Innovation in Healthcare
Application of Design Thinking

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Table of Contents

- Healthcare Services - Challenges ................................................................. 3
- How Design Thinking Helps ........................................................................... 3
- Design Thinking and Innovation at UST Global ........................................... 4
- Issues that We Care About ........................................................................... 4
- Case Study ........................................................................................................ 5
Healthcare Services - Challenges

Many of the current healthcare services tend to go redundant due to lack of innovation and creative use of technology.

- The Healthcare industry worldwide has shifted to a patient centered approach over the past decade.
- With more participation from patients, traditional methods of care giving have given way to technology enabled solutions.
- Even so, the lack of understanding between the healthcare personnel and patients negatively impact the functioning of the industry.
- Patients across the world are more informed about their needs and rights, resulting in higher expectations from their caregivers.

Active participation of patients can assist physicians, caregivers and technologists find better ways to help them.

How Design Thinking Helps

Design thinking methodologies are apt for the present scenario in the medical industry.

- Design thinking is widely described as a method for finding practical and creative solutions to problems with key focus on the customer.
• In healthcare, patients are the primary customers, while healthcare providers and payers, pharma, and medical R&D firms are the focus groups benefitting from design methodologies.

• Personalized treatment plans, informative diet plans, easily usable medical instruments for patients’ self-administration, medical insurance coverage for specific demographics, etc. are some of the possible outcomes from design thinking.

Design Thinking and Innovation at UST Global

UST Global has been a frontrunner in design thinking, innovation and in providing the best client and customer experience across industries.

To build solutions using design tools and methods, we focus on the following elements:

Teamwork
We work with patients, doctors, nurses and healthcare providers to identify the exact problems they face. First-hand experiences give a better idea about the issue and thereby help define the problem in a better way.

Iteration
Extensive background searches help to generate ideas. The problem is better defined with alternate paths leading to intermediate solutions. Building and testing prototypes, and revising them occur at this stage.

Persistence and Sense of Purpose
The final solution will be a product of many iterations and fine tuning, with the mission to assist our clients and end users in real time. We promise to deliver services and solutions that cater to the needs of our target audience without fail.

Issues that We Care About

When we talk about design thinking in healthcare, we have patients as our primary end users and physicians as our secondary users in most cases.

The focus should be in bridging the gap between the patients, physicians and caregivers, with overall betterment of the system. A few of the issues are discussed below.
Type 1 Diabetes/Juvenile Diabetes – A case where children are our end users requiring assistance.

Considering the case of Type 1 Diabetes (TD1)/Juvenile Diabetes, we narrow down our target users to children below the age of 12.

Approximately 1.25 million American children and adults have type 1 diabetes*.

Although TD1 does not affect children as a rule, the affected kids undergo specific issues that take a toll on their physical as well as mental health.

Over the years, healthcare providers and technologists have joined hands to find the best possible solutions which enable caregivers (parents, teachers and nurses) and healthcare providers (physicians) provide utmost care to the kids.

Our Solution
At UST’s Design Thinking and Innovation Center, we start by asking the right question to the right people - Here, we start with the children and their families.
Our next step is an application designed with the following features, solely for helping young patients live a longer and healthier life without worries.

The Next Step

Our design solution is flexible, catering to most of the needs of the younger patients and their families.

Our studies show that most families rely on some application to help them monitor day-to-day activities. But these applications lack flexibility and are not specifically designed for individual needs.

- The application must do more than just collecting information
- The features must fit the daily routines of the young patients and their caretakers
- The application must be customizable according to the patient’s age and the responsibility to stay healthy
- The application must have a motivating factor and engaging nature to deal with the psychological aspects of the patient

Blood glucose level log which is easily accessible and user friendly to younger kids as well as parents

Insulin dosage calculator and log to effectively calculate the insulin intake depending on the diet and activities on a particular day – a comprehensive log to view it all!

Social networking corner, a feature that connects fellow patients and their parents. Interactive and educational while sharing experiences.

Sync between multiple accounts and devices so that children and parents can access their profiles separately from different devices.
• **Syncing information with medical records** help doctors and caregivers to make appropriate treatment plans for individual patients.

• **Proactive notifications and reminders** to remind the children of their routine, while being monitored by their parents from their devices. Parents can assist by setting reminders for themselves and sending reminders.

• **Customizable settings** enable the children and parents to change their responsibilities as the child grows into adolescence. It caters to individual needs of the patient.

• **Exercise log** can help youngsters stay fit and keep their condition under check. The provision to track progress helps them stay active at all times.

• **Food log and recipes** help young patients as well as parents to plan a diet and stick to it. It shows alternative food items according to seasons and place of residence, helping them find suitable food even while travelling.
ABOUT UST GLOBAL®

UST Global® is a fast-growing digital technology company that provides advanced computing and digital services to large private and public enterprises around the world. Driven by a larger purpose of Transforming Lives and the philosophy of “fewer Clients, more Attention”, we bring in the entrepreneurial spirit that seeks the fastest path to value in today’s digital economy. Our innovative technology services and pioneering social programs make us stand apart.

UST Global is headquartered in Aliso Viejo, California and operates in 21 countries. Our clients include Fortune 500 companies in Banking and Financial Services, Healthcare, Insurance, Retail, High Technology, Manufacturing, Shipping, and Telecom. UST Global believes in building long-lasting, strategic business relationships through agile and client-centric global engagement models that combine local experts and resources with cost, scale, and quality advantages of global operations.

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