Discovery Meeting #19
March 14, 2011
Minutes

Photograph by Jennifer Roth

Present: Susan Bayley, Holly Campbell, Linda DeHart, Chris Graefe – Presenter, Joan Horgan, Nancy Lippincott, Pati Stillwater, Arthur Stowe, Pam Wilkins, Anna Willieme

Attending Via Conference Telephone: James Cavenaugh, Susan Brender, Barbara DiTullio, Gail Ellison, Adelaide Smith

Mission of The Discovery Meeting:
Our mission is to change the paradigm of the passive patient, inspiring people to find power and control over their own health by accessing and incorporating creativity in healthcare.

PRESENTATION – *"Design Thinking"* – Presentation by Christopher Graefe, Principal, Bluewhale Studios (See attached pdf of Chris's presentation)

Design Thinking is a process that Bluewhale uses with clients to develop projects, explore ideas, solve problems and resolve issues in the healthcare arena.

Early on in Design Thinking there are no judgments.
The process involves five phases:
   Define: Who is the audience? Focus so as not to cast a net too wide, nor too narrow. This reduces risk and increases accuracy.
   Research: Often skipped, this phase is important to establish a base of knowledge and communication.
   Ideate: Presented with the need for new ideas, Chris finds that end-users often tend naturally to be Luddites (shunning new technology), Lazy (taking the easy path), and Liars (molding the facts to suit their needs). Recognizing the need to be motivated and organized, he presented ways to turn discipline into a game that is actually fun. Use lots of creative play. Get all ideas out on the table. For example, Brainstorming sessions that feature sticky notes covering tables and walls create high energy and participation. There are no stupid ideas, and some of the most ingenious ideas come out of this process.
   Prototype: Create multiple drafts; present to users to learn what works; present a selection of ideas to the client; reserve judgment and maintain

neutrality to help client(s) discern what best will serve them.
Choose: In choosing, set aside emotion and ownership of ideas. Often the most practical solution is not the best solution. Select the most powerful ideas.
Implement: Develop clear timeline that is agreed between all parties. Incorporate checkpoints along the way and If deadlines are missed, it's better to deal with them immediately and make adjustments to the expectations so that no one has surprises.
Learn: Seek feedback throughout the process. Set goals. Look for opportunities to improve. MEASURE so you can define success. DOCUMENT EVERYTHING.

Each step is illustrated with case studies showing the results with some of Bluewhale's clients. Take a look at the attached pdf of Chris's presentation.

Chris closed with a question: How do we apply this process to achieve the goals of the Discovery Meeting (DM)?

In discussion, Susan Brender stated that she sees DM as an incubator for each of its members, providing the opportunity for a fearless process of revisiting conversations from early states of development, looking at where we are now, and asking how DM can help to build our project. She would like to put out a call to members to help her with development of her radio podcast, "V" for Vitality, passing the prototype by our members like a focus group.

Pam Wilkins suggested posting projects on our website so that people can view them and give feedback, and possibly that could lead to a spotlight presentation at a monthly meeting.

Anna said that for her, working with specifics helps to drive a lot of change. She asked Chris how much training of clients is involved in the Design Thinking process in Bluewhale's experience.

Chris said that he always goes in knowing that "we will screw up the process, and we learn so much when we screw up together." He said that people, rather than being stopped by fear can go through the process and get the courage to fail and become more highly informed.

He said that what he wants from DM is to have a venue for sharing ideas and a vehicle for taking initiatives out into the world.

The consensus is that the internet offers many ways for exchange of ideas: blog, word of mouth, Special Interest Group (SIG), "work session" individual initiatives offered to membership. We need to think about the best way to implement the opportunity so that members can feed it with their own enthusiasm, and not have it all funnel through one or two gateways. Everyone is to think about solutions and we will discuss at future meetings. As Holly said, "We need to get creative with technology."

Chris suggested that we are in a great spot now, and the tendency is to rush to the next step. He suggests we experience our next two Spotlight presentations in May and June and see where we are at that time.

Adelaide Smith said she has a new energy from this DM and the last one, and is available to implement some ideas after the next two meetings and when DM resumes in September.

UPDATE: THE ART OF HEALTH DOCUMENTARY
James reports that he is in networking mode for The Art of Health documentary, and is looking forward to the Society for the Arts in Healthcare (SAH) conference, which is in his neck of the woods, San Francisco. Pam Wilkins offered to work with James to set up an ad hoc focus meeting at SAH to gather learning about The Art of Health documentary.

ARTS AND HEALTH NEW ENGLAND NETWORK
Pam Wilkins announced her renewed efforts to develop the Arts and Health New England Network, which is affiliated with the Society for the Arts in Healthcare. This is the second year of setting up the organization, with about 40 members to date. She is looking for leaders to step forward as officers, state chairs, membership chair and a communications chair. A flyer with detailed information and membership enrollment form are attached.

Next Discovery Meetings: MARK YOUR CALENDAR

May 16 --- Spotlight Presentation: The Healing Empowerment Center
by Suzanne Hanser, Chair, Music Therapy Department, Berklee College of Music

June 20 --- Presenter TBA --- Then break for the summer months

By Susan Bayley for Discovery Meeting • www.discoverymeeting.org