

From patient-centred care to human-centred service design; how to innovate service delivery

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Overview:

By 2060, 7.8 million Australian will have significant hearing loss needing audiological services. Yet do we, as audiologists, know the needs, demands and desires of these potential clients to deliver impactful and desirable services?

In a crowded marketplace, it is important to be intentional about developing and delivering the service experience your clients are looking for. Service delivery opens up new challenges and opportunities for any organisation or business to differentiate themselves, improve customer experience, loyalty and create value.

Service delivery is a complex system of interrelated processes, resources and people. Where traditional business development strategies often focus on providing a viable business model and feasible use of technology and resources, the “people” at each level of the system is overlooked. Unravelling the unmet needs of people and why they do what they do, is the key to delivering desirable and sustainable services.

This workshop will use design thinking principals, a creative problem solving process that enables participants to tap into the core needs of their clients and gain confidence to create innovative and meaningful solutions. Together, we will design and deliver a human centred service that stands out.

Participants will work on a challenge in teams to learn how to gather inspiration through empathy and journey maps, formulate a meaningful question that allows exploration of possibilities, ideate, rapidly prototype and test. The workshop is interactive, packed with games, tools and techniques to execute the task.

Learning objectives:

By attending this workshop, participants will be able to:

- Understand the principals of design thinking and implement the principals to creatively tackle complex service delivery problems
- Immerse and understand the pivotal role of empathy in impactful problem solving
- Develop a journey map of the client experience in their clinical practices and develop strategies to improve the clients experience