

KTN – DESIGN FOR HEALTHY AGEING MASTERCLASS.

Health & Care Design - Assessing your own organisational readiness.

INTRODUCTION:

This Design Masterclass will build on the agenda for Design in Health and Care settings established in the Original KTN for Healthy Ageing presentation.

You will complete a set of reflective tasks and share and discuss the outputs with other businesses in your peer-group.

The course will be relevant to businesses operating in either B-to-C or B-to-B markets and developing:

- new products for Health and Care Markets (e.g. development of Medical Devices)
- new services, through Co-design for Health and Care delivery.

The masterclass will:

- enable you to consider the original insights that supported founding your business and the role of empathy as a driver for innovation (as per the *Design Thinking* model).
- help you to evaluate which people and processes are supporting innovation and human-centred design research currently and whether these will need to change as the business looks for future growth strategies.
- facilitate an exploration of differences in what your end-customer/end-user recognises as worth (i.e. assigns value to) vs what you have tended to promote from the business perspective. This will help you clarify your value proposition from a human-centred end-user point-of-view.

LEARNING GOALS:

1	To recognise the role of <i>empathy</i> and <i>closeness-to-customers</i> (need-seeking) to drive new insights and opportunities in Health and Care settings.
2	To assess your organisation's current capabilities for human-centred innovation.
3	To understand good-practice in the positioning of design-capabilities within the organisation as a source of insight and distinctiveness.
4	To clarify your current value proposition (whether you work B-to-C or B-to-B).

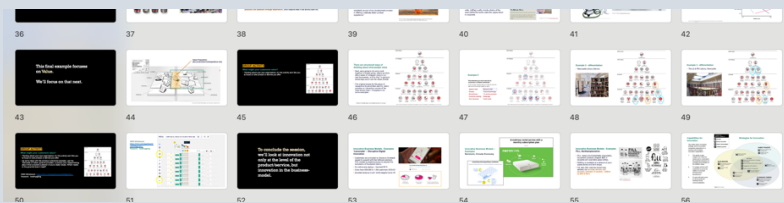
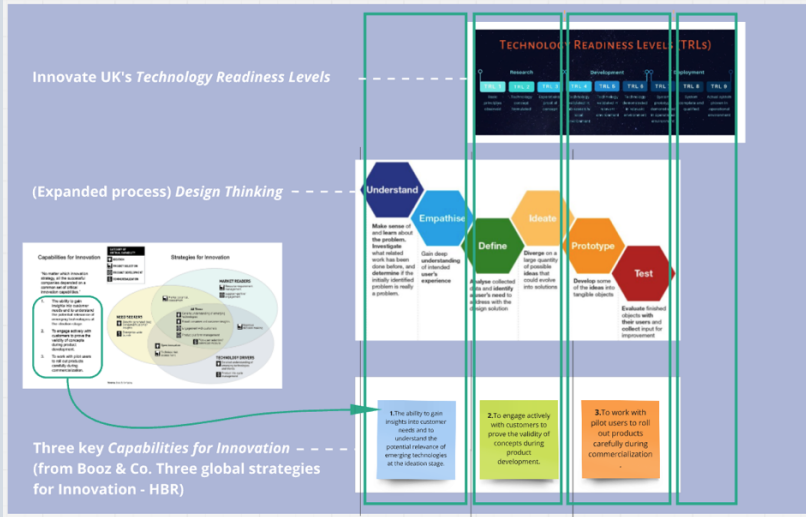
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LEARNING PLAN:

Content	Task challenge and resources / interactive-tools on Miro	Learning Goals (LG)
SLIDEDECK		All
THEORY: Analysing Stage of Development: Technology Readiness Levels, Organisational readiness levels and key Design Process Models	 <p>Introducing Design Process Theory</p>	LG1
	Discussion	
TASK 1: Your driving insight for the business	<p>Think back to your driving insight for starting the business and select the statement that more closely fits:</p> <p>A. it was based mainly on an insight found through empathy with a particular customer's/person's circumstances</p> <p>B. we saw the business opportunity from within a business setting - as an opportunity to do something better for these types/groups of customer.</p>	
TASK 2: Your capabilities for Innovation	Use the sliders to the right to consider what customer insight capabilities you have currently (top 3 sliders), and what you'll need to build into the business in the future (bottom 3 sliders)	LG2

		
	Discussion	LG2 + LG3
TASK 3: Re-evaluating your <i>real</i> Value Proposition	<p>Using the Elements of Value pyramid relevant to your business (choose B2B or B2C) and focusing on just 1 of your main customer groups – identify the top five elements of value you believe they are recognising in your proposition.</p> 	LG4
	Discussion Summary and Reflections on Learning	LG4 All