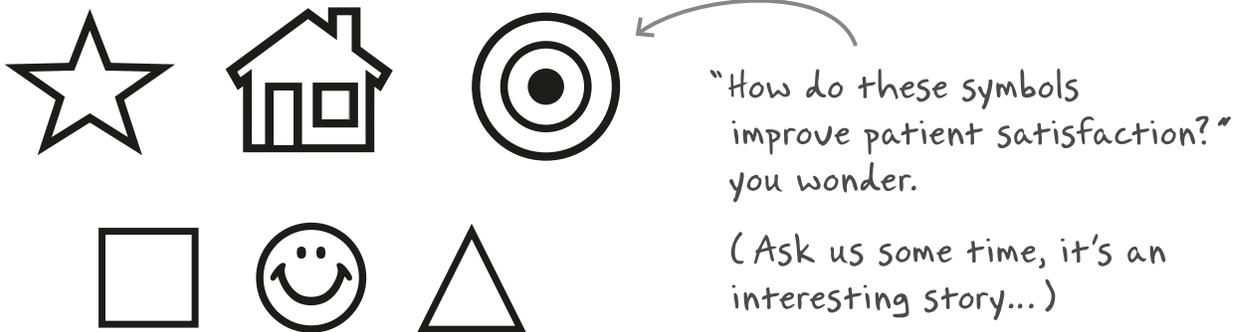


Increase patient satisfaction through an innovative pre- and post-surgical rehabilitation program



Situation

This confidential client planned to bring a new implantable medical device to market. Surgical outcomes in clinical trials were positive, but patient satisfaction was lower than expected. Analysis showed that patient rehabilitation was essential for successful use of the device but that the standard protocol was insufficient.

Recognizing the information design challenges of developing a new system of knowledge and practice, the client sought our expertise to help them create an innovative rehabilitation program that would deliver improved patient satisfaction.

How we helped

Initially, we helped the client carefully analyze what factors were known and unknown and identify what would be required for success. Our visualizations of the proposed protocol, reimbursement process, and medical model were used to clearly articulate issues to the board and key stakeholders.

Next, we created an instructional design framework that consolidated the expertise and innovative practices of multiple specialists into a cohesive step-wise training system for three distinct audiences: patients, rehabilitation specialists, and trainers. We created a visual guide to help rehabilitation specialists follow an optimized set of best practices as they helped patients reach highly individualized goals, and developed a variety of specialized tools and materials for both practitioners and patients.

Services provided

- Analysis and simplification
- Information design
- Instructional design and training development
- Communications planning
- Process maps
- Stakeholder communications

Outcomes

- Prepared company to deliver patient satisfaction outcomes that align with surgical outcomes
- Created a program that would position the company as a leader in developing a new 'gold standard' for rehabilitation
- Transformed the rehabilitation process into a business asset
- Delivered a program that could be rapidly deployed when the product went to market, and could be easily modified to accommodate future evolution of rehabilitation practices