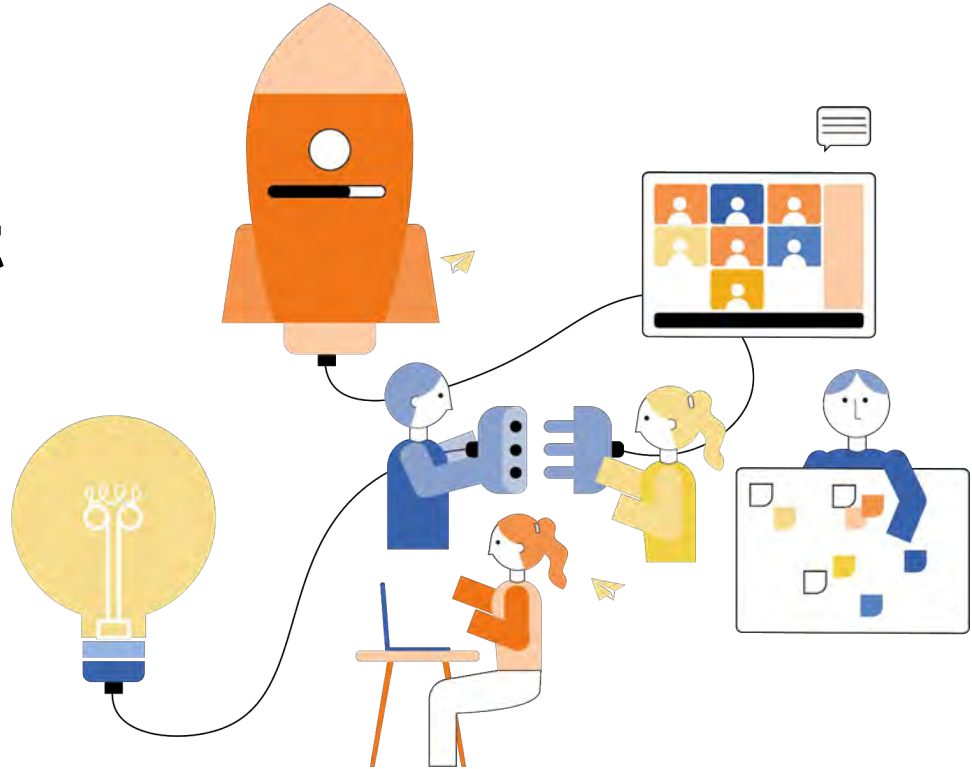
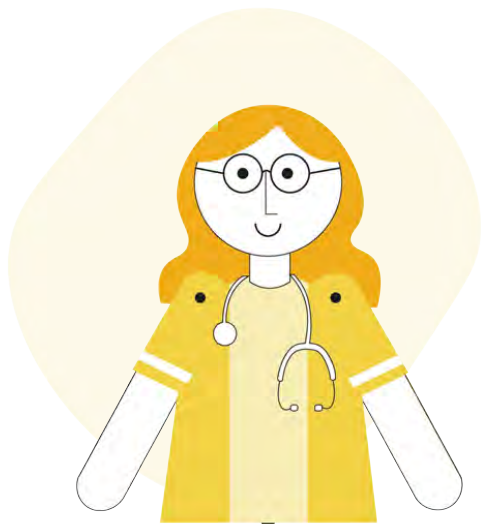


Beyond the pilot

Reflecting on exploration into
Connected Care in Larvik



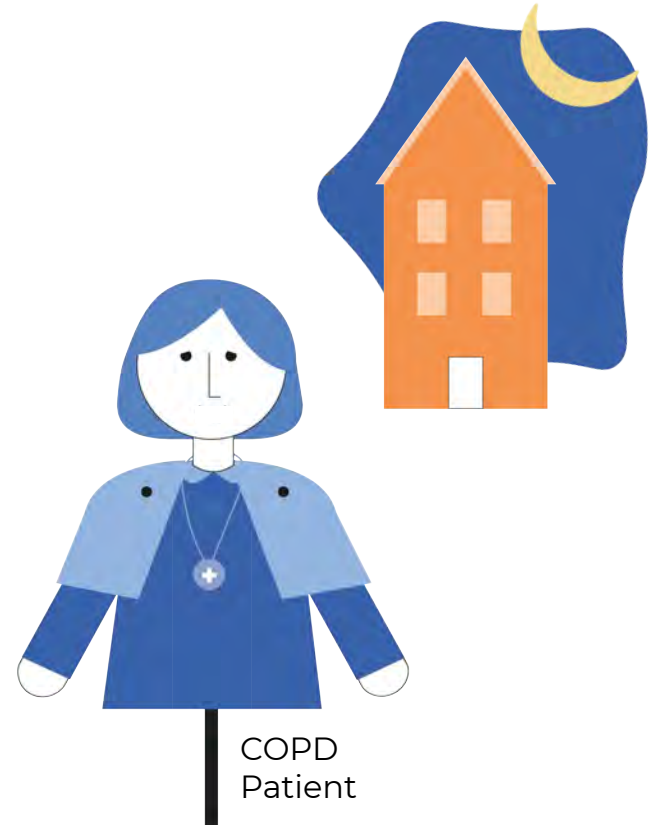
Story



Oda,
Remote Care Nurse

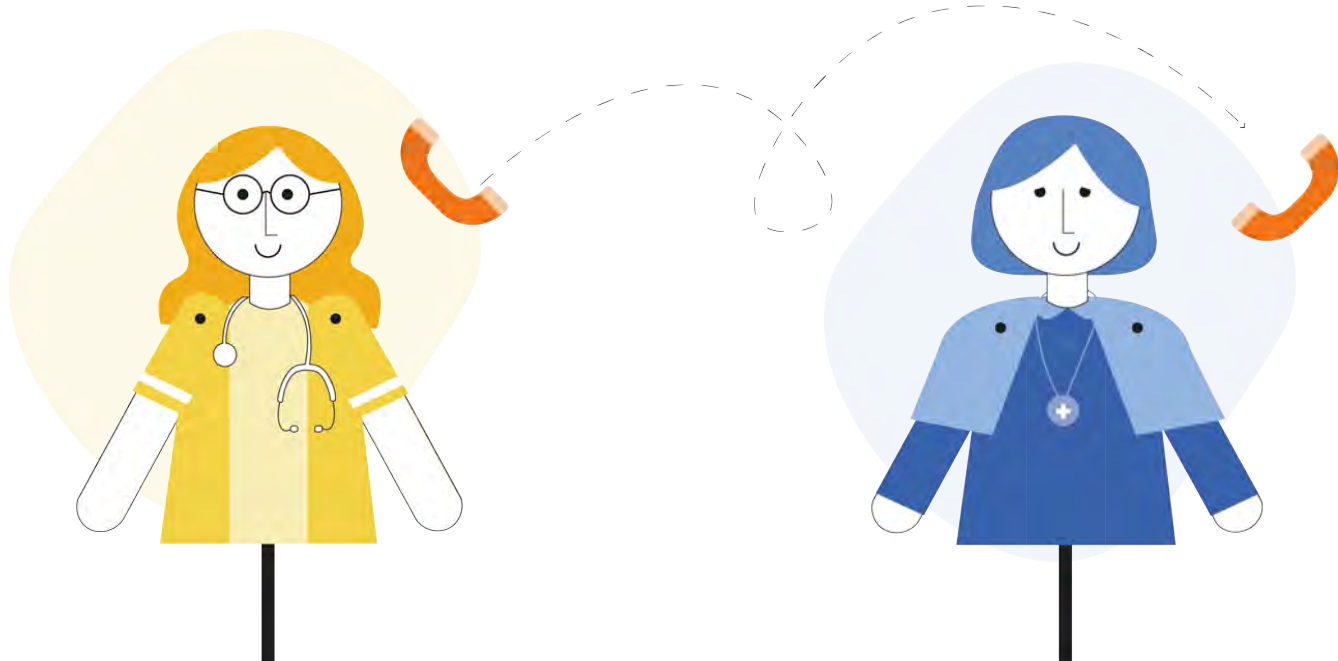
Story

How great it is to have HH & RC supporting patients to control their own health.

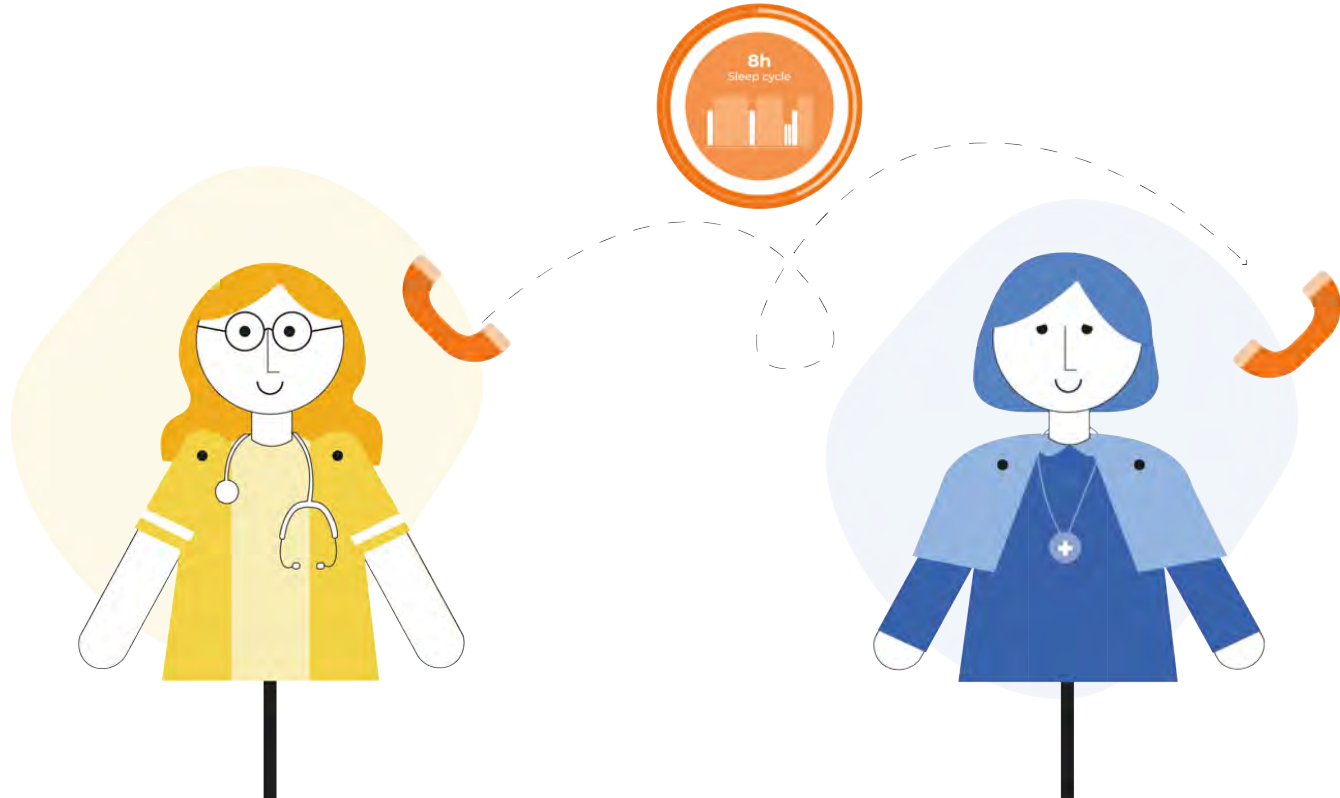


COPD
Patient

How great it is to have HH & RC supporting patients to control their own health.



How great it is to have HH & RC supporting patients to control their own health.





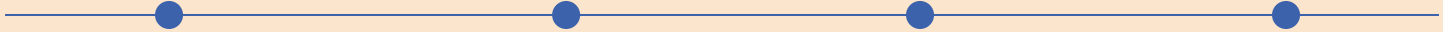
Agenda

Context and
approach

Findings

Tiny tests

Reflection



**Context and
approach**

Findings

Tiny tests

Reflection





Who are we?

Master in Design, The Oslo School
of Architecture and Design

Course: Service Design Futures

10 week project



Overall aim

Supporting:

Awareness

Exploration

Transformation





Deliverables



Presentation

Overview of our process
and main findings



Presentation

Overview of our process
and main findings



Report

Detailed process
and analysis



Presentation

Overview of our process and main findings



Report

Detailed process and analysis



Workshop

Inspiration for possible future tiny tests

Reflection on culture of experimentation

If you have any **questions or comments** throughout the presentation, please put them in the **chat** and we will try to answer them in the end!

Helsehjelpen

- Pilot in Larvik Kommune
- Give advice, information and guidance
- Proactive approach



Remote Care

- National pilot, 6 projects
- 1,5 year
- A part of Helsehjelpen
- Home monitoring of health

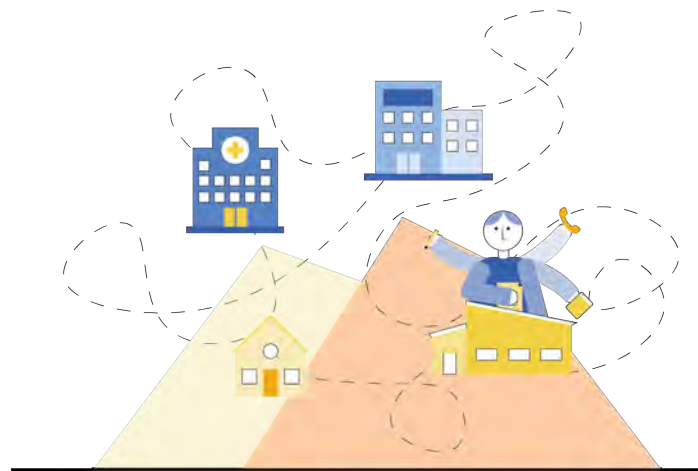


Approach

Service ecosystem design

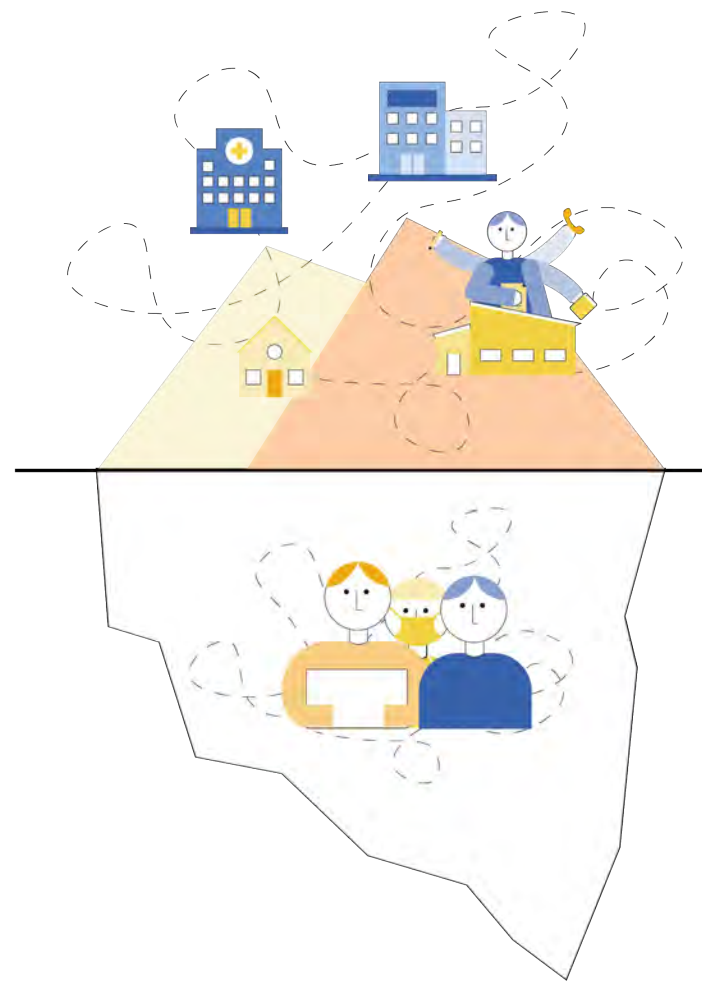
Service design as a promising approach for driving innovation

Struggling to realize lasting change in practice



Service ecosystem design

Taking into account the invisible systemic relationships and interdependencies that need to be transformed to realize long-term change

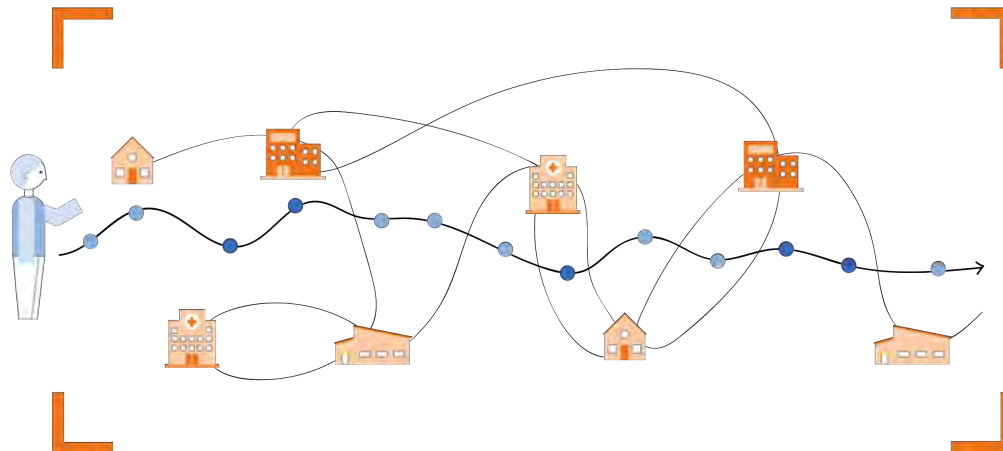


Complexity

Building a more systemic approach to service design

More than touchpoints

Acknowledging the complexity and number of stakeholders





Research

44 interviews

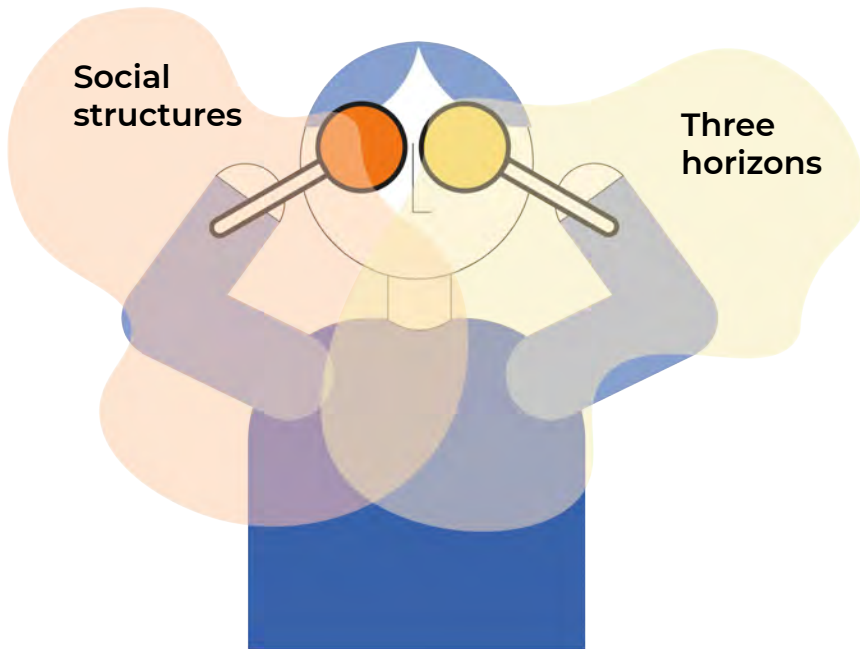
2 Workshops

8 Tiny tests



Frameworks

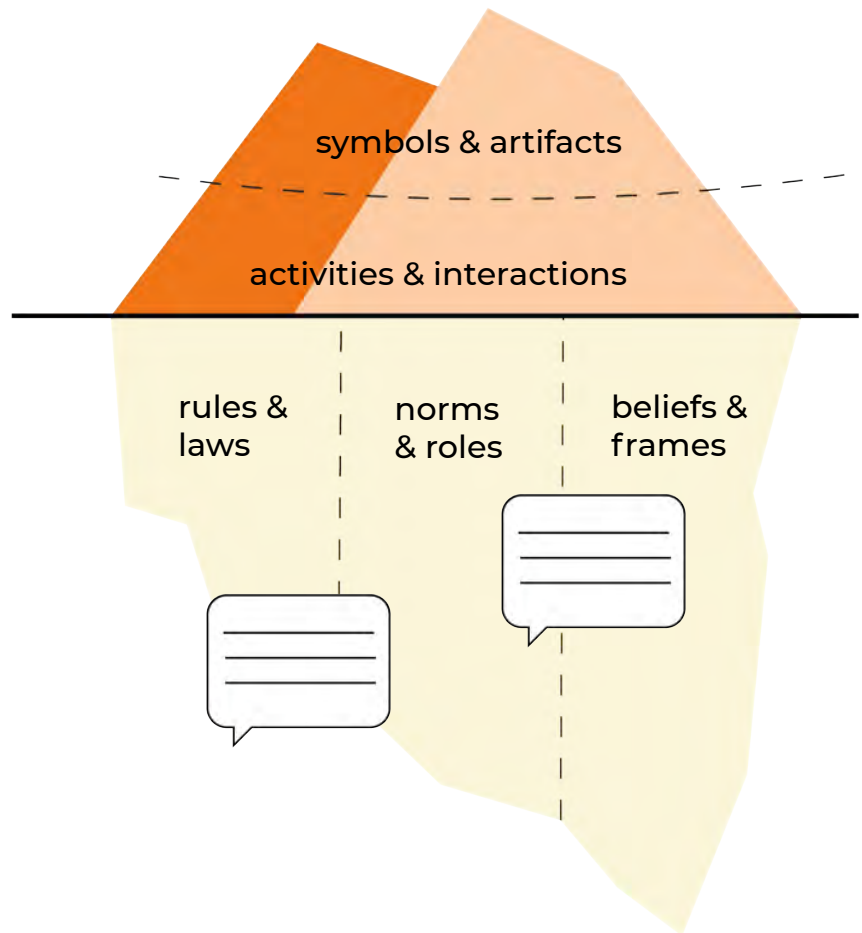
A “lense” to see through, limiting the approach and scope, creating frames to work within



Social structures

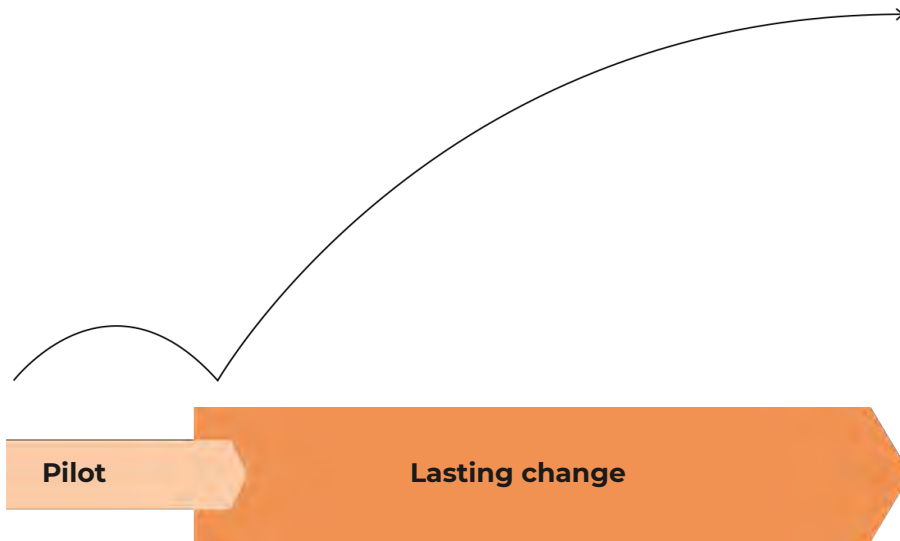
Invisible structures that drive behaviour and relationships, such as shared norms, rules, and beliefs

Iceberg model, adapted from Hodgson & Curry (2008)



Lasting change

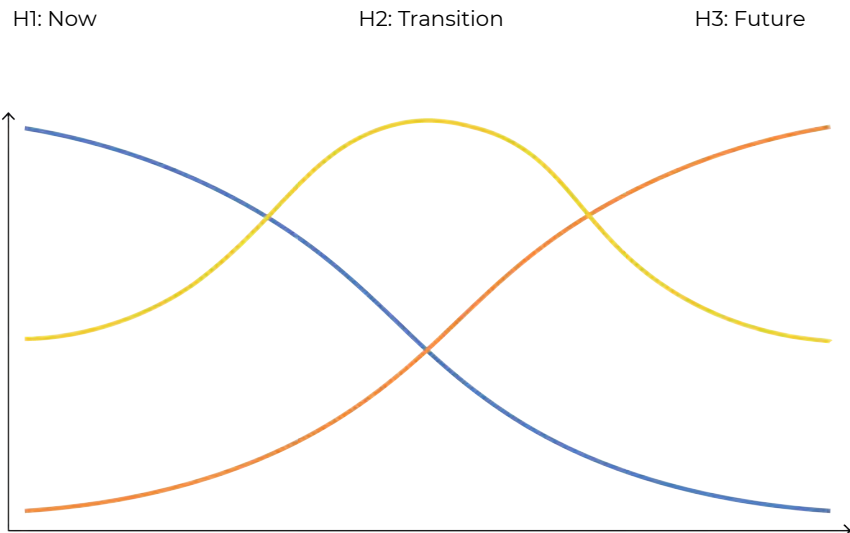
What happens after the pilot? How can we enable lasting change?



3 Horizons

Analysing the current system
and potential futures, as well as
acknowledging the transition period

Three Horizons Framework adapted from Hodgson & Curry (2008)

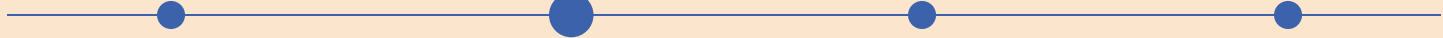


Context and
approach

Findings

Tiny tests

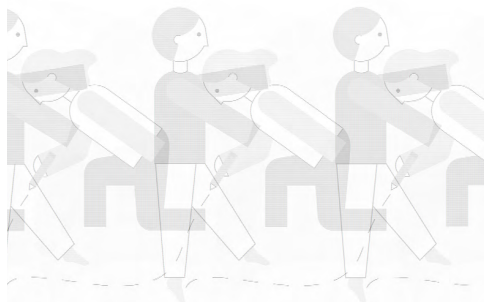
Reflection



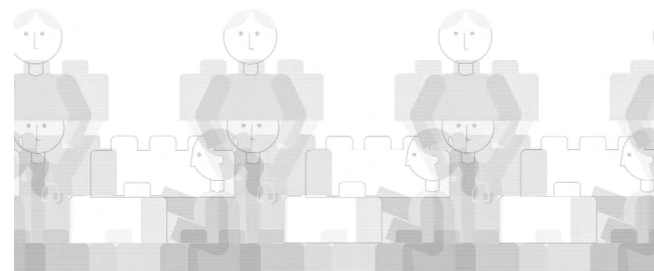
Three focus areas



**Clarifying and communicating
Identities**



**Focusing the
service scope**



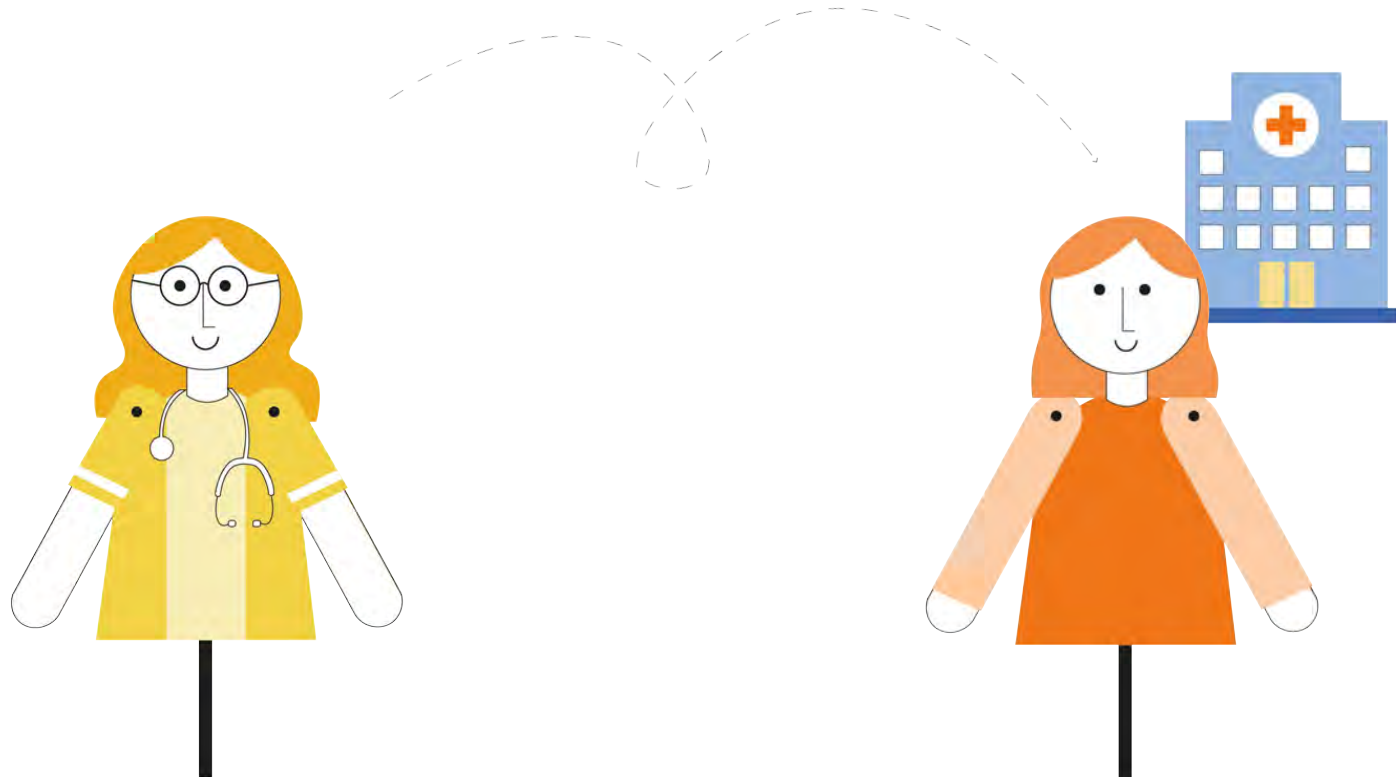
**Supporting
collaboration**

Clarifying and communicating identities

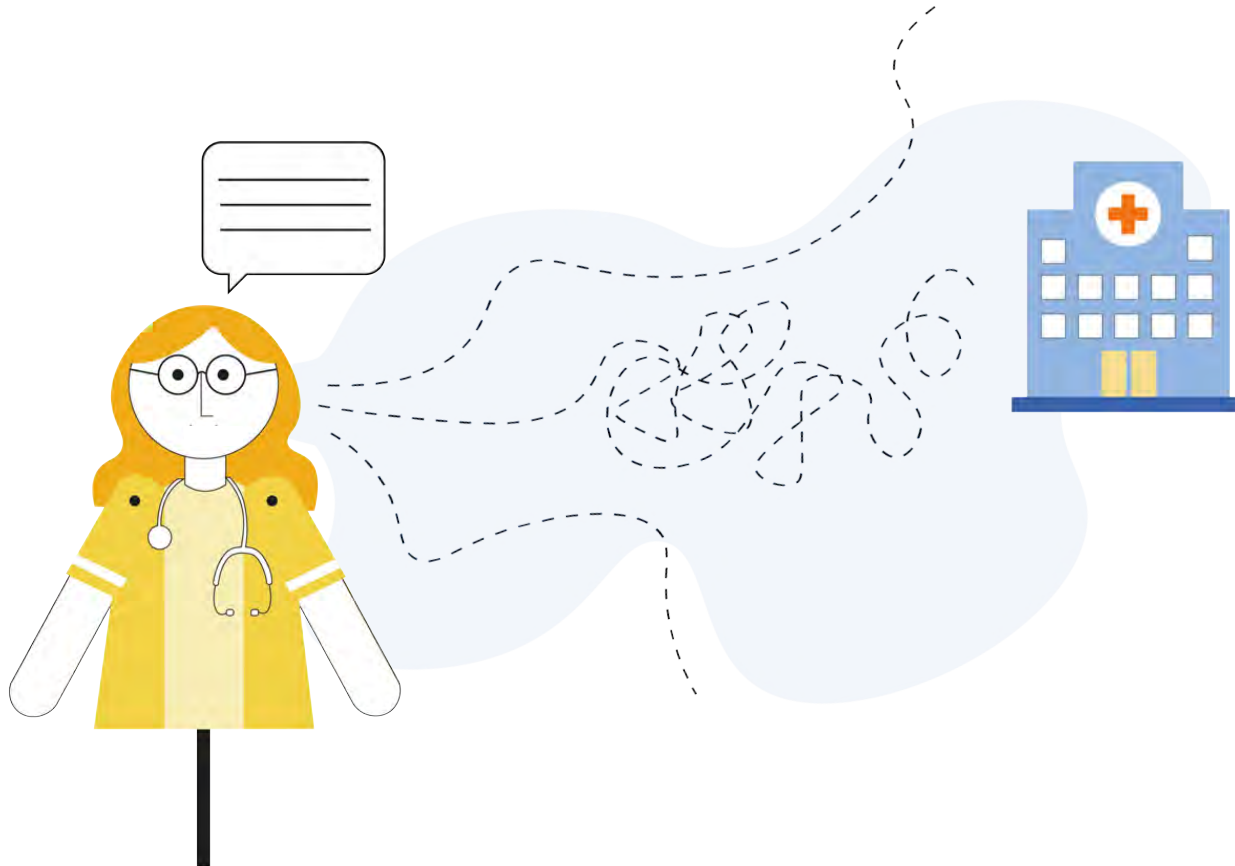
Being aware of how Helsehjelpen is perceived from outside perspectives and reflecting on how that affects the service experience



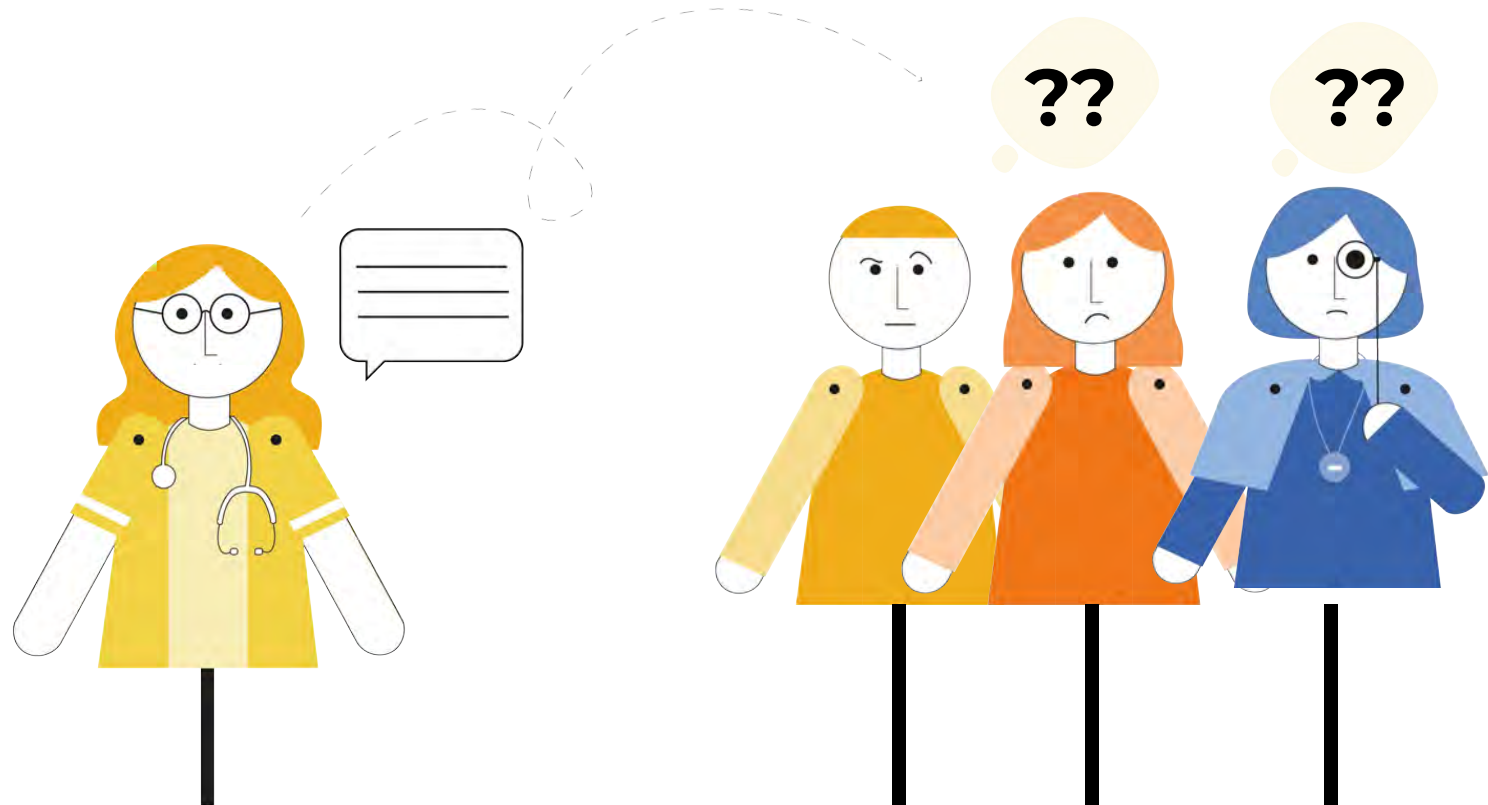
#Story: Identity issues



#Story: Identity issues



#Story: Identity issues





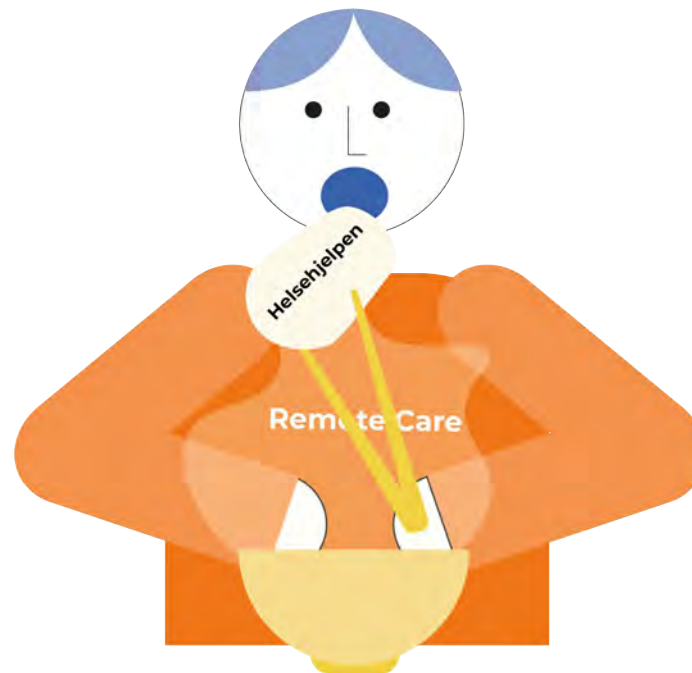
A common vision

Helsehjelpen/Remote care could benefit from working on a common, clear vision, and together define what kind of service they want HH/RC to be.



Is Remote Care eating up Helsehjelpens capacity?

Running and maintaining Remote Care demands a bigger piece of the cake than what is ideal, disturbing Helsehjelpens capacity



Who is Helsehjelpen?



A Helsehjelpens role
Distant protector



B Helsehjelpens role
Tour guide



C Helsehjelpens role
Loving friend



D Helsehjelpens role
Strategist

VOTE BY
PUTTING
PUTTING A DOT



Reaching out

Helsehjelpen/Remote care have not been able to focus on spreading the word, much due to a heavy workload.

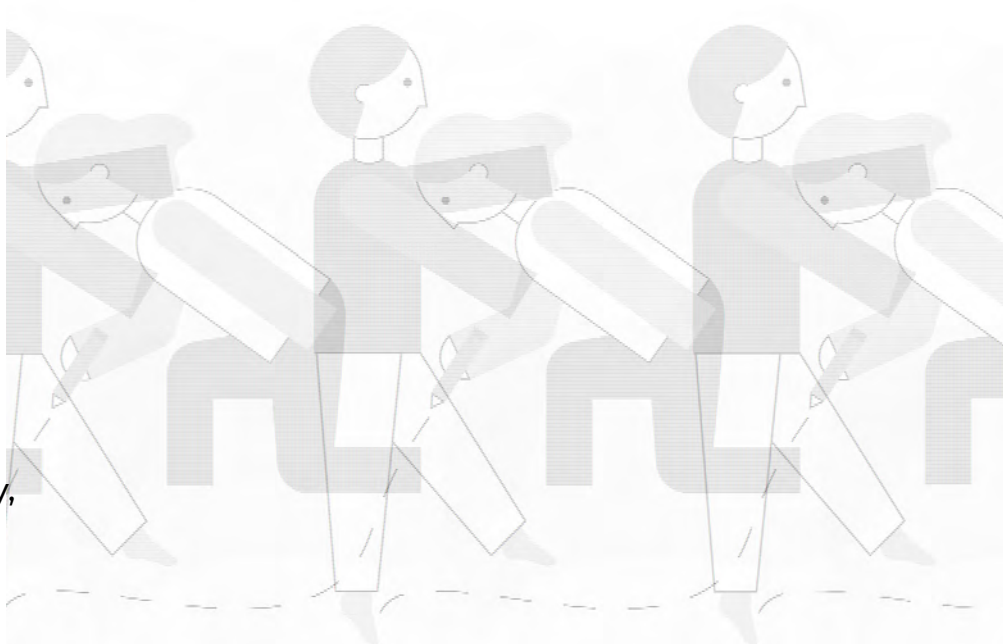
“Helsehjelpen should ‘get the knowledge out there’, and talk more about what we offer”.

- HH/RC Staff

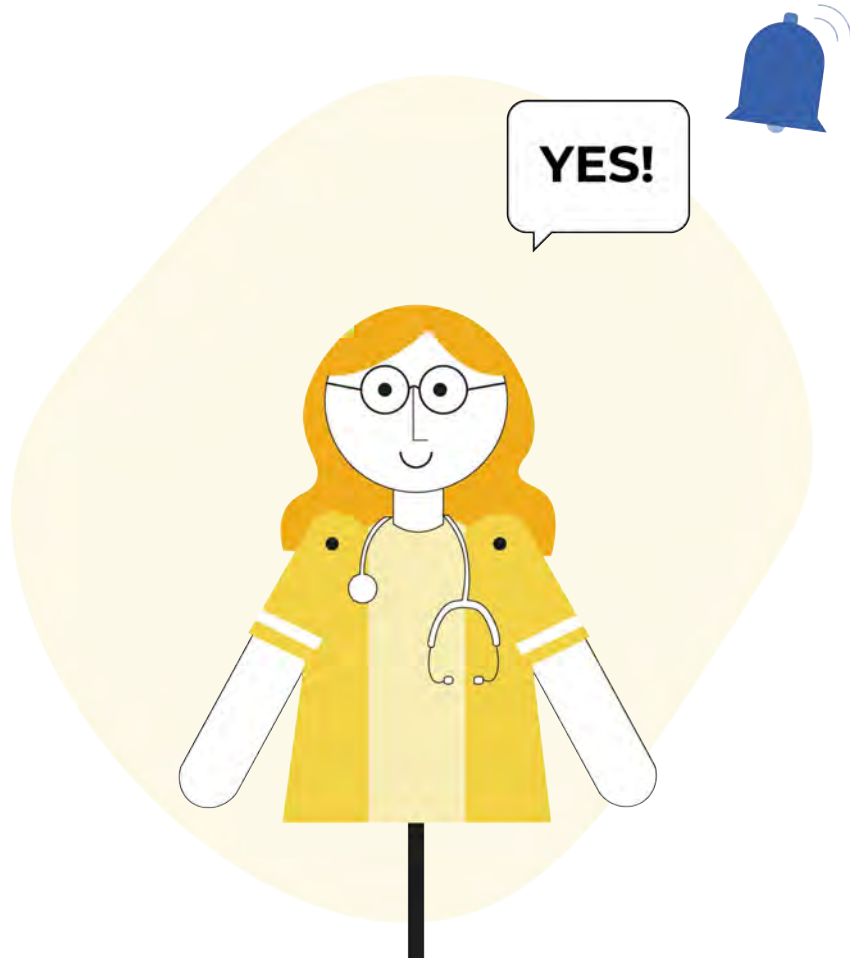


Focusing the service scope

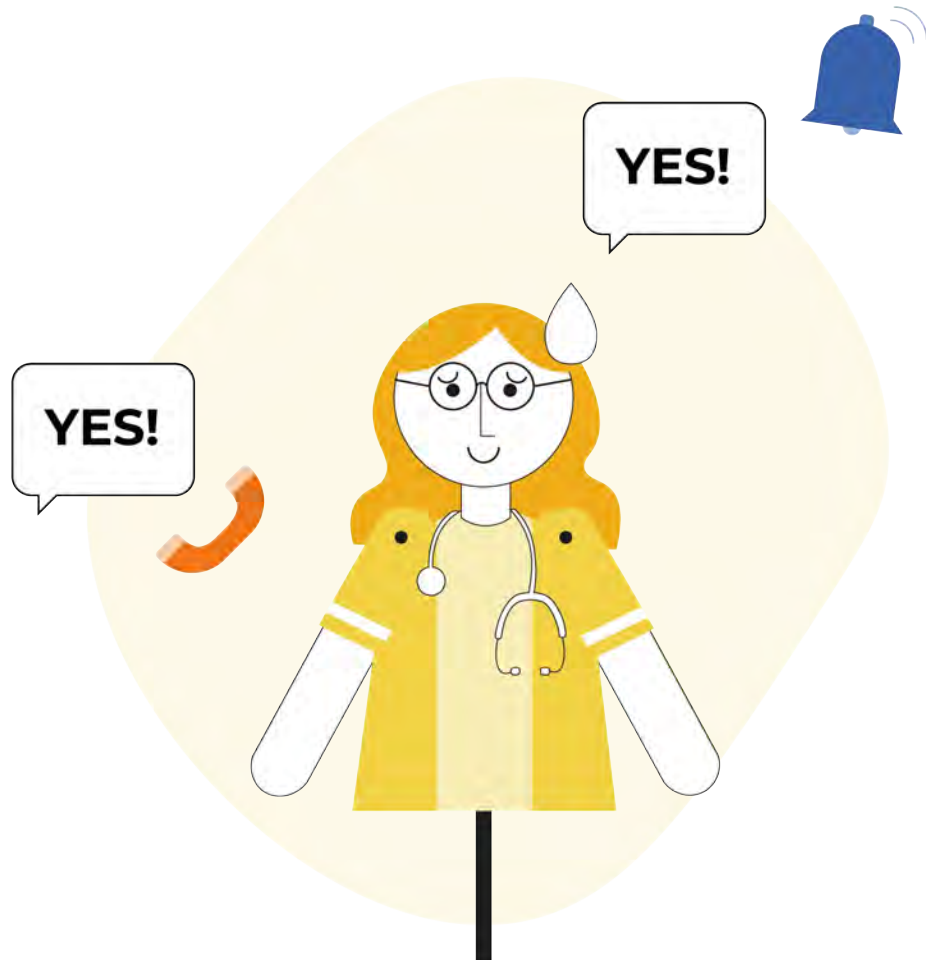
A more strategic specification of the service scope will better leverage resources internally, and in the bigger service ecosystem



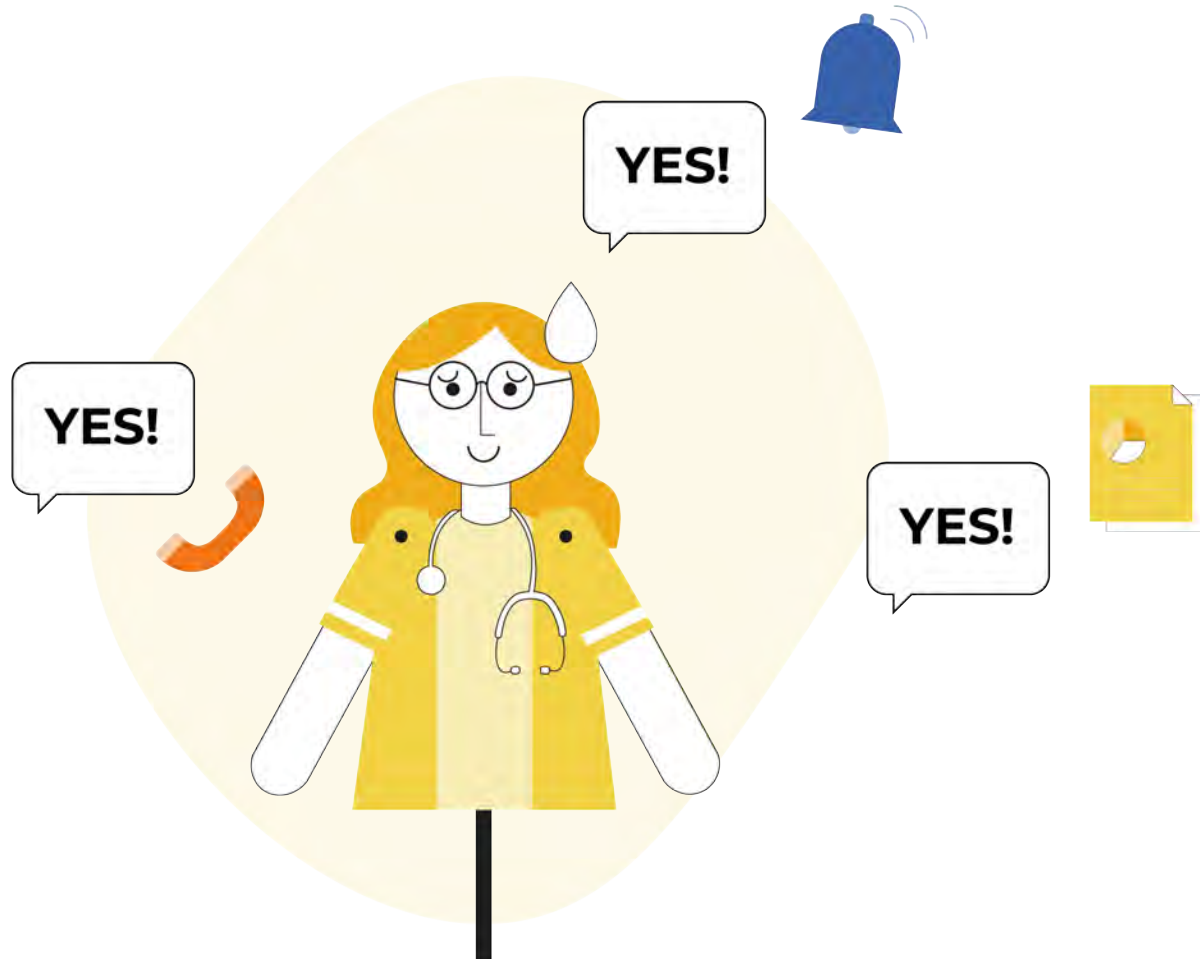
#Story: Scope issues



#Story: Scope Problem



#Story: Scope Problem



#Story: Scope Problem



#Story: Scope Problem





“Yes potatoes”

Helsehjelpen/Remote Care have unclear boundaries or guidelines for their service scope, and ends up doing “everything”.

“It’s easier with clear boundaries, but it’s more fun without”

- Helsehjelpen staff





Focus area 2

Focusing the service scope

Put a mark on the line, where you think Helsehjelpen should be as a service:



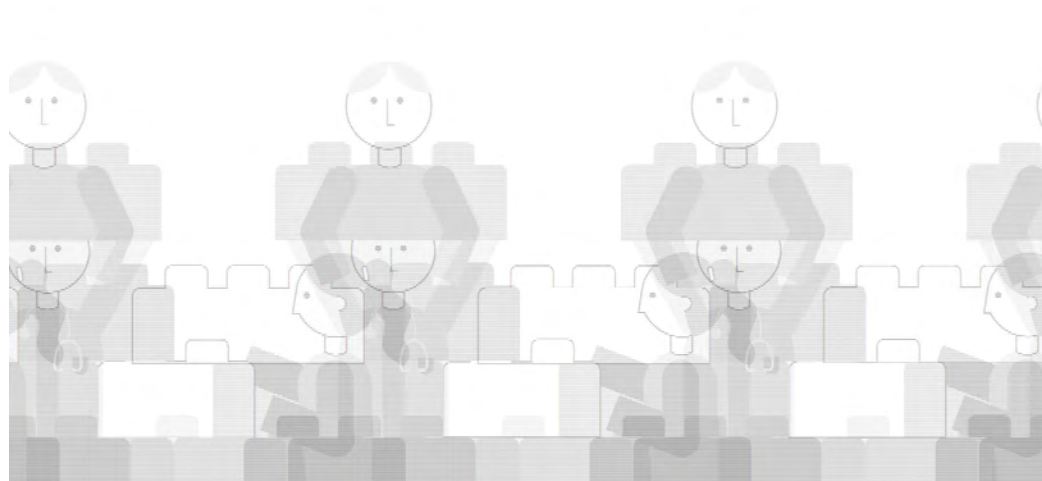
- Clearly defined service offerings and tasks.
- Low flexibility on doing new/various tasks.
- Possible division of Helsehjelpen and Remote Care.

- "Potato"-role, high flexibility.
- High variation of tasks and responsibilities.
- Being given tasks from other services.

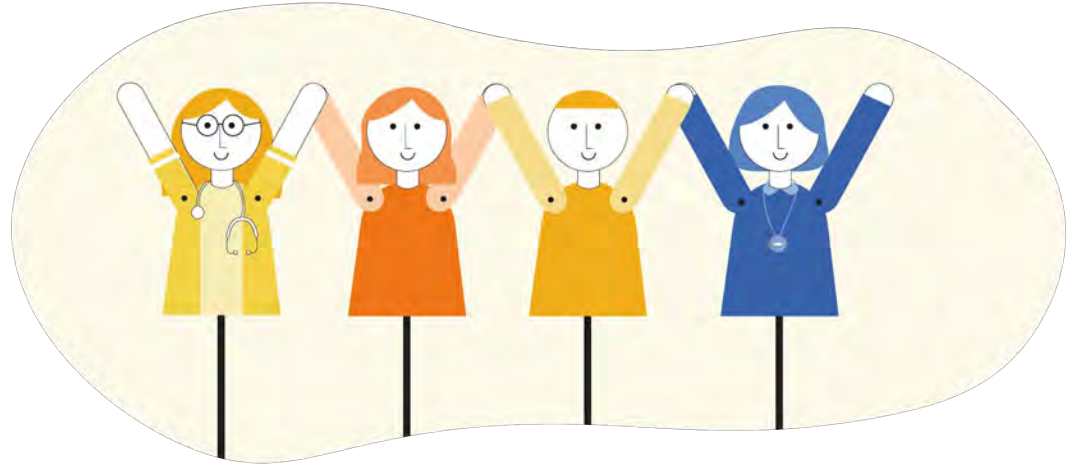


Supporting collaboration

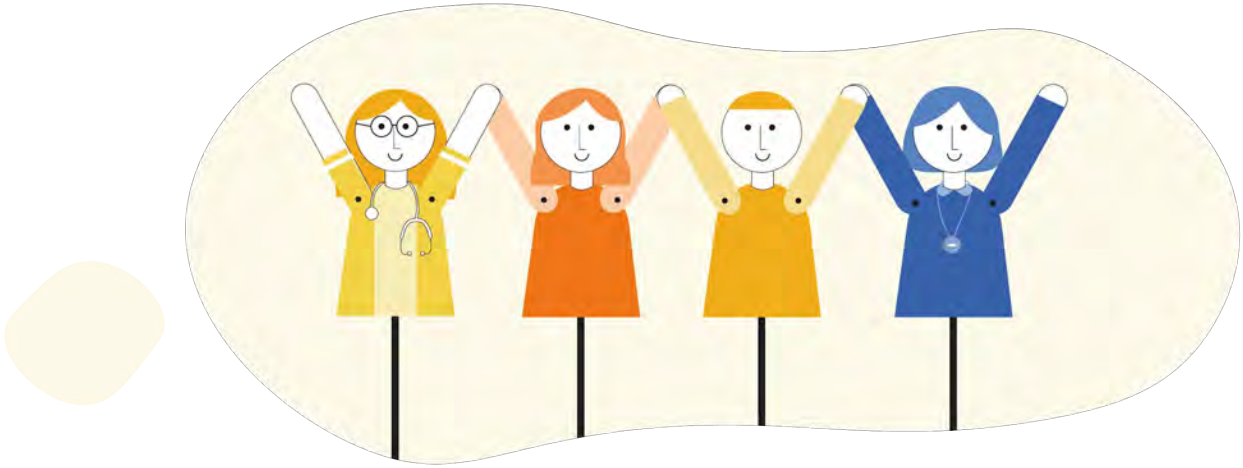
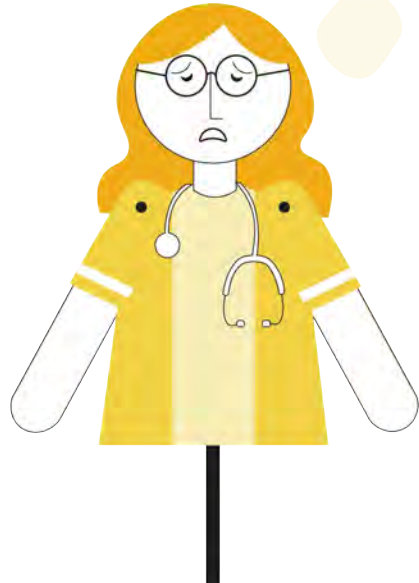
Enabling good collaboration is key in meeting the future of a complex healthcare system



#Story: Collaboration issues



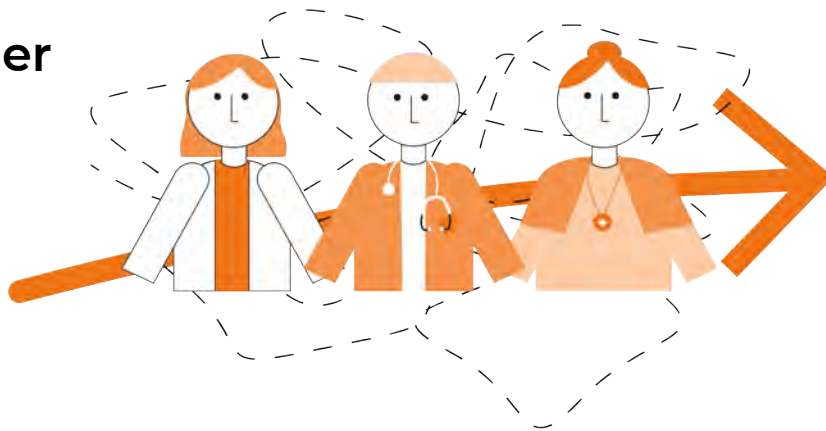
#Story: Collaboration Problem



Deal with the future issues together

“The way we organize our health services today is not sustainable, we need to look at this as a common task.”

- Home services





New responsibilities, new roles

New services and technology makes new task, and new tasks make new roles.

“We need roles that are clear and defined. And these roles need to be defined together.”

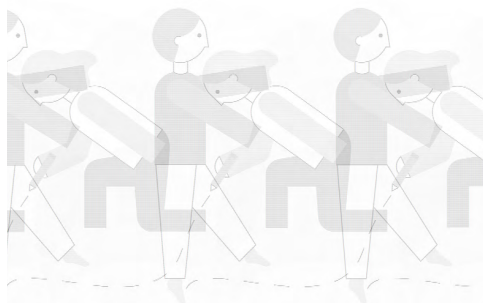
- Home services



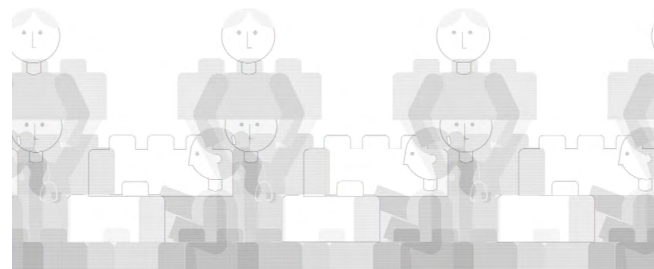
Three focus areas



**Clarifying and
communicating
Identities**



**Focusing the
service scope**



**Supporting
collaboration**

Moving beyond the insights

Inspiring a culture of experimentation to bridge the gap between strategy and practice

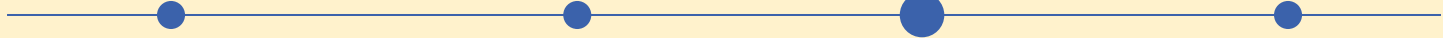


Context and
approach

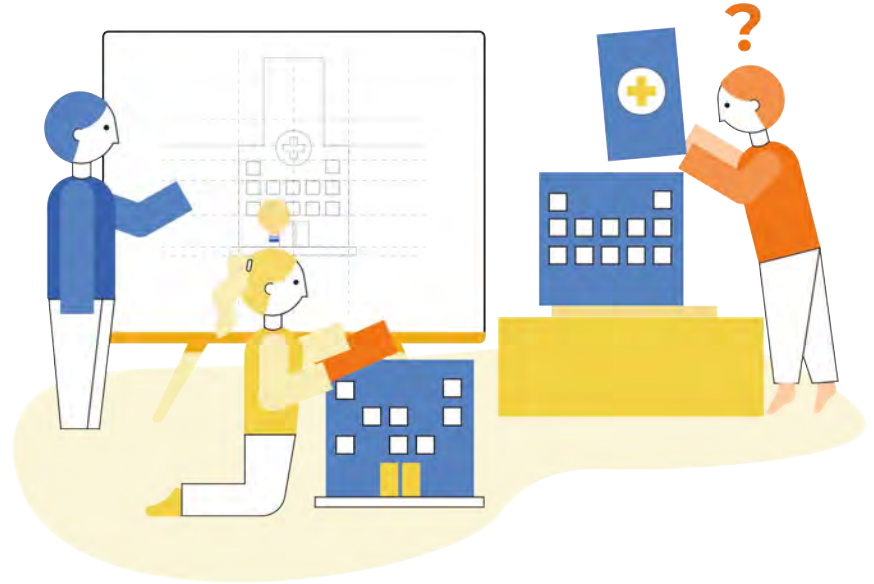
Findings

Tiny tests

Reflection



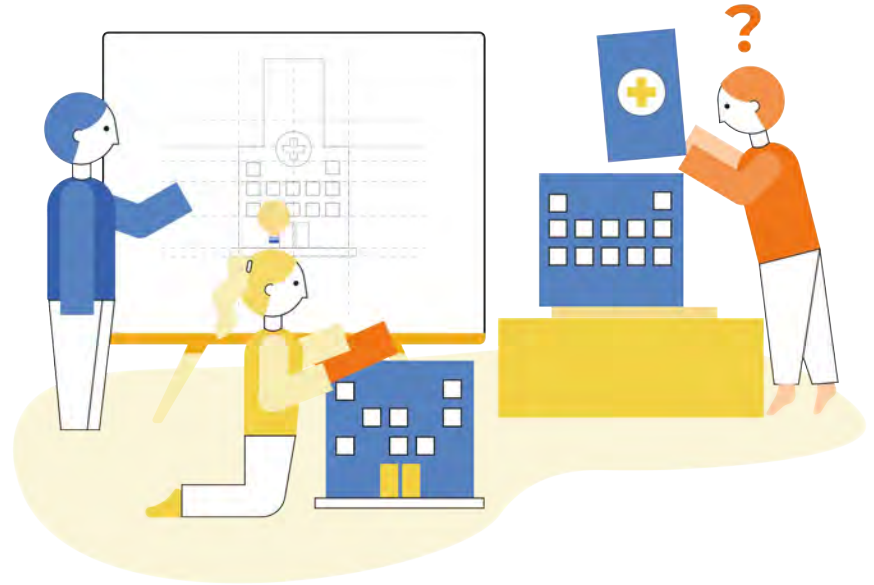
Tiny tests



Tiny tests

WHAT

Small experiments to explore and bring awareness to social structures



Tiny tests

WHY

- Inform long-term strategy
- Revealing social structures
- No right or wrong!



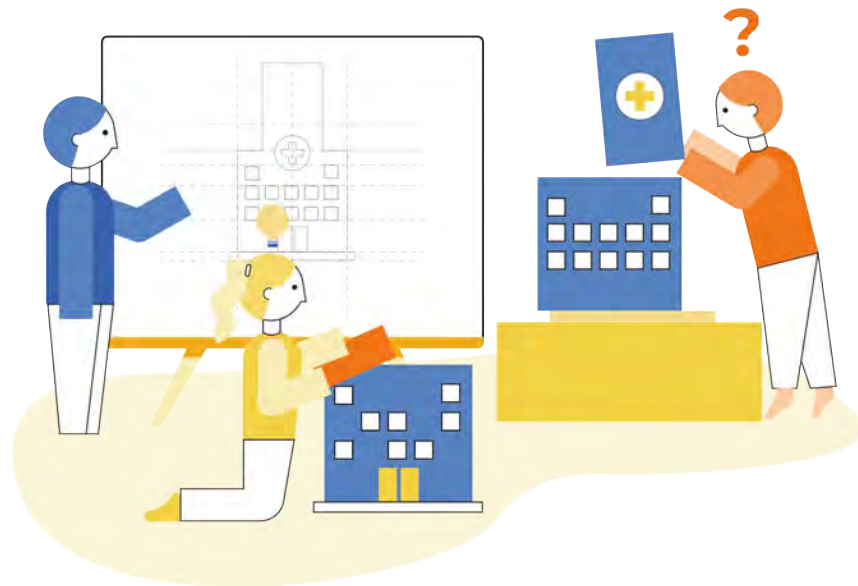
Tiny tests

HOW

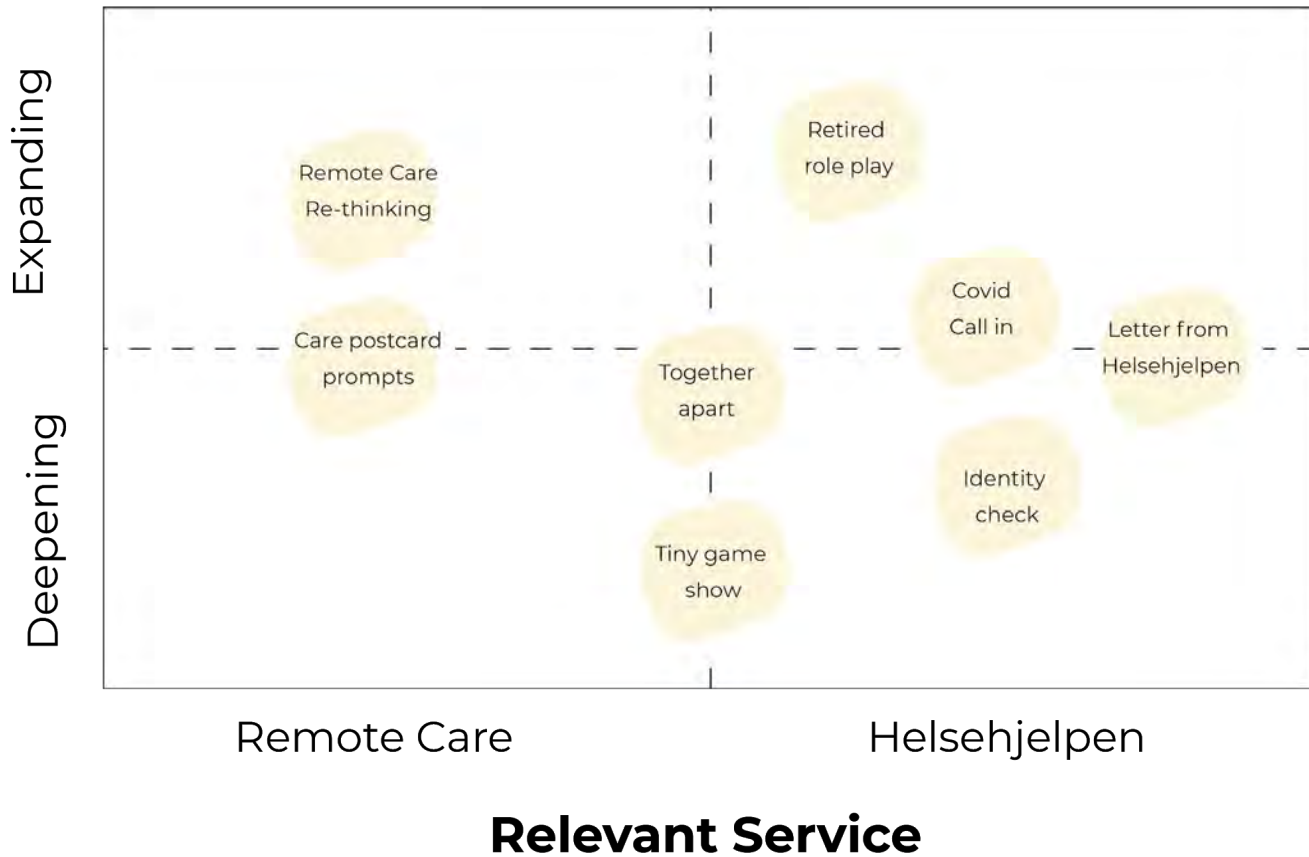
Vary duration and aim

Keeping them as small as possible

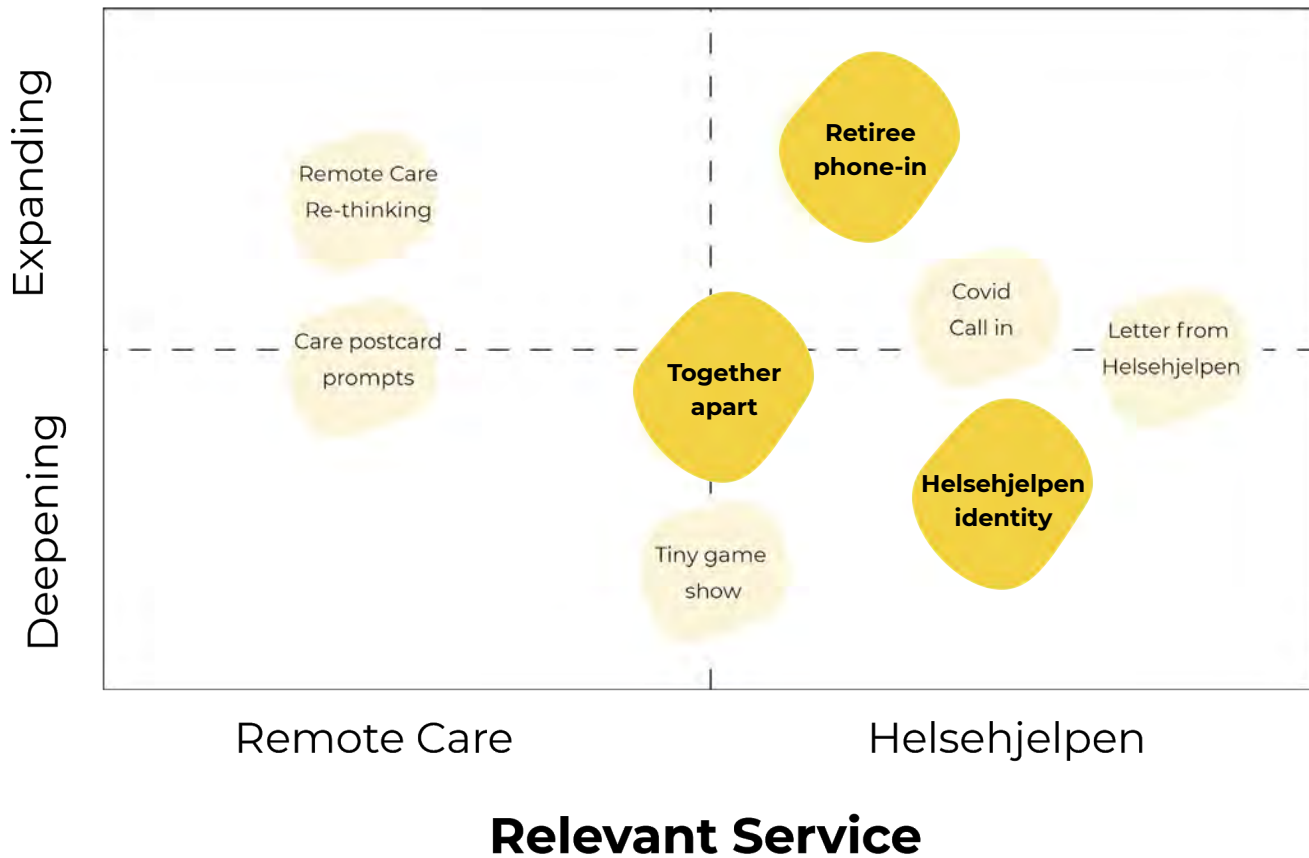
Set specific goal and task



Strategic Focus

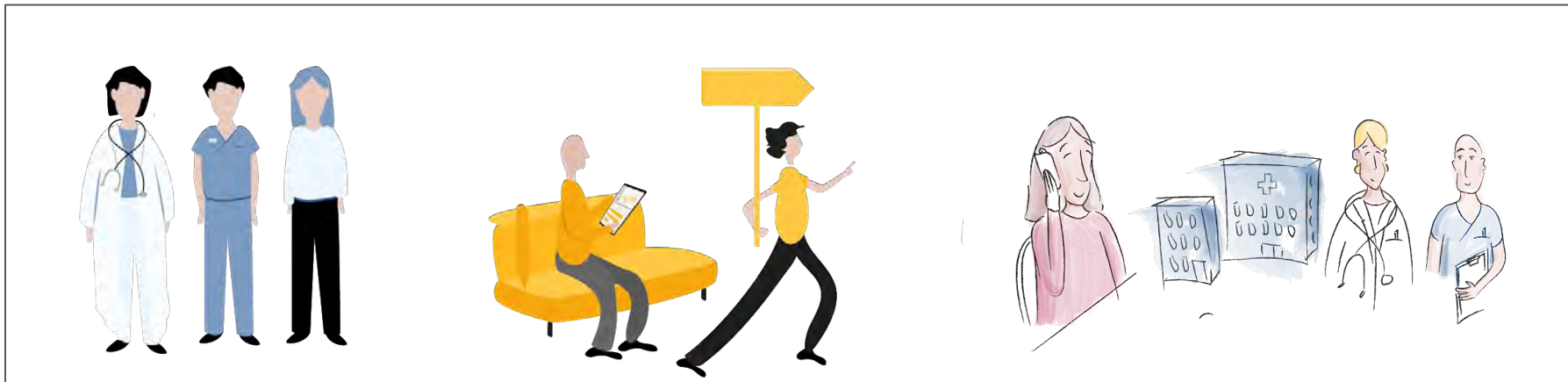


Strategic Focus



Helsehjelpens identity

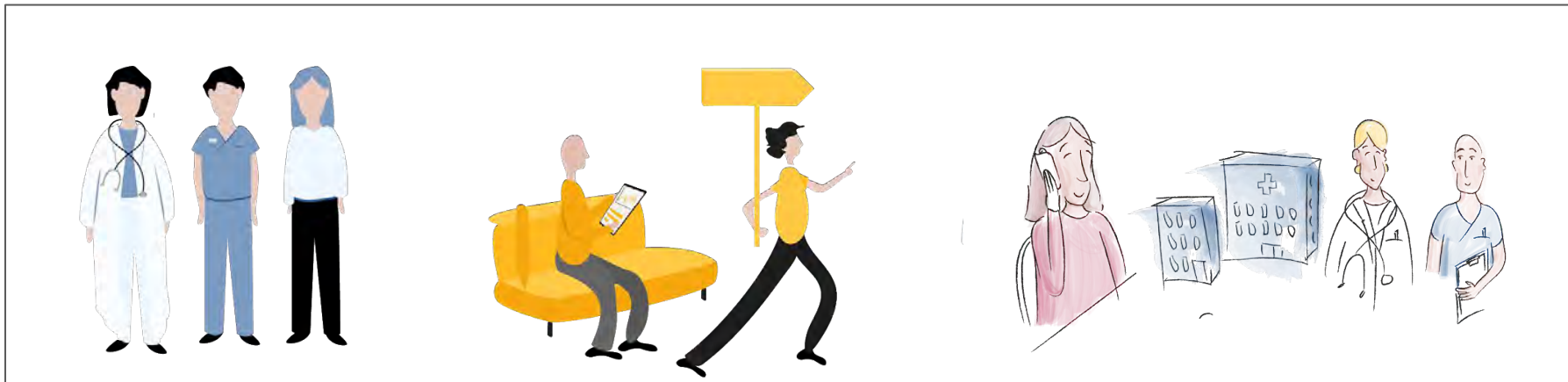
What if we visualise different directions?

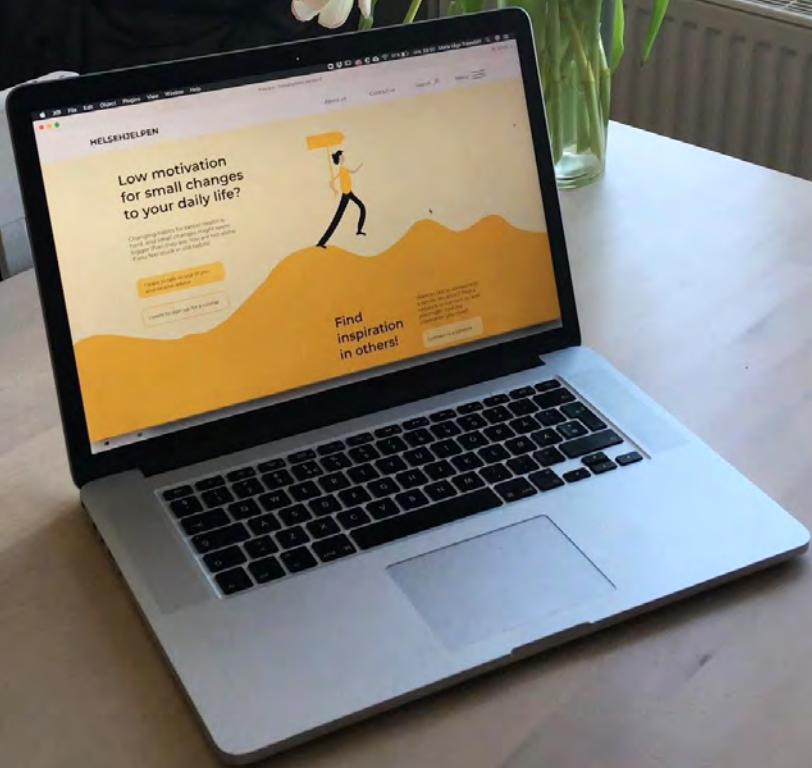




Helsehjelpens identity

Uncover the different visions of Helsehjelpen's future identity, through prototypes of potential websites with different graphic designs and service offerings in focus.





HELSAHELPERN

Low motivation for small changes to your daily life?

Changing habits for better health is hard, and that's why you need some support. Here are some tips and tricks to help you get started.

Check out our guide to small changes

Learn to love your new habits

Find inspiration in others!

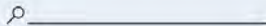
Check out our guide to small changes

The portal to healthcare in Larvik kommune

Healthcare workers every day to make sure the people of Larvik have the right healthcare services and help at the right time!



What are you looking for today?



We know who knows what about...



Diet and exercise
Infections
Cancer



Wellness technology
Mental health and emotions
Physical health



Home assessments
Equipment

➤ Healthcare in Larvik

Overview of healthcare services in your present family.

➤ Home monitoring and alarms

Read more about what Larvik has to offer, in welfare technology.

➤ Advice and guidance

Receive advice on how to keep a good and health-ful and avoid.

➤ Food and wellbeing

Find out possibilities to make small changes to your daily life.

➤ Applications

Get more of our applications to help you to do it.



Find your way through your healthcare system, be in control and get the right help at the right time!

Create your own space for things related to your health! This way you can have a more custom service adapted to your needs and goals.

Get started



Low motivation for small changes to your daily life?

Changing habits is hard, and small changes might seem easier than they are. We can help you find the right steps to take.

Learn to take small steps towards change.

Learn to get help when you need it.



Find inspiration in others!

You are not alone! Find out how others have managed to make small changes to their daily life.

Discover the stories.

Need to monitor your health closely?

We recommend remote care!



We are here to guide you to and through the healthcare services you might need, in addition to caring about your wellbeing and health.

What can we help you with?



Help us help you

Answer a few questions to make it easier for us to help you with the right things!

Start



Our door is always open

Want to talk about your health and the things you can do to feel better? We are here to help you.



We can guide you to the right people at the right

Cooperation services and people



Retiree phone-in

Is it hard to move away from a reactive approach to healthcare?



Retiree phone-in

Exploring how fit Helsehjelpen is for offering preventive help, how this is different and testing a specific example of preventive help.







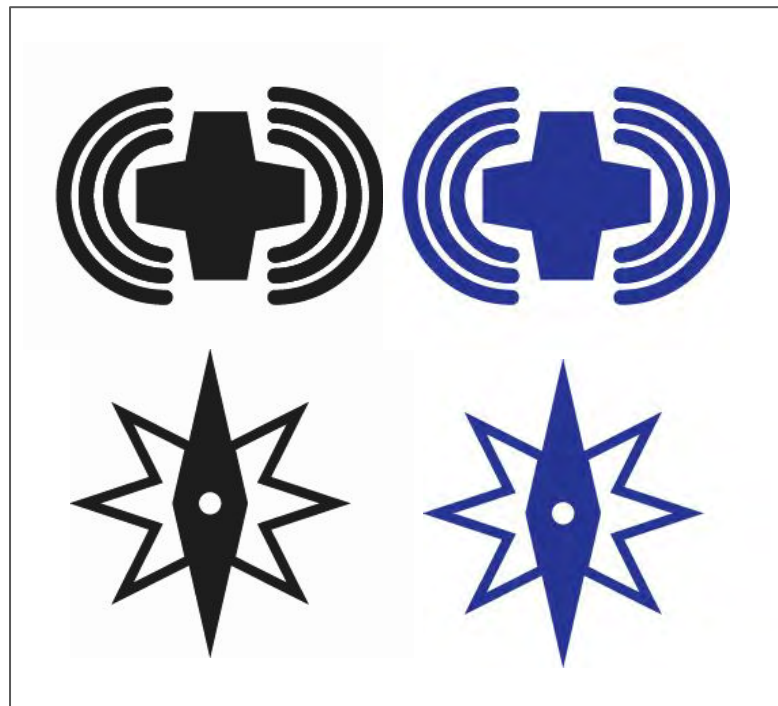
“What is it that leads to good health? It doesn't necessarily have to be a walk in the forest to get the heart pumping, it can be other things as well that gives you good health.”

Helsehjelpen employee



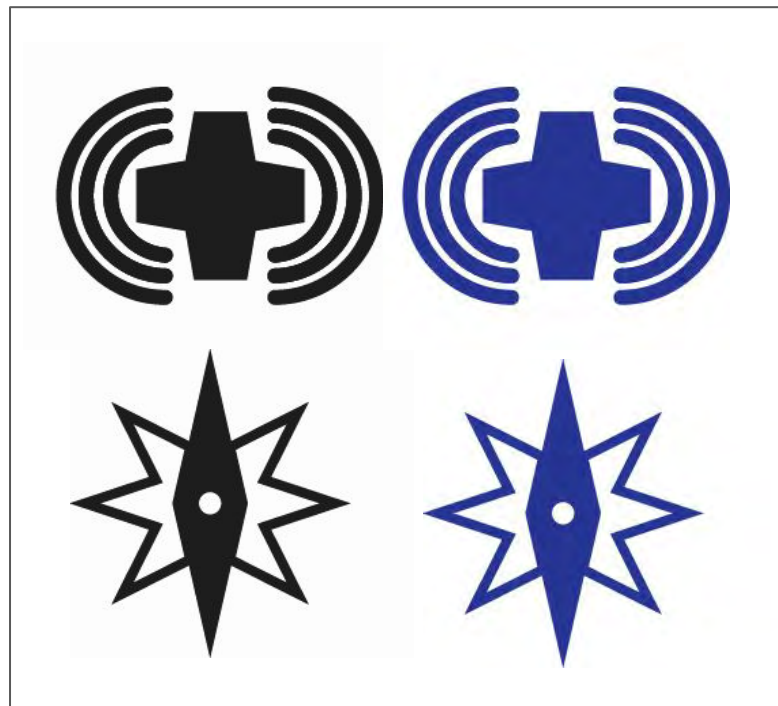
Together apart

What if Helsehjelpen and Remote Care were completely independent from each other and only focused on their tasks?



Together apart

Bringing awareness to how participants handle their work routines during the day and reflect on how these routines affect the organization and the staff





III - Be observant of yourself. If you break the previous rules, you must note it in the 'Marks' page.

II - You can't communicate with the other team.

I - Focus on YOUR team's tasks. You can't do ANY the other team's tasks.

Rules

Together

Apart

Marks



Make a mark when you break the rules!

X (Madrida team) X Betty
X Team for the challenge.

Reflections

What did you notice through the exercise? What was the most difficult thing about it?

It's difficult to just keep to your own tasks

What is your view on your work routines after the exercise? How do they affect HH or RC's outcomes?

Inefficiency
Interrupted a lot

Other thoughts

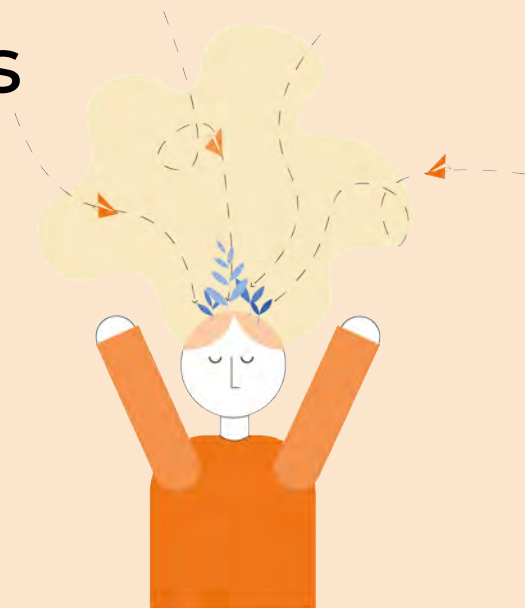
Very useful to see and reflect over how we work and how many times during the day we collaborate to each other's work.



If this sparked any ideas for tiny tests you could do, keep them in mind!



Learnings from other tiny tests



A letter from Helsehjelpen

A test to experiment with tone of voice

Helsehjelpen er en _____ og _____ helsetjeneste,

Lavterskel	Tilgjengelig	Flexibel	Informativ
Tilpasningsdyktig	Fremtidsrettet	Forebyggende	

I vårt arbeid **videre** ønsker vi å _____

hjelpe deg med hva enn du måtte trenge

samarbeide med deg - og finne ut dine behov sammen!

forbedre oss basert på dine tilbakemeldinger og behov

jobbe sammen med Larviks innbyggere for å forme et fremtidsrettet helsetilbud

Key learning

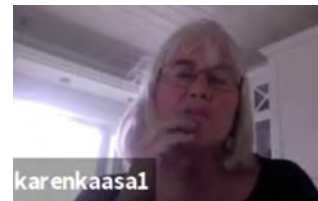
- Helsehjelpen is very thoughtful about language

Care postcard prompt

Exploring care-oriented conversation, beyond physical health

Key learning

- Be mindful of the fidelity of the material presented



COVID Call in

Reflecting on a future scenario

Key learnings

- Writing gives a valuable form of reflection

How would you reply to this? 2

I'm sorry to hear about your situation, I'm sure it is very stressful for you, and as you said the whole situation with covid-19 is overwhelming. It is for all of us. I'm glad you reach out and try to ask for some advise and help, I do believe it hasn't been easy for you to seek advise. It is good that

I dont know what it is exactly, I am not sleeping very well anymore and have a headache. Also the uncertainty of the whole situation gives me a lot of anxiety. I feel as if I am about to go crazy with this situation if I dont do anything but I dont know how to help myself. I didnt want to bother my GP with my sorrows and I was relieved when I heard about you and Helsehjelpen and that you can help me get the right help.

How would you reply to this? 3

Maybe an appoinment with you GP is a good idea, I don't think you should think that you would be a bother. Your GP could give you some advice concerning your health and well being, which I think would be good for you.

The end is up to you:.) How do you think Magda would reply to this and how would you end the phone call?

What Magda might reply 4

Yes, maybe you are right that I should see my GP. And I also think it is a good idea to talk to someone. Talking to you helped. I'll check out the app.

Remote care rethink

Investigative conversation around service expansion to new patient groups

Key learnings

- Expanding the service, giving opportunities to new patient groups

The screenshot shows a presentation slide with the following content:

- Remote Care Rethinking**
- A circular illustration of a person with dark hair, wearing a white lab coat, labeled **Cancer Nurse**.
- Two questions listed on the right side:
 - How will the cancer nurse learn how to monitor patients?
 - How much time will it take?
What equipment would he or she need?

In the top right corner, there is a small video call window showing a woman with glasses and a red top, with the name **EYToz102** visible below her.

Tiny gameshow

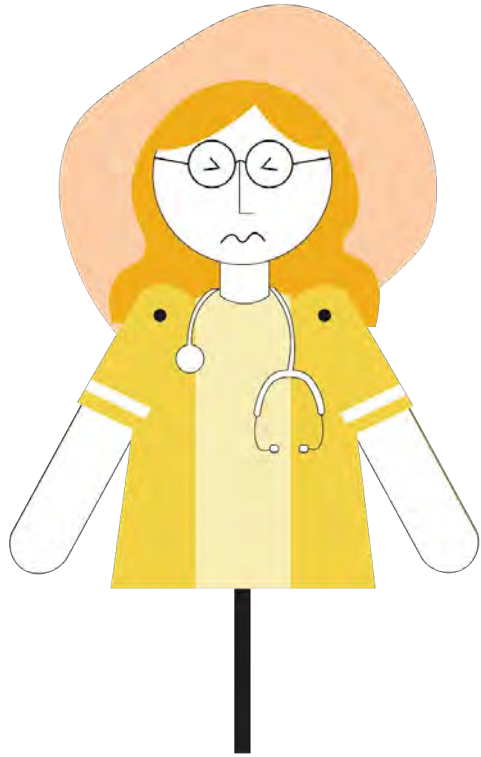
Exploring perceived differences across levels and organisations while allowing for honesty

Key learnings

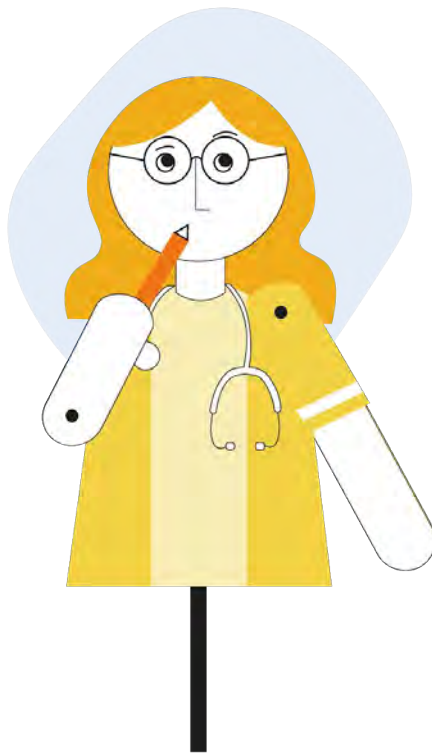
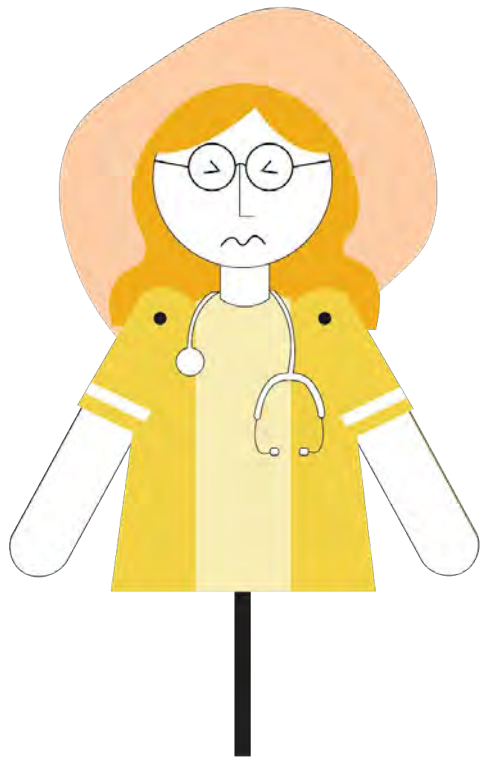
- Being playful and establishing an unusual setting
- Actors might be trying to “please” each other, even anonymously.



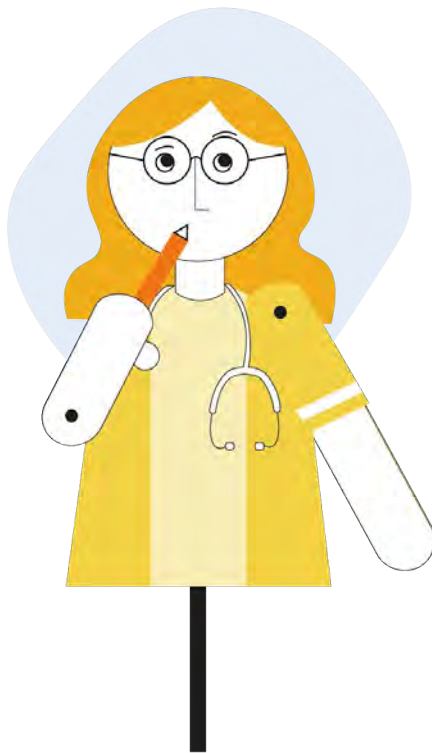
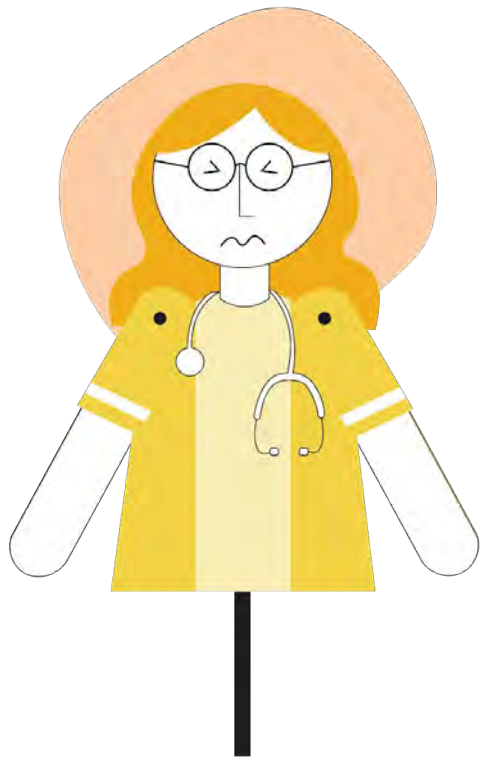
#Story: Tiny Tests



#Story: Tiny Tests



#Story: Tiny Tests



Context and
approach

Findings

Tiny tests

Reflection





Key takeaways from tiny tests

Process

Keep the tests tiny!

Low threshold and
playfulness creates a good
testing environment

If the test is not successful -
what can that tell us about
social structures?



Key takeaways from tiny tests

Process

Keep the tests tiny!

Low threshold and playfulness creates a good testing environment

If the test is not successful - what can that tell us about social structures?

Results

There is always a lesson to be extracted

Testing is a good way of becoming aware of “everyday” things

We see help so self-help as core



Key takeaways from tiny tests

Process

Keep the tests tiny!

Low threshold and playfulness creates a good testing environment

If the test is not successful - what can that tell us about social structures?

Results

There is always a lesson to be extracted

Testing is a good way of becoming aware of “everyday” things

We see help so self-help as core

Big Picture learnings

HH/RC are affected by shared tasks and routines

Having a common vision and defined service offering can give a more clear message to the right people

Ownership can be created by using the right language



Let's sum up



A SHIFT FROM...

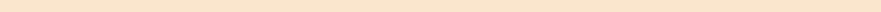
TO MORE ...

SILOED



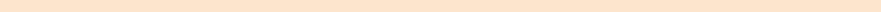
COLLABORATIVE

PILOTING



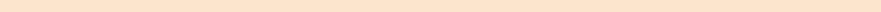
LASTING CHANGE

REACTIVE



PROACTIVE

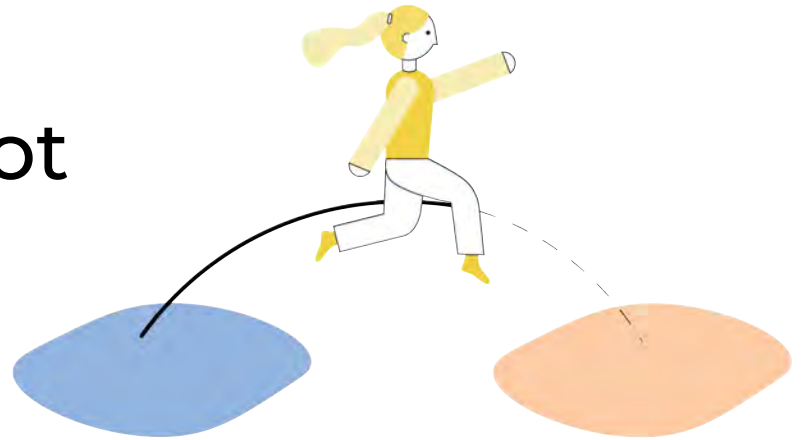
HELP



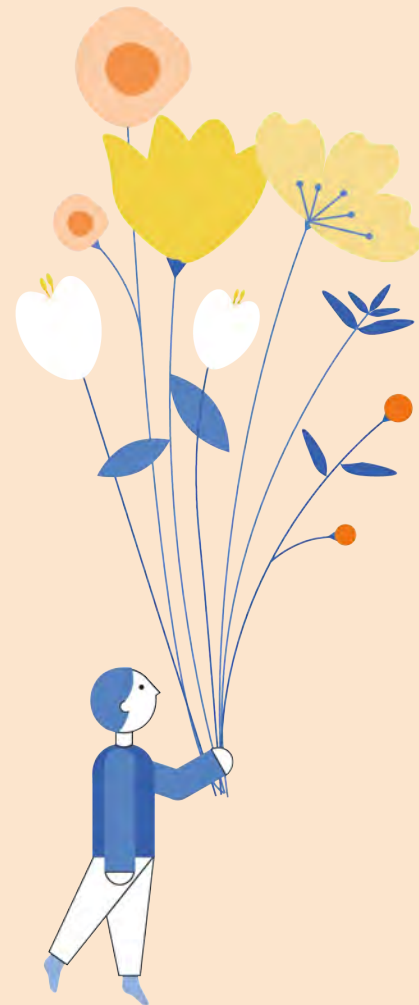
HELP TO
SELF-HELP

Moving beyond the pilot

A good base to build on, with a lot of potential!



Thank you to



Questions

