



Re-Evaluating Patient Journeys for Greater Outcomes and Truly Integrated Healthcare

TRAINING

Investigating personas, journey maps and service blueprints to inform better decisions



Facilitated by
PETE SAUNDERS
Consultant
Pete Saunders Consulting

Online → Tuesday, 30 May 2023



Event Overview

A study by the ABS measuring the level of patient experience reveals major gaps and a need for improvement

- 39.1% of people who saw a GP for urgent medical care waited for 24 hours or more
- 30.8% of people had a telehealth consultation
- 18.5% of people needed to see a health professional for their mental health and, of these, 38.9% delayed or did not see one when needed

The Australian healthcare system is under increasing strain. With worker shortages, the present state of medicare and the lingering affects of the pandemic it will come as no surprise that patient experience has taken a hit. Conversely, the current situation has revealed significant opportunities for digital and telehealth to alleviate the strain and uplift patient outcomes.

The Re-Evaluating Patient Journeys for Greater Outcomes and Truly Integrated Healthcare has been developed to give patient experience specialists the opportunity to navigate the system from a patient's perspective.

In this interactive session you will be given the tools and frameworks to uncover personas and rethink end-to-end patient journeys with the view to redesign and improve processes for better health outcomes.

The exercise of creating these artefacts will enable you to look past the complex systems and "noise" ; identify gaps and broken processes and provide you with powerful insights to effect positive change.

Who Should Attend

Heads of, Directors, Managers, Project Managers, Specialists, Officers of:

- | | |
|------------------------------|-----------------------------|
| ● Patient Experience | ● Safety and Quality |
| ● Process Improvement | ● Innovation |
| ● Digital Experience | ● Integrated Care |

From Healthcare Providers, Local Health Districts, Departments of Health, Health Support Services.

Learning Outcomes

- **Identify your patients' biggest pain-points**
- **Map out the end-to-end patient journey so you can identify the biggest gaps and opportunities for improvement**
- **Understand how you can remove siloes and harmonise disparate systems**
- **Learn how you can start drawing up a service blueprint**
- **Understand how you can apply these learnings across platforms to deliver a greater patient experience**

Why Attend

- **Uncover the gaps in healthcare service delivery**
- **Gain an insight into the processes and technology improvement that need to occur to uplift the overall patient experience**
- **Identify the broken processes that need to be fixed before you move to virtual care models**
- **Reduce siloes and remove pain points**
- **Improve emotional connections through better communications**

Meet Your Facilitator



PETE SAUNDERS

Consultant

Pete Saunders Consulting

Pete Saunders calls himself a strategy nerd playing at the intersection of design, experience, technology, and operations.

His focus is on improving experience and outcomes through service design, patient mapping, innovation, digital strategy, and commercialisation, working with health and education clients, as well as government at a State and Federal level.

Previous work has included:

- The first ever digital strategy for the (then) Victorian Department of Health and Human Services
- A patient experience and innovation roadmap for a multi-site radiology provider in New Zealand
- A five-year roadmap for patient and carer services for Australian impacted by upper GI cancers
- A digital transformation and commercialisation strategy for workplace mental health services provided by one of Australia's best known research organisations
- Service blueprinting and go-to-market strategies for brand new health insurance products

He has also been COO at TALi Health (ASX:TD1), a software-as-a-medical-device company, and previously founded and commercialised a health-tech start up.

His diverse work experience and background in design, marketing, and advertising gives Pete a unique perspective and a variety of tools to effectively solve challenging and impactful problems in complex systems. This results in improved outcomes for those who need it the most.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 10 th Mar	Register by 21 st Apr	Register by 29 th May
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

CLICK HERE TO REGISTER



*Group Discounts Available - Contact Registration at registrations@publicsectornetwork.co or Call on **(02) 9057 9070**

Module 1 – Benefits and Obstacles of Patient Journey Mapping

9:00am Welcome and Introductions

9:15am The Benefits of Journey Mapping in Healthcare

- Understanding the benefits: from improving services and the patient experience to innovation and communication
 - How does Patient Journey Mapping differ from Process Mapping: Evaluating the pros and cons
 - Introducing the key artefacts and the process
 - An overview of emerging healthcare trends and how journey mapping can help navigate the complexity
-

9:25am The Challenges of the process

- The obstacles of introducing journey mapping
 - Strategies to overcome this
 - Planning your next steps
-

10:00am Morning Tea

Module 2 – Personas and Demographics

10:15am Understanding Patient Personas and Demographics

- The purpose of personas in patient journey mapping
 - Interviews and patient research: Best practice and ideas
 - How to synthesize and present qualitative data
-

10:45am Breakout Activity: Knowing who your patients are: Building Patient Personas

- Apply the learnings from the earlier sessions to illustrate personas of your own patients
 - Identify the gaps and the questions you still need to answer
 - Planning next steps
-

11:45am Presentations and Evaluation

- Present your patient personas
 - Feedback and Evaluation from the trainer
 - Q&A
-

12:00pm Lunch Break

Module 3 – Patient Journey Mapping in Practice

1:00pm Patient Journey Mapping in Practice

- What are the questions you need to ask yourself before you begin
 - Understanding the different stages of a patient's experience and treatment journey
 - How to identify opportunities for innovation and improvement from your journey map
 - Understanding the main elements of your map: actions, needs and pains, touchpoints, feelings, questions, variations, opportunities
-

1:30pm Breakout Activity

- Apply concepts from the previous sessions to begin building your patient journey map
 - Illustrate the stages of your patient's experience and treatment journey
 - Extract powerful patient insights
 - Identify the gaps
-

2:30pm Present these back to the group

2:45pm Afternoon Tea

Module 4 – Service Blueprints

3:00pm An Introduction Creating a Service Blueprint

- The purpose of service blueprinting
 - What is the different between a journey map and a service blueprint
 - How to leverage the insights from your journey map to build a service blueprint
 - Identifying opportunities for improvement and innovation
 - Stakeholder engagement and involvement
-

3:30pm Breakout Activity: Apply the concepts from the previous session to begin building a service blueprint.

4:00pm Present these back to the group

4:15pm Evaluation, Feedback and Close

4:30pm Close of Training



Get In Contact

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