

Improving the patient journey

A case study about re-designing a complex home care setup process to increase patient adherence.



Opportunity

Philips Respironics supports patients with Obstructive Sleep Apnea (OSA) who use Continuous Positive Airway Pressure (CPAP) therapy at home. For these patients, the CPAP device can be intimidating.

Philips realized that they needed to do more to support patients and their caregivers as they “get comfortable” with their CPAP devices and start a therapy regimen.

Solution

The literature that accompanies the CPAP device is critical to patients’ success and their long-term compliance with their care plans. ThoughtForm worked with Philips to define the patient journey and develop a suite of materials, or Welcome Kit, to guide patients through the process of beginning CPAP therapy at home, starting with the setup of the device. ThoughtForm created a Welcome Kit for two different CPAP devices and seven different breathing masks that pair with the two devices—resulting in eight tailored Welcome Kits.

How did we help?

- Analyzed the patient journey to identify any roadblocks that prevented patients from having a successful CPAP therapy experience.
- Defined a new patient journey to empower users’ to take charge of their CPAP therapy experiences.
- Used rapid prototyping to develop a suite of Welcome Kit materials.
- Piloted the Welcome Kit prototypes with a CPAP user group.
- Refined Welcome Kit materials to include pilot group’s feedback.



The Welcome Kits allow us to partner with our customers to give end users a positive experience when starting OSA therapy. ThoughtForm’s user focus helped us to create a great product that’s really helping to change patients’ lives by giving them a better night’s sleep.

Tom Shoemaker
Senior Project Manager, Customer Service, Philips Respironics



What did we do?



Performed research to gain a clear understanding of the patient journey.

To begin the development of CPAP Welcome Kits, ThoughtForm and Philips worked together to imagine where the kits fit into the patient journey.

The CPAP Welcome Kit experience is part of a larger business concept called the Patient Adherence Management System (PAMS). ThoughtForm helped Philips Respironics shape this business model, particularly the patient journey, to empower patients to take the right steps to increase their CPAP therapy compliance from the start.



Designed and piloted a system of Welcome Kits to orient patients to their new CPAP devices.

ThoughtForm employed rapid prototyping to review alternative approaches for how to communicate the proper setup and use of the CPAP devices. Throughout this process, ThoughtForm and Philips reviewed alternative approaches and selected the strongest directions to pilot.

Once the pilot direction was solidified, ThoughtForm created detailed prototypes and piloted them with a select group of patients.

This early pilot led to the development of a three-piece Welcome Kit that was centered around the patient experience: Get Started, Get Comfortable, and Get Prepared. This structure offered the user just what they needed to know, all at the right level of detail and at the right time in the patient journey.



Refined the Welcome Kits to reflect the results of the pilot.

The pilot prompted ThoughtForm to simplify and improve the clarity of both the text and the illustrations that we had created.

We added friendly, more conversational language and made the illustrations and overall design of the Welcome Kit more colorful and inviting.

We also updated product information to include details about Philips' newest CPAP device, the DreamStation, and new masks.

We iterated several drafts of content and design and reviewed these drafts with colleagues, a Philips Respiratory Therapist, and the Philips project team. In the end, we delivered clear and engaging Welcome Kits that Philips integrated into their at-home patient experience.

Who did we help?

Philips Respironics— a global leader in sleep and respiratory solutions

Philips Respironics is one of the health care arms of Royal Philips, a century-old Dutch technology company headquartered in Amsterdam.

As a global leader in sleep and respiratory markets, Philips is passionate about providing solutions that lead to healthier patients, practices, and businesses. Philips is renowned for its patient-centered innovations in sleep apnea management, oxygen therapy, noninvasive ventilation, and respiratory drug delivery.

What did we create?

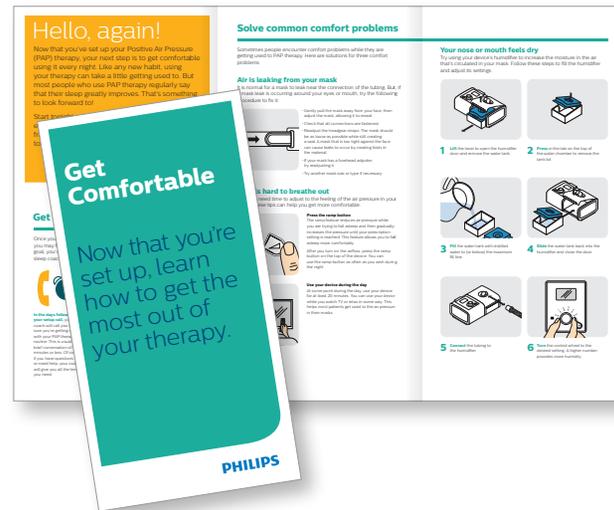
Get Set Up

As the first material in the Welcome Kit, the Get Set Up brochure includes detailed instructions to help patients set up the CPAP device and fit their CPAP mask.



Get Comfortable

The next material, the Get Comfortable brochure, helps patients understand how to care for their mask and device, adjust comfort settings, and track their compliance.



Get Prepared

As the final material in the Welcome Kit, the Get Prepared card includes a DVD and tips for how to prepare for a follow-up call with a Philips respiratory therapist.



Welcome Kit

The consolidated Welcome Kit that has everything patients need to get started with their CPAP therapy at home, including device- and mask-related specifics.

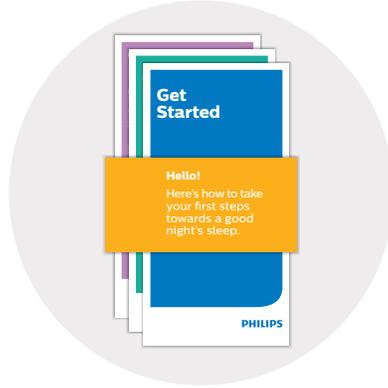


How did we do it?

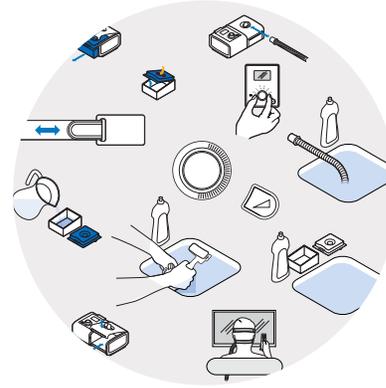
To ensure alignment, ThoughtForm and Philips used a highly collaborative, iterative, and agile process.



Conducted interviews and a set up demo, to understand the activities and messaging of the current patient journey.



Defined the content structure of the new patient journey to ensure that the patient has the exact information they need to be successful during setup.



Created iterative sketches of Welcome Kit illustrations to quickly gain consensus on the best way to present the Kit's information.



Piloted Welcome Kit materials with a group of patients to understand what was working and what could be improved.



Further simplified and clarified the text and the illustrations within the Welcome Kit based on feedback gathered from the pilot.

ThoughtForm

ThoughtForm transforms ideas to connect people with actionable information. Working where strategy meets design, we help our clients turn fuzzy ideas, challenges, and opportunities into clear and meaningful messages and experiences. With ThoughtForm you can engage and inspire people, build their understanding, and enable them to take action.

ThoughtForm is a Pittsburgh-based design consultancy focused on visual communications. We work with leadership teams in organizations ranging from Fortune 100 companies to small nonprofits. Let us give your thoughts a visual form with the power to communicate.

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