

Designing for health care

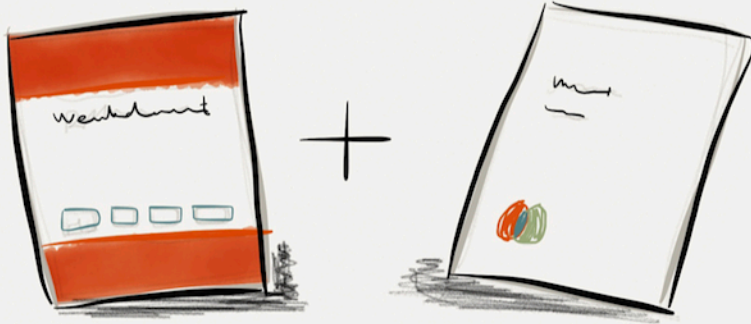
Interim report

Objective:
 Deliver business opportunities for SMEs to create solutions to solve the medication problems, in home health care.

Approach:
 Qualitative research
 Two field research kits

Time span:
 July - November 2012

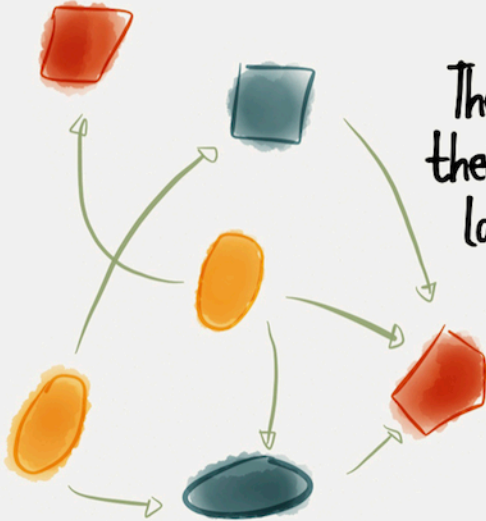
Respondents:
 n=14 and counting



We started with two documents

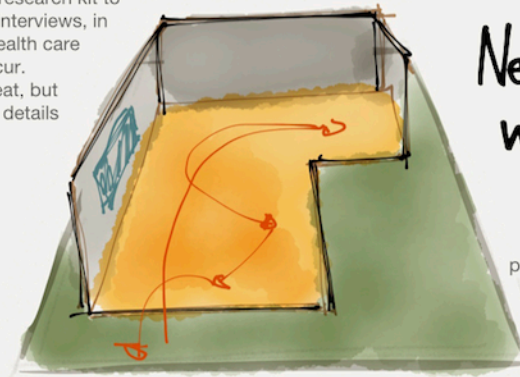


A lot of info came from the desk research



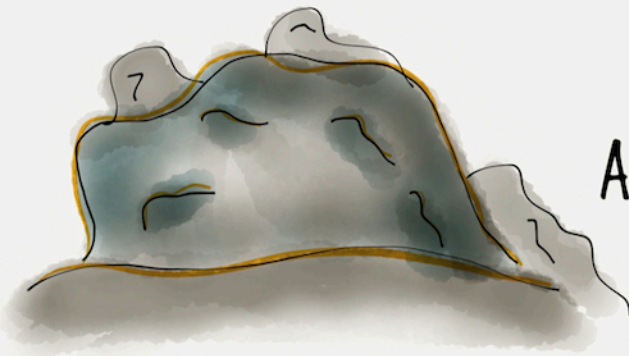
The stakeholders and their relations were a large questionmark

Therefore, we made a specific research kit to conduct stakeholder mapping interviews, in order to identify where in the health care chain medication problems occur. For the managers it worked great, but caregivers couldn't tell enough details in the stakeholders map.



Need for specific data what happens inside the home

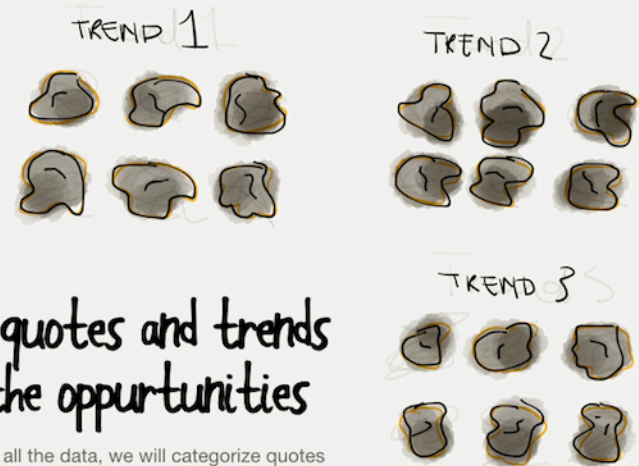
So we decided to make a second research kit particularly for caregivers that even solved the privacy issues to cope with when doing research in someone's home. Here, the caregiver could tell all the detail she wanted.



A big pile of data

The biggest issue was to gather data about the clients at home. There are some privacy issues to consider when observing caregivers and clients in the home setting. We developed a special toolkit to tackle this.

We had to this point quite some info from the desk and field research. We are searching for trends supported by quotes. These insights will be presented in a fun and understandable form for SMEs so they will get inspired to design for home health care.



Recognizing quotes and trends to specify the opportunities

During analysing all the data, we will categorize quotes and searching for trends and new insights. All the information we gather will be presented in a creative way that suits the SMEs. (no large, 100+ page report).

