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## Designing for 'meaningful' patient experience using Xperience-based designing (XbD): A new twist on a familiar approach

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A major reform program has been instigated within the Danish Health system aimed at establishing Super-hospitals to replace smaller facilities (GE, 2013). This revolutionary change is expected to be achieved by reducing both the number and duration of patient stays in hospitals. Realising this goal requires heavy reliance on welfare technology solutions currently being developed that promote outpatient self-management and home-care. In the rush to accomplish these admirable goals the patient experience of existing and proposed services and products in most cases, has been largely overlooked. In this paper we present ways to address this gap with a number of new twists on established Experience based Design practices (EbD) that have gained popularity in the UK and other parts of the world (NHS, 2013; Cain, 1998).

At the Experience-based Designing Centre (XbDC) we are currently working within the larger Danish Patient@Home research and development project. We base our design perspective on deep phenomenal understanding of patient experience beyond what is said and immediately observed, working only with the meaning level in data. We utilise deep dive embodiments (always with an edge); standard observational/interview techniques (with a technological twist) and hermeneutic meaning analysis methods (The SEEing process - Coxon, 2008) that elevate the deep meaning structures within field data. Based on the understandings so produced, we 'design' a process for sharing insights (experiential dialogue) with various stakeholders (patients, therapists and technology manufacturers) so as to begin designing activities such as co-creation workshops.

Applying such methods has resulted in new and useful outcomes in projects investigating patient experiences such as disability and sexuality; home rehabilitation of paralysis patients; long-term patient monitoring; chronic

medication supply and use; living with visual impairment – these projects, the application of new methods and their outcomes are described in this paper. The information presented will be immediately helpful to practitioners who value the patient experience as an important aspect of designing-4-health in terms of products, services and systems.



Figure 1: 'Marias story' from Disability and Sexuality project, Design4Health 2011

### References

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