

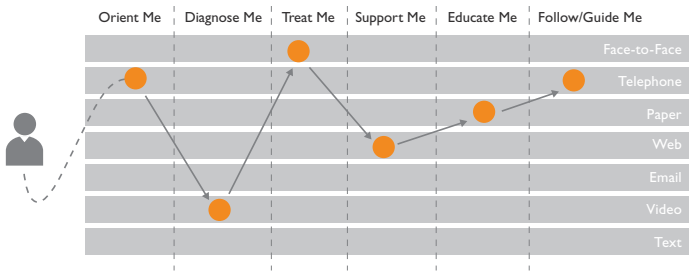
# SYSTEM SEES SERVICES AS PATIENTS DO

*Mayo Clinic Center for Innovation, Rochester, MN*

Understanding that the service perspective of today's patients is not siloed, progressive organizations like the Mayo Clinic are redesigning care delivery to mirror patient need.

## APPROACH

Leaders of the Mayo Clinic Center for Innovation emphasize that health care providers must view services as an interlocking set of needs, touchpoints and channels that vary for each individual.



The Mayo Clinic's focus on **patient-centered design** comprises multiple tenets.

- People's definition of health is more than just clinical stats—it's about being there for the people they love.
- People are dissatisfied when the system doesn't help providers remember their story and who they are.
- Regardless of what channel might most efficiently provide for a patient's need, there will come a moment in which they want to connect with someone in person. This point differs for everyone and needs to be considered.
- Once the extraordinary becomes ordinary, patients will most likely be less forgiving of any impedance introduced by technology.
- Built space is a key touchpoint. Technology can be intimidating, and a doctor visit can be stressful, scary and perceived as invasive.

## TAKEAWAYS

Mayo Clinic is aiming for an intelligent, adaptable system for its future outpatient practice. Ongoing observation time and ethnographic interviews continue to inform its efforts to cut costs while improving quality and experience.



This is an excerpt from the Sg2 report *Engaging the New Health Care Consumer*.

Source: Mayo Clinic Center for Innovation. Presentation for Sg2 CEO Summit, February 2014, Naples, FL.

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