Hassle Map Thinking

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

Albert Einstein
Why does patient experience matter?
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

Health Plan

No Coordination of Care

Denial of coverage

Risk of adverse selection death spiral

Small margin for Medicare patients

Need to minimize costs

Hard to find quality docs

Hard to be ideal doc

No time or $ to talk end of life

Too many patients, too little time

Emotionally attached

Wait weeks to see doctor

Problems go unnoticed

Miss appointments

Can't Drive

Conflicting treatments

No holistic care

Hard to fit patients in schedule

Lack resources to manage chronic illnesses

Patient

Doctors

Costly senior care

Expensive co-pays

Expensive hospitalization

15-20 medications

Complicated referrals

Multiple specialists

Redundant treatment

No end-of-life plan

Emergency? Call 911

Can't Drive

Miss appointments

Conflicting treatments
<table>
<thead>
<tr>
<th><strong>IS NOT...</strong></th>
<th><strong>IS...</strong></th>
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</thead>
<tbody>
<tr>
<td>All About the <strong>Process</strong></td>
<td>All About <strong>How People</strong> Use Our Products &amp; Services</td>
</tr>
<tr>
<td>A Traditional Process Map Showing <strong>Sequence of Steps</strong></td>
<td>Diagram Showing <strong>Challenges &amp; Complications</strong> Patients Face in Utilizing Our Services</td>
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<tr>
<td>Tool to Identify <strong>Waste and Complexities</strong> in a Process</td>
<td>Tool to Identify <strong>Frustrations &amp; Pain Points</strong> from Customer Perspective</td>
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<tr>
<td>Key First Step is <strong>Observing the Process</strong> to Better Understand It</td>
<td>Start by <strong>Talking, Listening &amp; Empathizing with Customers</strong></td>
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<tr>
<td><strong>Incremental Change</strong> to Steps in a Process</td>
<td>Opportunity to <strong>Significantly Redesign</strong> a Process... <strong>Disruptive Innovation</strong></td>
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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
More Disruptive Innovation

zipcar
wheels when you want them

amazon

E-ZPass

CAREMORE
It's what we do.

Aultman
Leading Our Community To Improved Health
Three Questions to Get Started

What is the psychology of our patients?

What hassles drive our patients crazy?

What is using our current product or service really like?
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.

In the beginner's mind there are many possibilities; but in the expert's there are few.

- Shunryu Suzuki

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