

Hassle Map Thinking

**“We cannot solve our problems with the same thinking
we used when we created them.”**

Albert Einstein

 **AULTMAN**

LEADING OUR COMMUNITY TO IMPROVED HEALTH

Why does patient experience matter?



LEADING OUR COMMUNITY TO IMPROVED HEALTH

Hassle Mapping

It's really just brainstorming...



Hassle Map

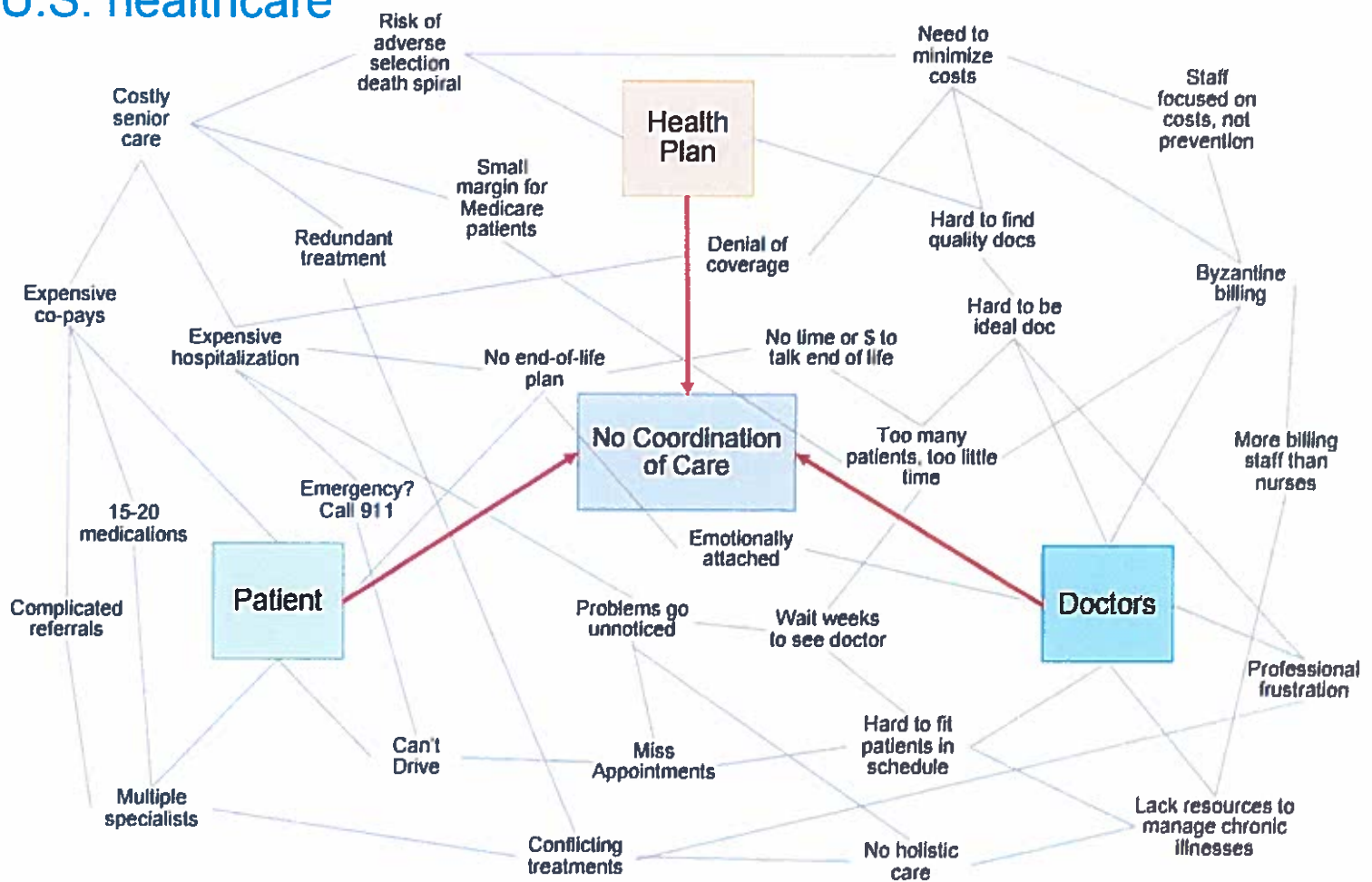
noun. 1. a diagram of the characteristics of existing products, services, and systems that cause people to waste time, energy, money

2. (from a customer's perspective) a litany of the headaches, disappointments, and frustrations one experiences

3. (from a demand creator's perspective) an array of tantalizing opportunities

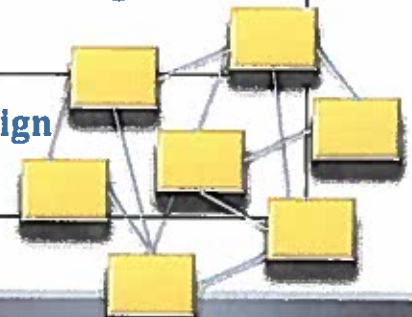
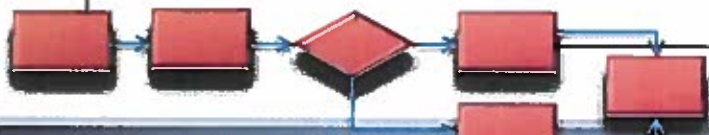
Source: Demand: Creating What People Love Before They Know They Want It

Even the toughest hassle maps are opportunities U.S. healthcare



A Hassle Map...

Is NOT...	Is...
All About the Process	All About How People Use Our Products & Services
A Traditional Process Map Showing Sequence of Steps	Diagram Showing Challenges & Complications Patients Face in Utilizing Our Services
Tool to Identify Waste and Complexities in a Process	Tool to Identify Frustrations & Pain Points from Customer Perspective
Key First Step is Observing the Process to Better Understand It	Start by Talking, Listening & Empathizing with Customers
Incremental Change to Steps in a Process	Opportunity to Significantly Redesign a Process... Disruptive Innovation



The Netflix Story



"I had a big late fee for Apollo 13.

It was six weeks late, and I owed the video store \$40.

I had misplaced the cassette.

I didn't want to tell my wife about it.

And I said to myself, "I'm going to compromise the integrity of my marriage over a late fee?"

Reed Hastings, CEO and founder of Netflix

Source: The Art of Hassle Map Thinking

More Disruptive Innovation



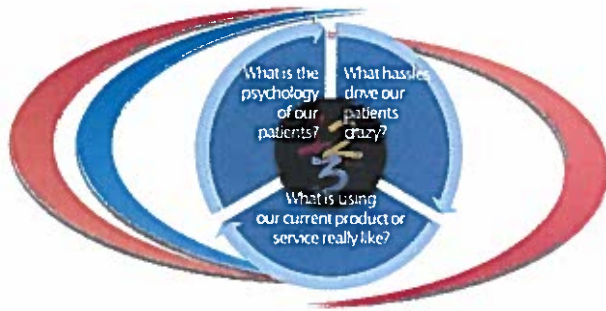
Three Questions to Get Started



Three Questions to Get Started

What is the psychology of our patients?

What do they want out of life? How do existing products and services meet those desires? And if they don't, why not?



Which hassles really frustrate patients?

Are there hassles they barely notice because they're so familiar—but which we might be able to fix?

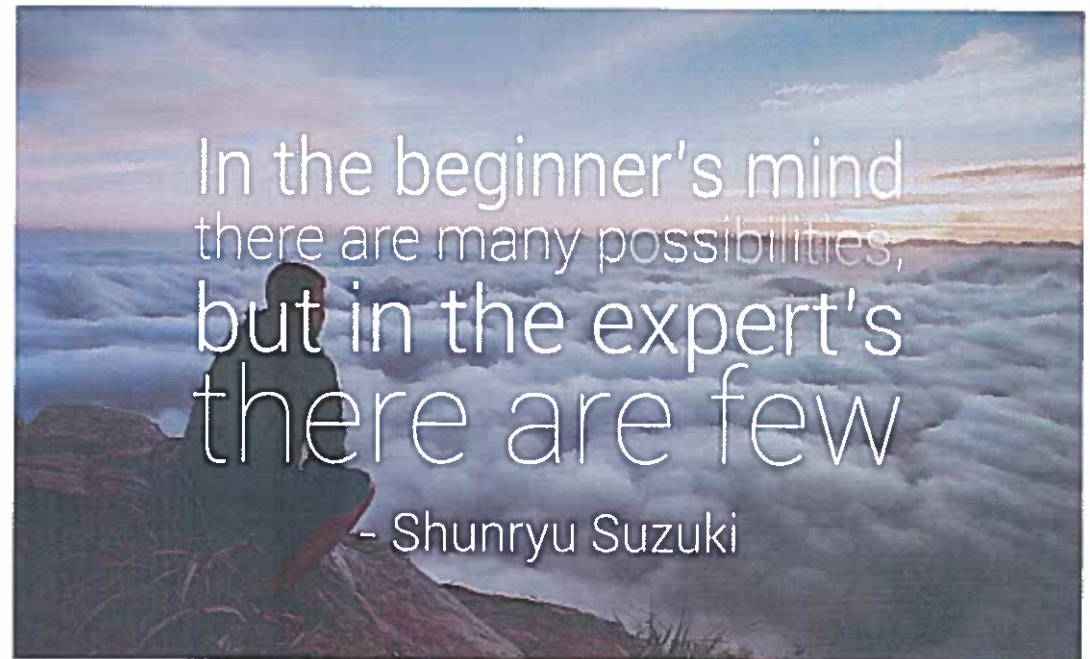
What is using our current product/service really like?

What are its strengths? Its weaknesses? Where does it waste patients' time? Where does it squander their money? Where does it create needless confusion? Where does it require extra steps? Where does it generate avoidable risks?

Source: The Art of Hassle Map Thinking

Beginner's Mind

Holding an attitude of
openness and willingness,
not allowing
preconceptions to have
power over present
moment, task or lesson.



Source: Wikipedia

Your Assignment



- Engage a Small Team of Employees, Physicians, Patients, Customers
- Create a Hassle Map from Customer Perspective for your Collaborative
 - Electronically in PowerPoint
 - Or Just Draw It... Legibly 😊
- Send it to Kristen by January 31st