


DATA-SMART DESIGN AND THE FUTURE HEALTHCARE ECOSYSTEM

数据智能设计和未来医疗生态系统

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hos·pi·tal 'hä ,spidl / 医院 (Yi Yuan)

Noun 名词

comes from the Latin word *Hospitalia*, meaning an apartment for strangers and guests. Caring for the sick was a community effort.

来自拉丁语*Hospitalia*, 意思是为陌生人和客人提供的公寓。照顾病人是社区共同努力的结果。

SEEMED 看起来

~~THE FORMULA WAS FOOLPROOF~~

这个公式是万无一失的



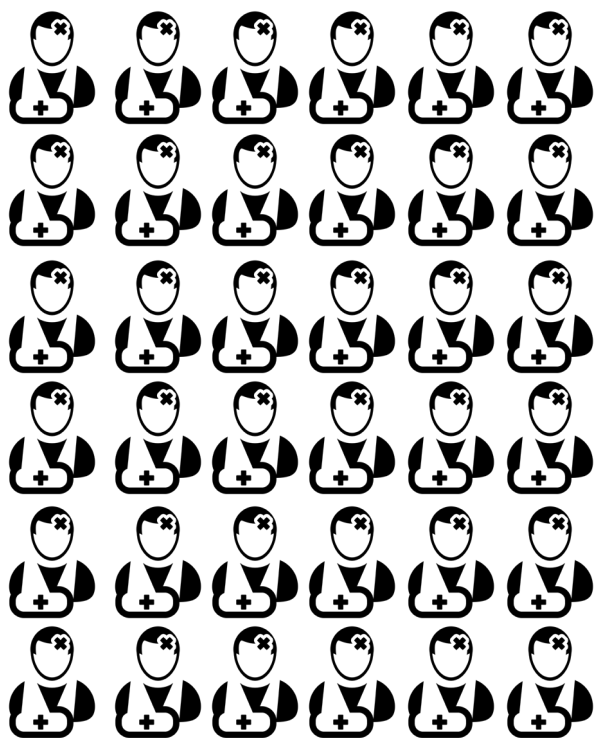
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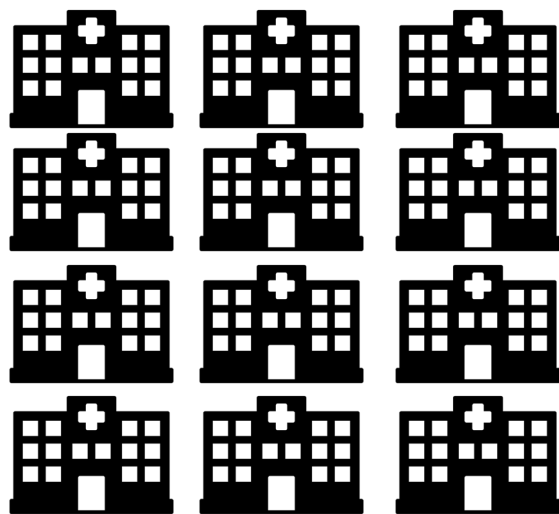
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... OR WAS IT? 还是这样的?



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THE FUTURE OF THE HOSPITAL

医院的未来

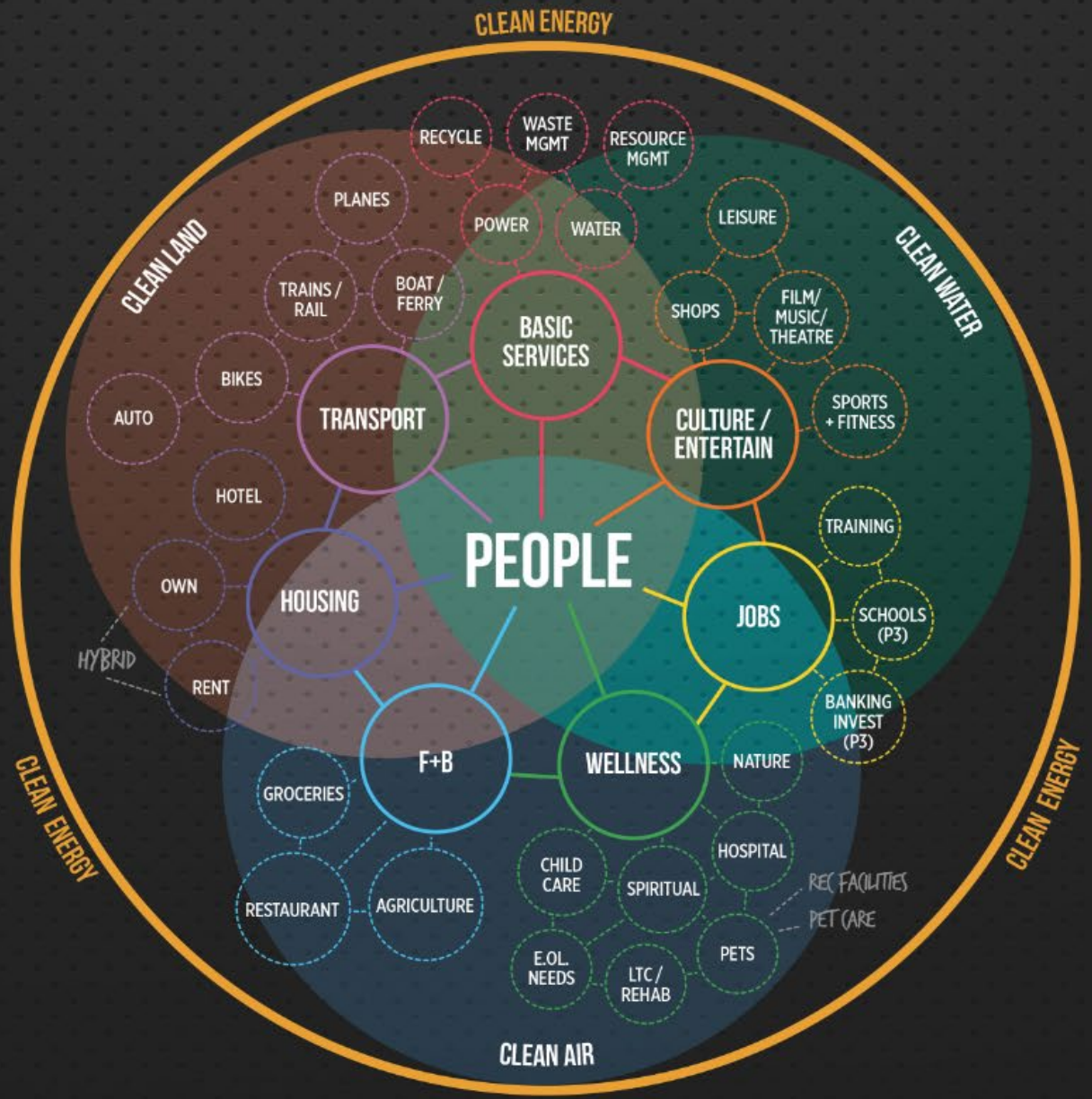
B+H

COLUMBIA

凯宜 HOSPITAL

THE HUMAN ECOSYSTEM

人类生态系统



THE GENERATIONAL DIVIDE 年代的差异



BOOMERS

Prefer traditional models of care

婴儿潮一代

更喜欢传统的护理模式



MILLENNIALS, GEN Y, GEN X

Prefer ease, speed, accessibility, customization, decentralization

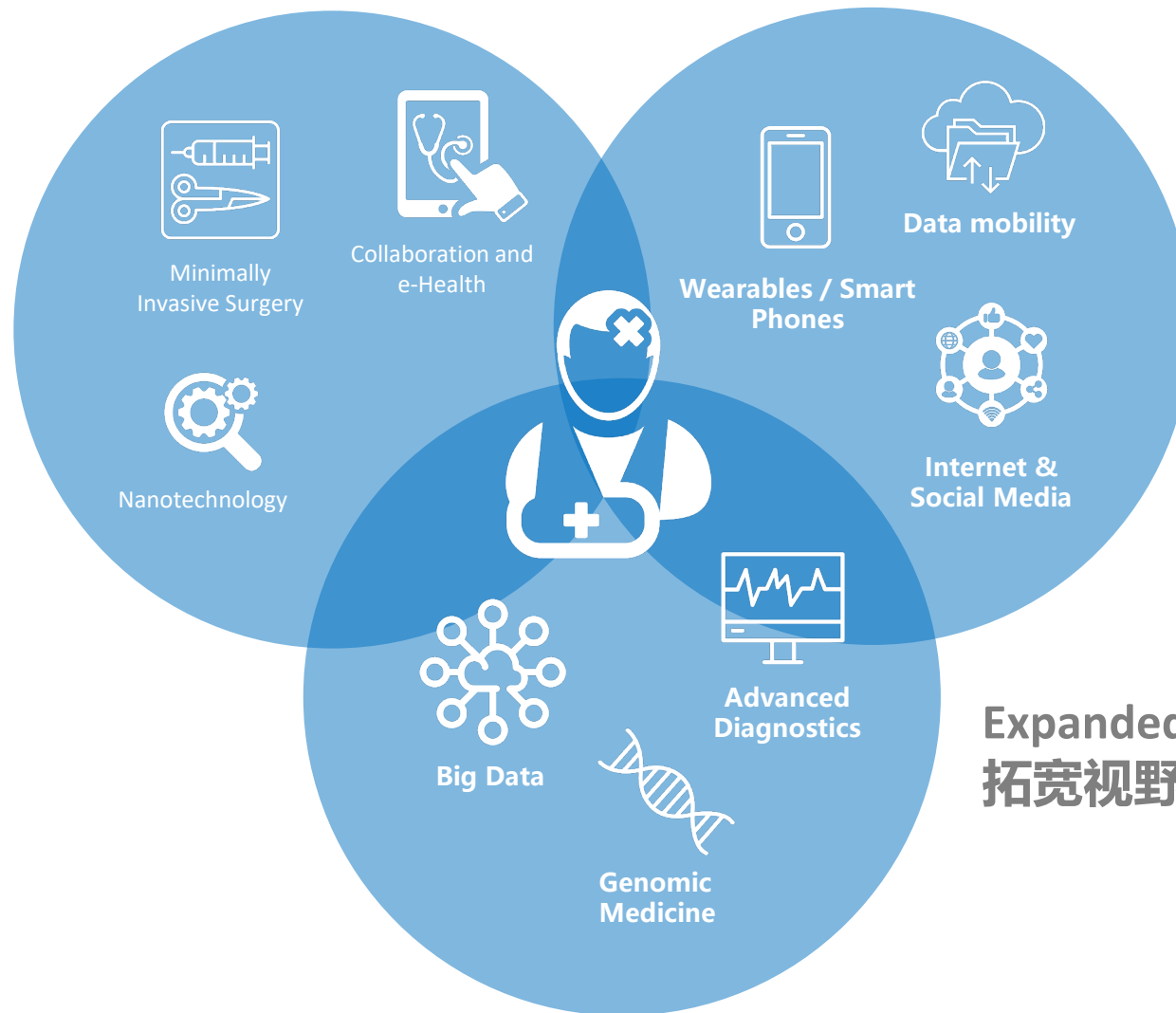
千禧一代, Y一代, X一代

更喜欢简单、快速、易达、定制化、非集中化



THE TECHNOLOGIC ECOSYSTEM 技术生态体系

**Better
Ways
更好的方法**



**Enabling
Self
自我强化**

**Expanded Perspective
拓宽视野**

LABORATORY AND TREATMENT CENTER ON YOUR SHOULDER (OR ON YOUR WRIST)! 手腕上的实验室和治疗中心

One Drop Blood Glucose Meter Now Sends Data Directly to Apple Watch

9/28/18 - NEW NOW NEXT

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TAGS 

1.2
TYPE

By Jimmy
McDermott and
Adam Brown

One Drop's Chrome becomes the first blood glucose meter to send data directly to Apple Watch without a nearby phone. Plus, new health features on the Series 4

Apple Watch and when direct-to-Watch is coming for Dexcom CGM.

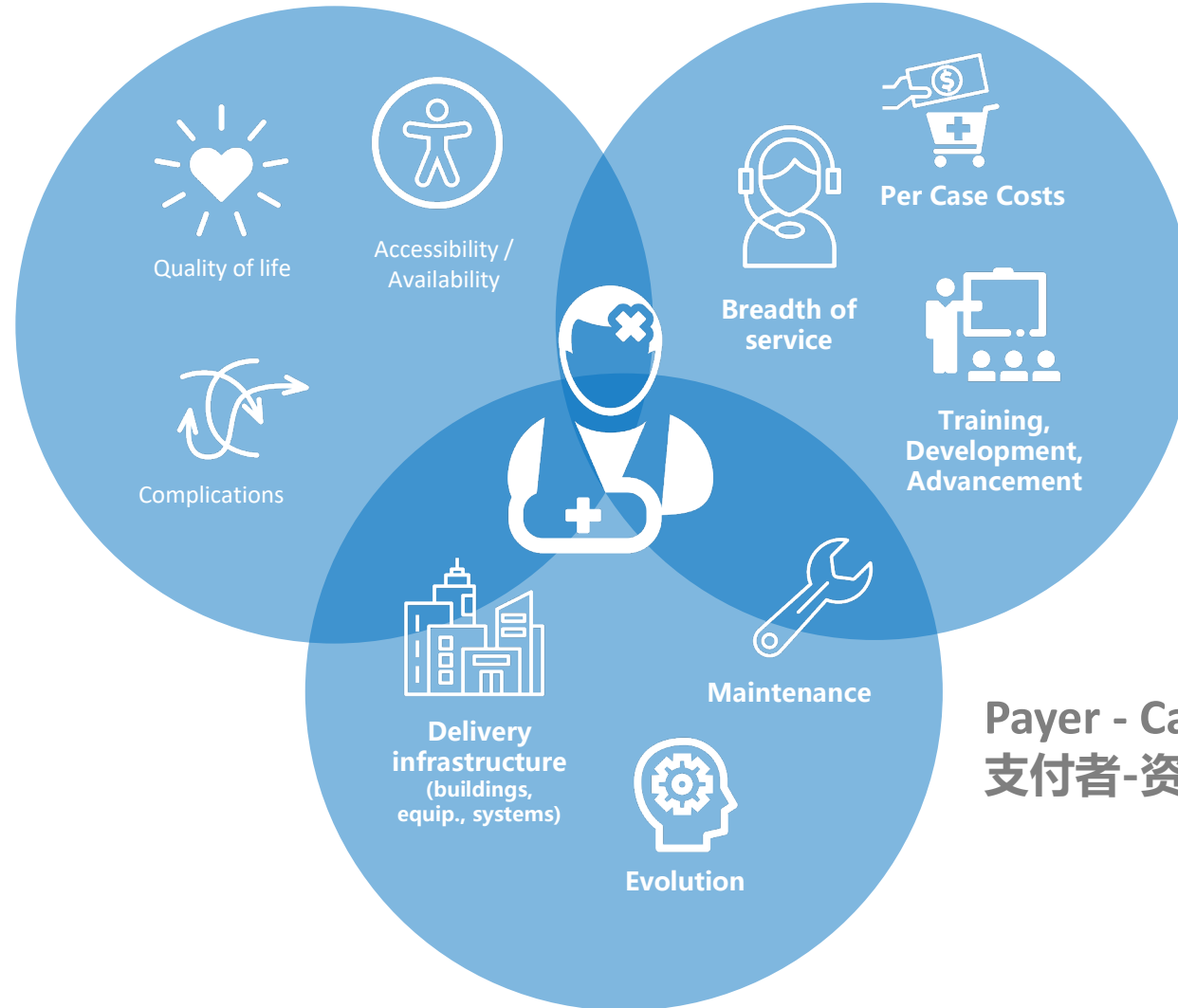


One Drop's new Chrome blood glucose meter (BGM) can now send blood sugar data *directly* to the Apple Watch Series 2, 3, and 4 via Bluetooth. This means users can log glucose levels and see trends *without* a phone nearby, simplifying diabetes management on-the-go. One Drop is the first diabetes device with direct-to-Watch integration, a trend we also expect to see in CGM – potentially starting with Dexcom in 2019.



THE ECONOMIC ECOSYSTEM 经济生态体系

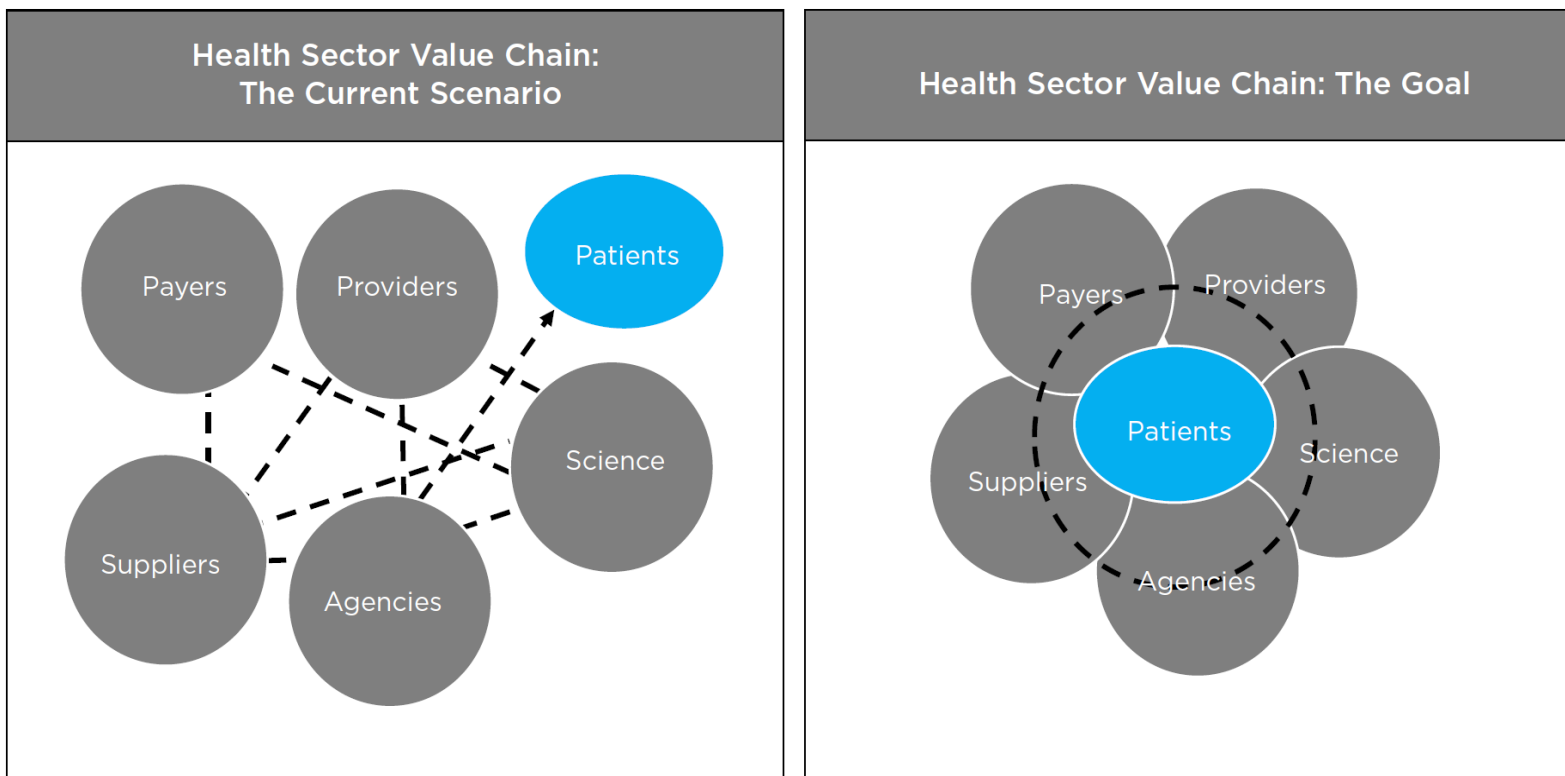
Consumer -
Outcomes
消费者-导向



Payer - Costs
支付者-花费

Payer - Capital
支付者-资金

WHAT HAPPENS WHEN WE PUT THE PATIENT BACK IN THE CENTER 当我们把病人放回中心位置的时候会发生什么？



THE FORMULA IS NOT SO SIMPLE ANYMORE

公式不再简单



**INDEED, PEOPLE'S WANTS AND NEEDS CONTINUE
TO EVOLVE... 人们的需求持续改变?**

... SO HOW CAN WE PREDICT WHERE THE **FUTURE
OF **HEALTHCARE** IS HEADED?
我们如何预测医疗的未来走向?**



BIG DATA

大数据

(AND LITTLE DATA)

小数据



**THERE IS SO MUCH DATA
OUT THERE.
每天都有很多数据。**

**HOW CAN WE POSSIBLY
UNDERSTAND IT ALL?
我们怎么可能理解所有数据?**



BIG DATA IN HEALTHCARE

医疗大数据?



Demographics (e.g. aging population, urbanization)
人口统计学 (比如: 老年人口, 城市化进程)



Genomic medicine
基因组学



Public health measures (wellness & disease management)
公共卫生措施 (身心健康&疾病管理)



Delivery strategies
交付策略

'LITTLE' DATA IN HEALTHCARE: 医疗“小”数据?



evidence-based design
循证设计



operational practices of providers
供应商的运营



impacts of technology
技术的影响



internet/ social media
互联网/社交媒体



qualitative insight
洞察力

EVIDENCE-BASED DESIGN

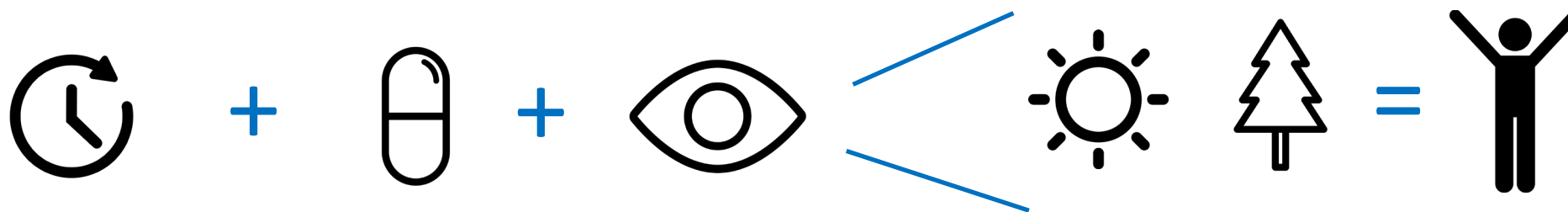
循证设计

The deliberate attempt to base **building decisions** on the **best available research evidence** with the goal of **improving outcomes** and of continuing to monitor the success or failure for subsequent decision-making

有意识地尝试根据现有的最佳研究证据做出决策，旨在改善成果并继续监测后续决策的成败。

TEST HYPOTHESIS

假设检验



DESIGN SOLUTIONS SUPPORTED BY EVIDENCE

有据可循的 设计解决方案



THE NEUROSCIENCE OF PAIN

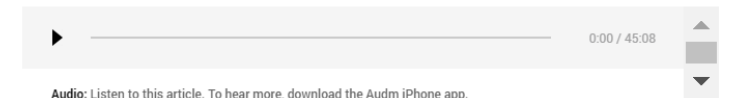
Brain imaging is illuminating the neural patterns behind pain's infinite variety.



By Nicola Twilley



Research is illuminating the neural patterns behind pain's infinite variety. Illustration by Anna Parini



Audio: Listen to this article. To hear more, download the Audm iPhone app.

On a foggy February morning in Oxford, England, I arrived at the John Radcliffe Hospital, a shiplike nineteen-seventies complex moored on a hill east of the city center, for the express purpose of being hurt. I had an appointment with a scientist named Irene Tracey, a brisk woman in her early

HARNESSING DATA TO UNDERSTAND CARE WITHIN THE CULTURAL CONTEXT. 利用数据来理解文化背景下的护理和关怀

QUALITATIVE INSIGHT 定性观点

QUANTITATIVE DATA TELLS YOU WHAT. QUALITATIVE DATA TELLS YOU WHY.

定量数据告诉您事实。定性数据告诉您原因。



AT HOME
在家里



MAKING THE APPOINTMENT
预约就诊



IN TRANSIT
在路上



ARRIVAL & CHECK IN
到达和登记



THE EXAM
医生检查



CHECK OUT
离开医院

Do I need to come in?
我需要去看医生吗?
Who should I see?
我应该找哪个医生?
How much will it cost?
需要多少钱?

Anticipation and fear
猜测和恐惧
Duplication of tasks
重复做各项任务
Shift from person to patient
身份从普通人转变为患者

Hurry up and wait
匆忙赶路 and 等待
Impersonal interactions
不人性, 缺乏互动

Lack of privacy
缺乏隐私
Loss of dignity
丧失尊严
Out of my control
不在掌握之中

Low perceived value
感知价值低
Billing & payment issues
账单和付款繁琐
Lack of follow up
缺少病情跟进



EMPOWERED
有自主权



UNCERTAIN
不确定



ANXIOUS
焦虑



FRUSTRATED
沮丧



DIMINISHED
受贬低



DISENFRANCHISED
被剥夺权利



DATA + ANALYSIS = EVIDENCE

数据+分析=证据