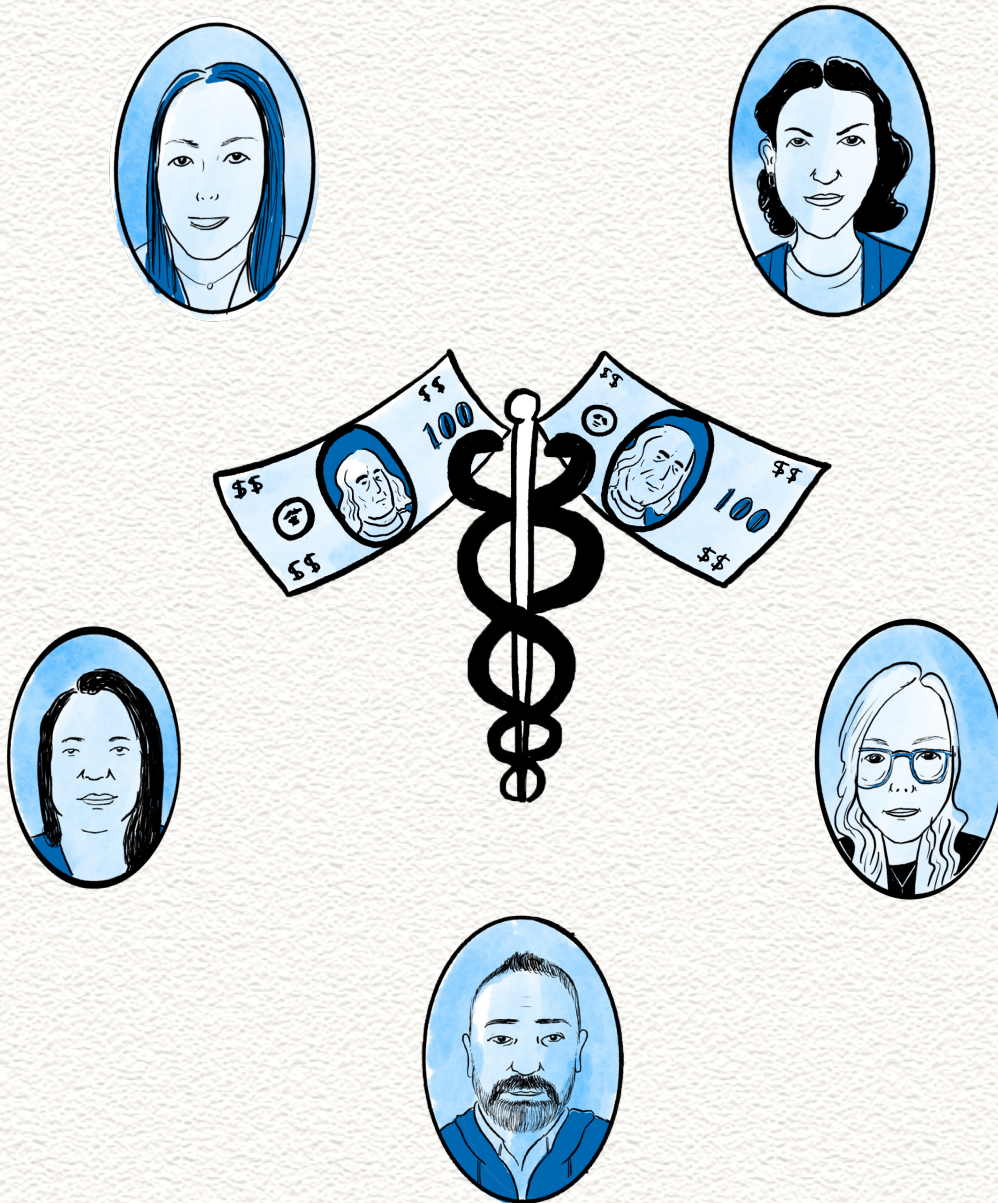


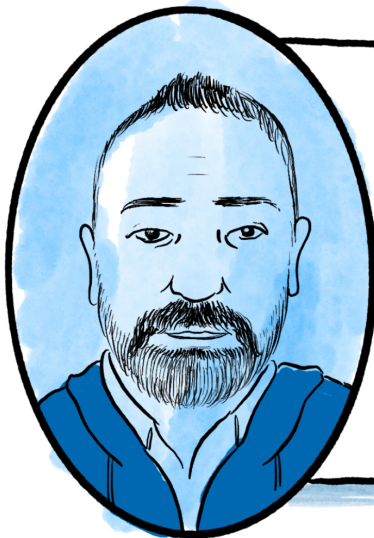
Design in Healthcare



By Jamie Straw

DESIGN IN HEALTHCARE

A COMICS REFLECTION BY JAMIE STRAW



JUSTIN LOKITZ, CHAIR OF THE MBA IN DESIGN PROGRAM AT CCA, HELD A VIRTUAL PANEL ON OCTOBER 24TH, 2022, WHERE FOUR TALENTED DESIGNERS SHARED THEIR EXPERIENCES WORKING WITHIN THE CONSTRAINTS OF OUR COMPLEX HEALTH CARE SYSTEM.

MEET THE PANEL

DANA ANSELMO



PATIENT VOICE STRATEGY/ ENGAGEMENT AND EXPERIENCE DESIGN AT GENENTECH.

CAMILLE GRIGSBY-ROCCO



SENIOR MANAGER OF UX RESEARCH AT COLLECTIVE HEALTH.

AMIRA SELIM



*CMF DESIGNER AND STRATEGIST AT A MULTI-DISCIPLINARY HEALTHCARE FIRM CALLED CACTUS.

JOYCE SHULMAN



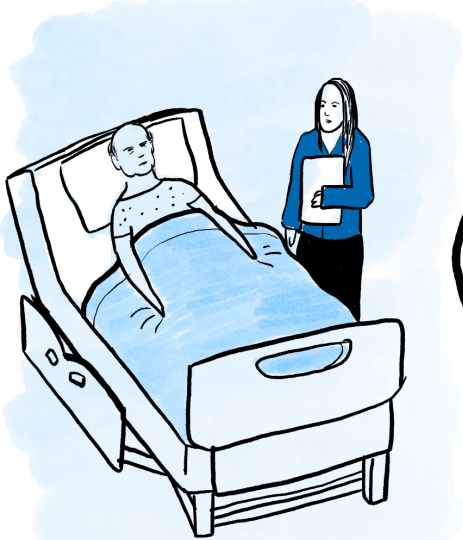
CONSULTANT AND DIRECTOR OF PATIENT EXPERIENCE

*COLOR, MATERIAL, AND FINISH DESIGN

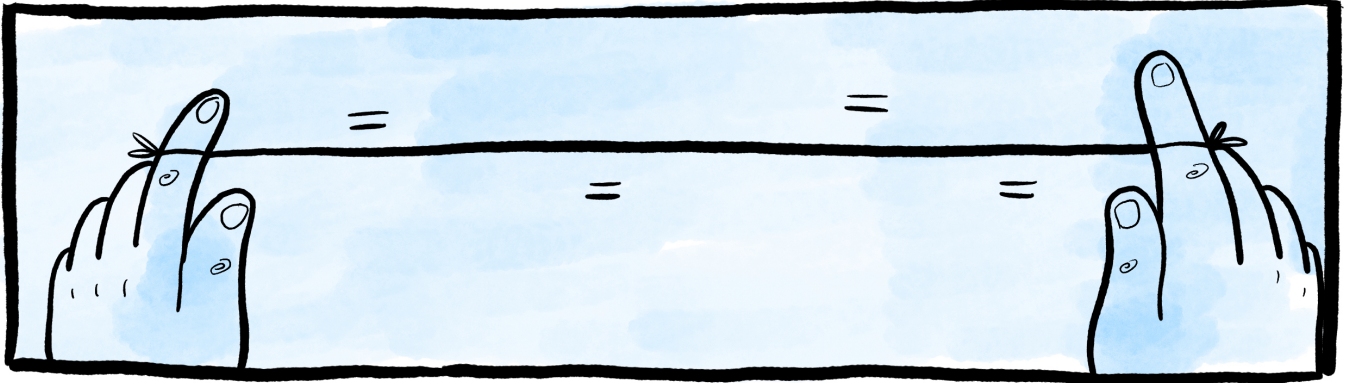
FROM THE OUTSET, THE PANEL MADE IT CLEAR THAT HEALTHCARE IN THE U.S. IS BIG BUSINESS.



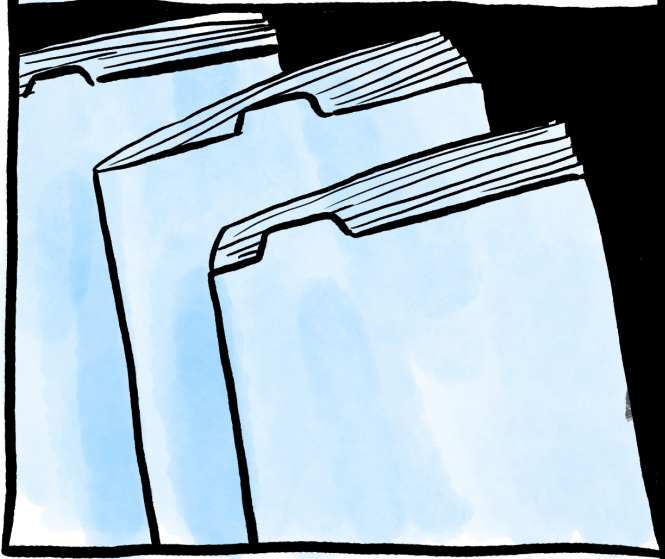
EACH OF THE PANELISTS DEMONSTRATED A COMMITMENT TO PEOPLE, SO HOW CAN WE DESIGN WITHIN A BUSINESS FRAMEWORK TO BEST SERVE HUMAN NEEDS?



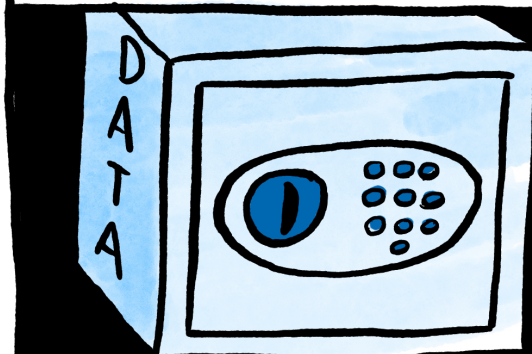
A THEME THAT EMERGED WAS TENSION, SUCH AS THE TENSION BETWEEN VISION AND REALITY.



ONE EXAMPLE IS DATA.



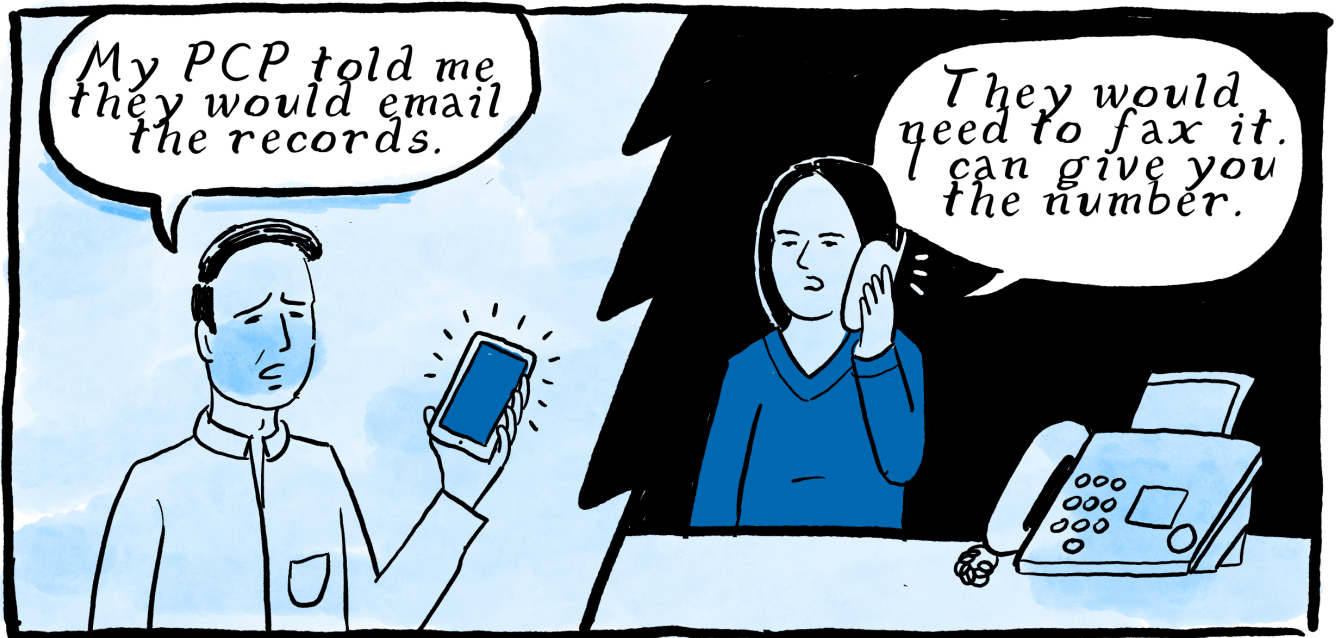
DATA HAS THE POTENTIAL TO OPTIMIZE PATIENT HEALTH, BUT IT IS OFTEN INACCESSIBLE FOR THIS PURPOSE.



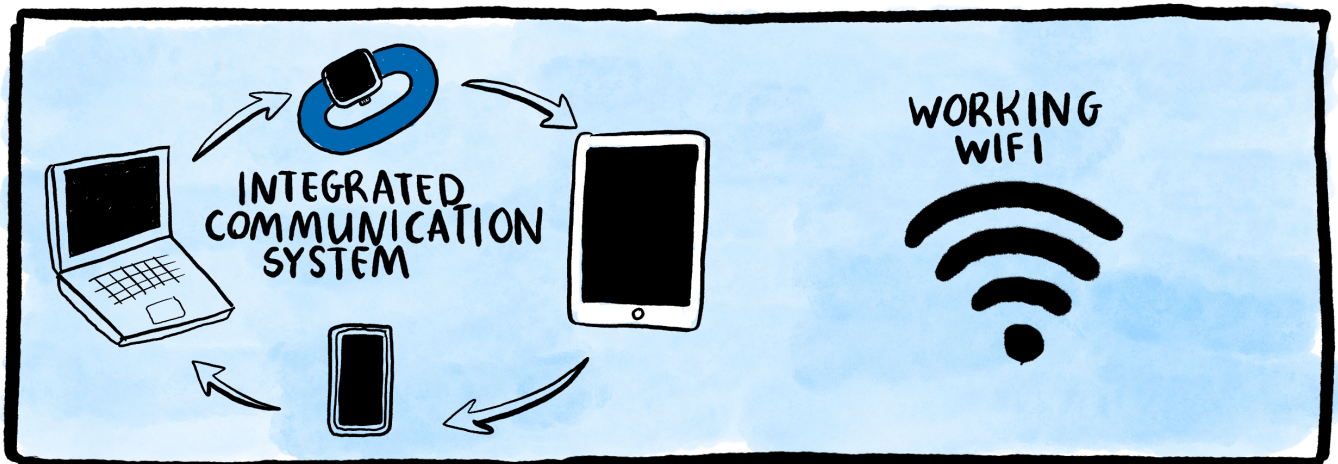
AN AUDIENCE MEMBER MENTIONED A CHALLENGE.

When designing a medical device for patients, a main challenge was the lack of access to patient's feedback due to patient privacy rules and protections.

ANOTHER EXAMPLE IS INFRASTRUCTURE.



MANY MEDICAL CENTERS LACK BASIC TECHNOLOGY:

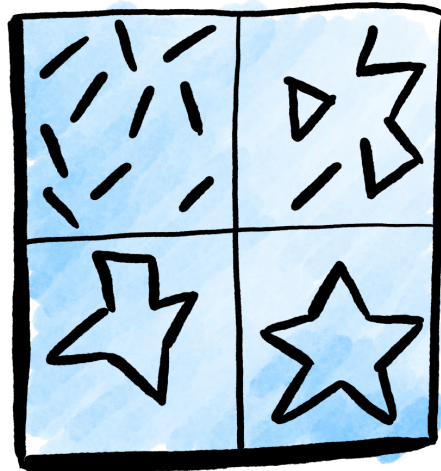


THE PANEL ALSO DISCUSSED TENSION BETWEEN VISION AND EXECUTION.




Sometimes vision does not end up being as visionary or beautiful once it has to be made functional or **HIPPA* compliant.

**Health Insurance Portability and Accountability Act*



It's an iterative process.



You have to like the weird, painful transition process because it happens every time.

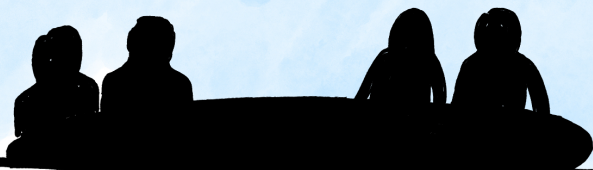
BUT THE PANEL SEEMED OPTIMISTIC.

We get to manifest the future we want.



We just want the basics.

HEALTHCARE LEADERS



Actually, I think we can go beyond that.

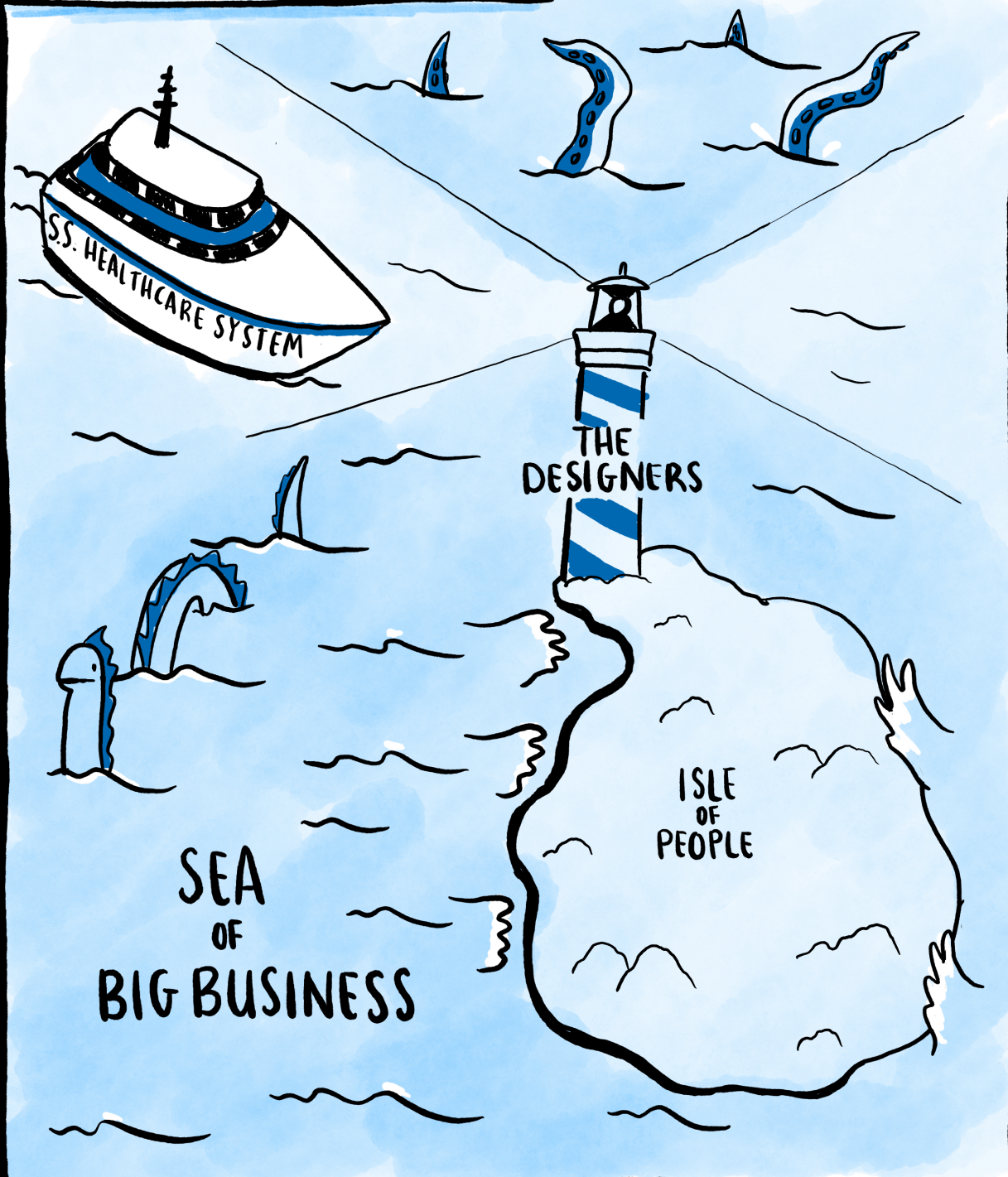
DESIGNERS



Design in big pharma has evolved, even in the last 20 years. The competitive landscape encourages the biotech pharma space to broaden its thinking.



DESIGNERS EXIST WITHIN THE SYSTEM, BUT IT SEEMS THEY ALSO SIT SOMEWHAT DISTANCED FROM IT...



WHERE THEIR VISION STEERS THE HEALTHCARE INDUSTRY IN A MORE HUMAN-CENTRIC DIRECTION, DESPITE THE SOMETIMES DISMAL REALITIES OF THE CURRENT HEALTHCARE SYSTEM.

Jamie Straw (she/they) is a comics creator based out of northeastern Pennsylvania. They are a second year graduate student in CCA's MFA in Comics program. Her work is wide-ranging, but often focuses on the environment and social issues.