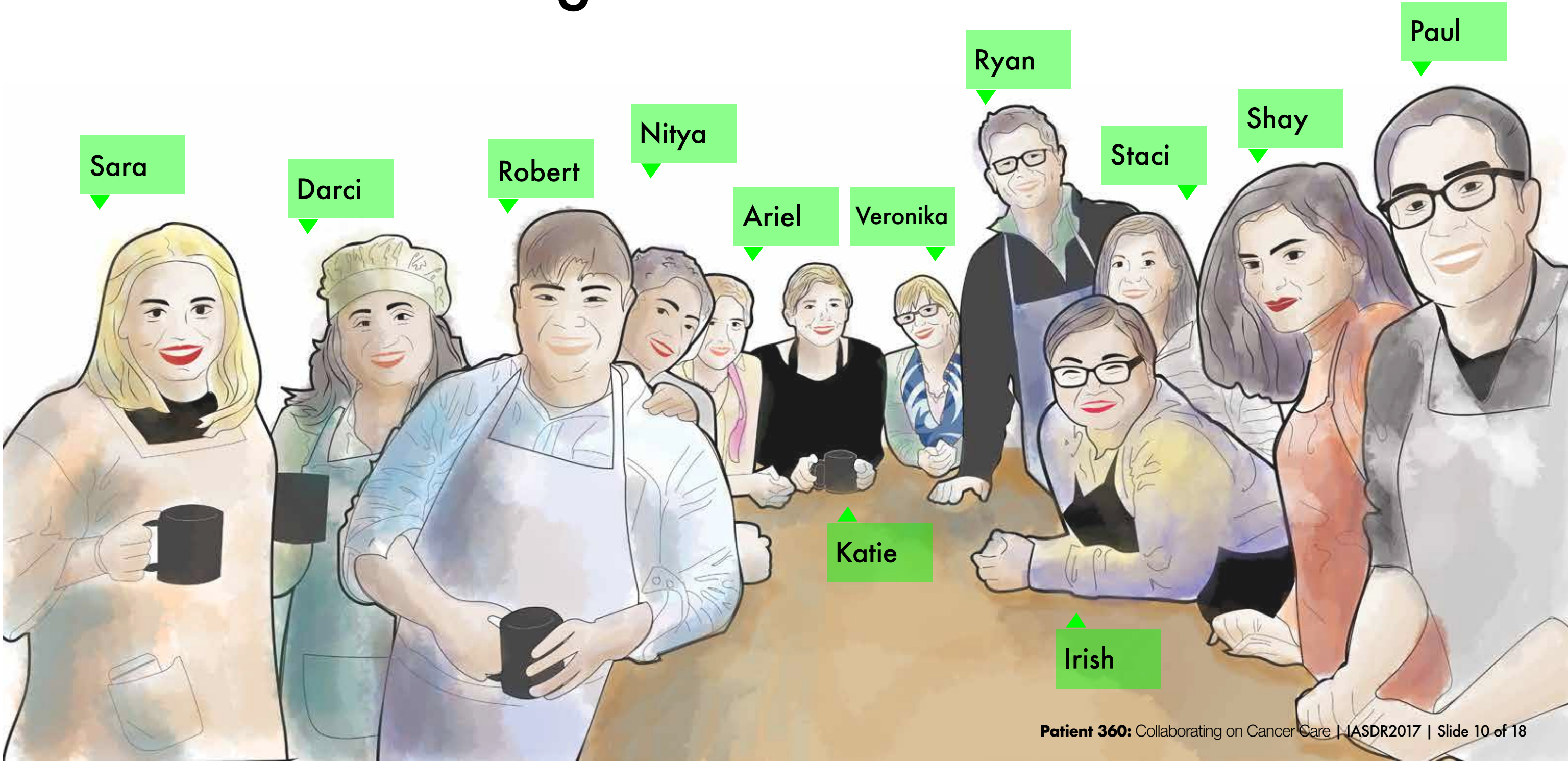


- A not-for-profit outpatient cancer treatment center
- SCCA brings together the leading research teams and cancer specialists of Fred Hutch, Seattle Children's, and UW Medicine
- Ranked as one of the top five cancer hospitals in the nation





Team360 cooking



Research

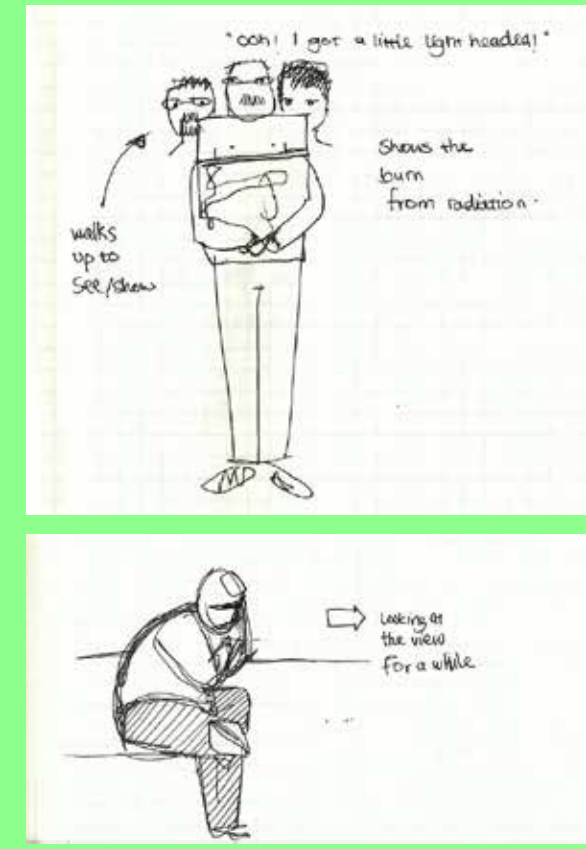
a.
Observation: 80 hours
Clinic



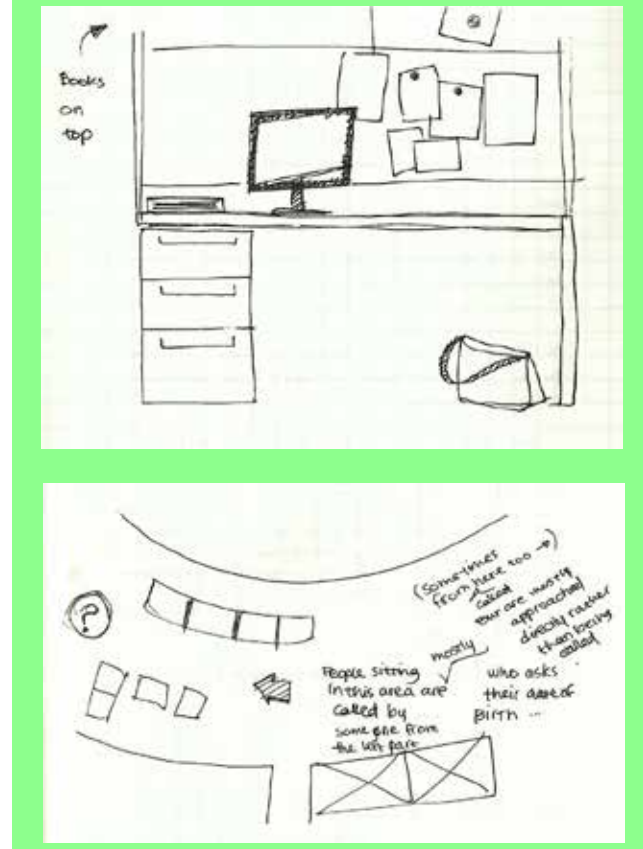
b.
Interviews: 8 hours
staff



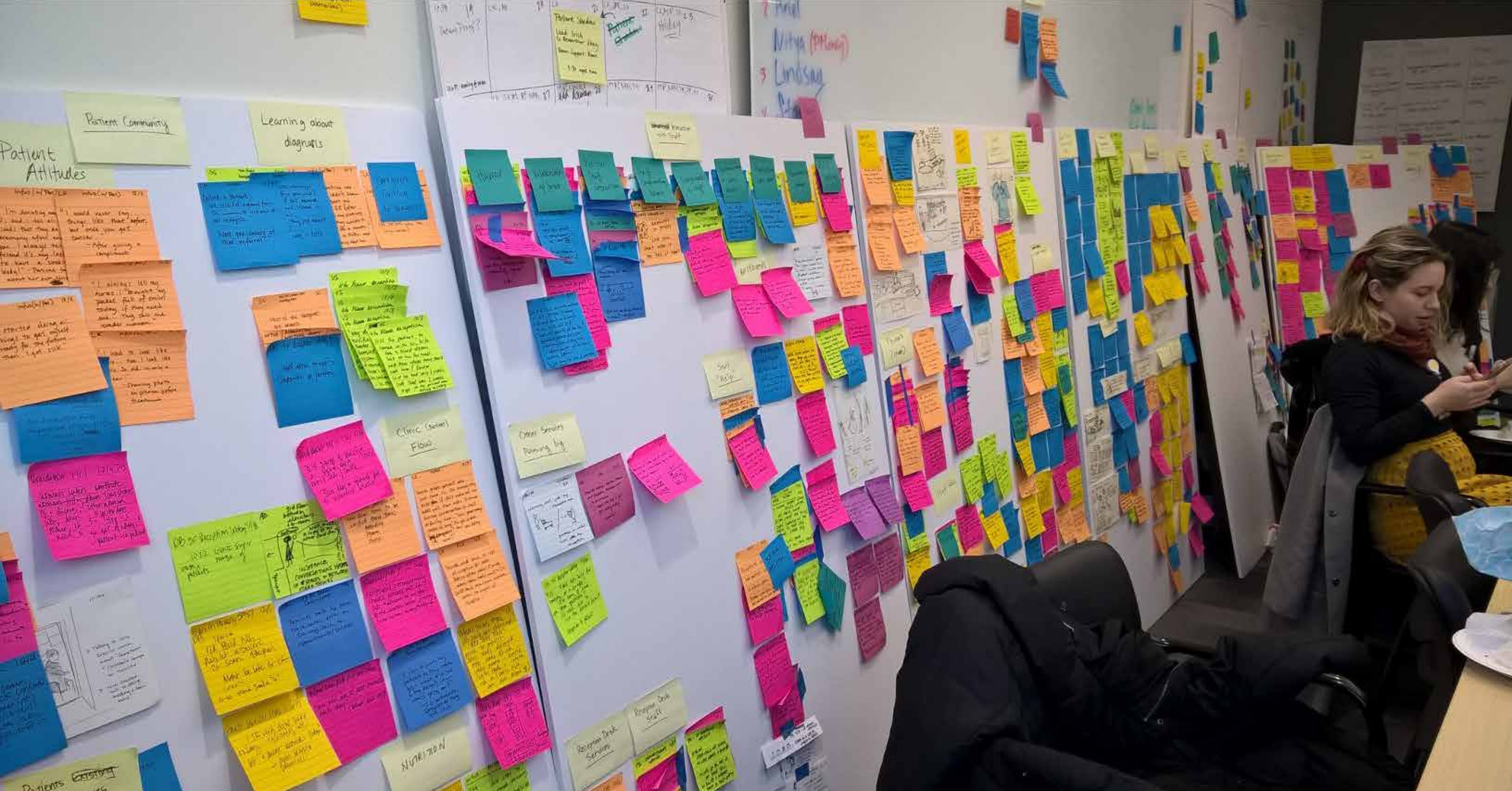
c.
Shadowing: 14 hours
patients

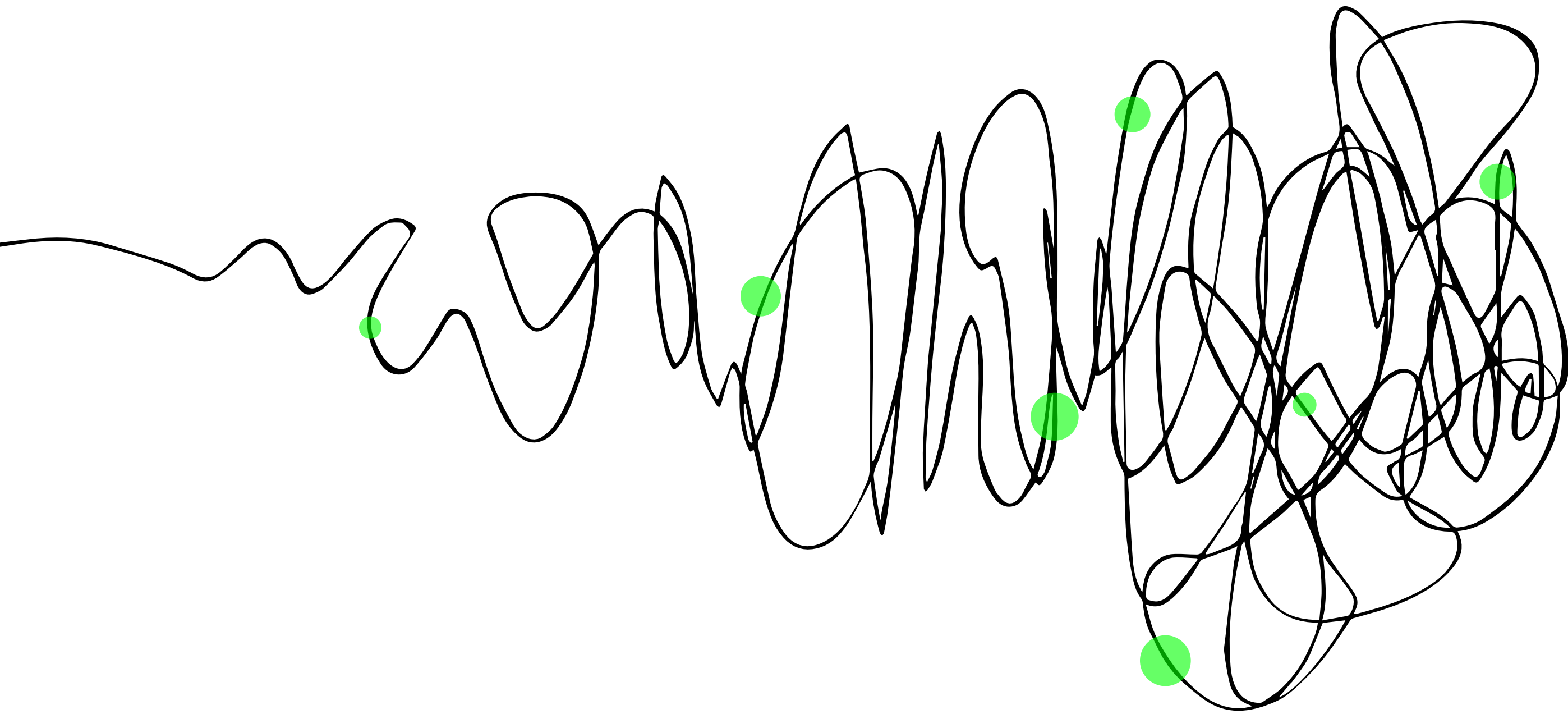


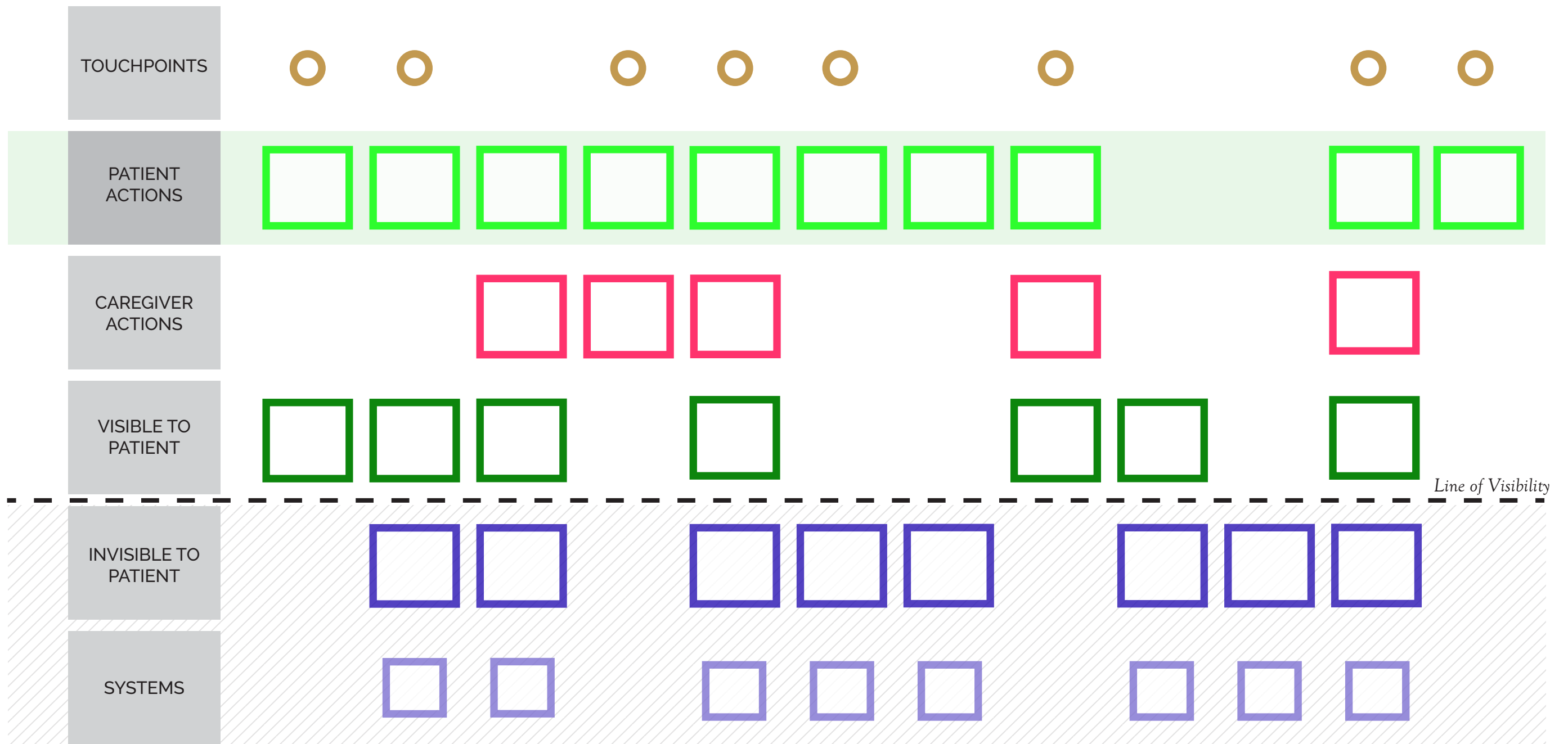
d.
Shadowing: 43 hours
staff











Themes and Impact

#1

Life's responsibilities follow patients into cancer care

"Did you find any underwear? ... Not sure if she's hungry ... did you find the bag of food? Wish I could just tell you where to find stuff."

"Mommy do you have a pen? I need a baby-pen!"



#2

It takes effort to get care



"I guess I could get a loan ... (patient breaks down)"

#3

It takes effort to give care



Registration staff tell patient that *"it takes about 15 days for the bill to go out, so they still have time [to be financially cleared]."*

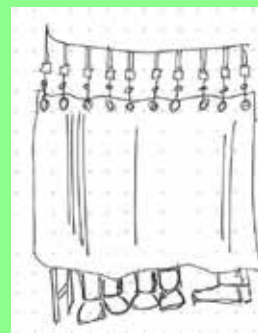
#4

Patients can see if we are working together



#5

Staff struggle to maintain the patient experience



"I am doing research!" (audible giggle)

A group of clinic staff chatting and checking their phones with their feet visible and conversation audible outside.

#6

Every area leaves a different impression



SCCA staff are seen only by the top of their heads behind high desks and countertops.

Take-aways

- 1 Build **common ground**
- 2 Be **receptive**
- 3 Focus on **shared audience**

Join the team at our workshop.

How to 360.

3:30 PM, Nov 2
Gallery Entrance

