Exploration Phase:

The exploration phase, which was the very first stage of our design process, consisted of understanding the problem statement given by our client - UH. Based on the problem statement, we also identified the other two main organizations involved, i.e., Berlin Fast care and Giant Eagle. We learnt about the history of these organizations, explored on their inter-relationships, and understood how these three pieces fit into the UH-Fast care model.
Discovery:

The Discovery phase consisted of two important parts. First one was secondary and primary research to understand the UH- Fastcare business model and second element was to synthesize the information gathered through this research and evaluate if the stated(given) problem statement was the actual problem or is just the symptom of actual problem.

Secondary Research included understanding the Fast care data provided by UH, online research on Retail Clinic businesses, etc.

Primary research included interviewing patients who have used UH-FC service, patients who could potentially use UH-FC service, grocery shoppers, and Nurse practitioners. We also did comparative study by visiting Wardsworth Clinic which is based on the data we collected we identified the service blueprint. The knowledge of service blueprint was important and it helped us in understanding the real barriers which hinders patients to access this system.

With the knowledge gained through in Exploration phase as well as Discovery phased we reformulated the problem statement.

- Primary Research
  - Interviews
    - Patients
    - Shoppers
    - Nurse Practitioners
    - Competitors- Summa Care
  - Photographs
    - Parking Lot
    - Dedicated Entrance
  - Competitor Study
- Secondary Research
  - Online research regarding Retail Clinic
  - Identifying Barriers
  - Reformulating Problem Statement
Conception Phase:

Based on the reformulated problem statement and our understanding of barriers we brainstormed and came up with whole bunch of potential solutions. Each solution meant to resolve one or more barriers. Most of the solutions had a common underlying theme so we categorized the solutions under three buckets – Marketing, Strategy and Relationships. After more brainstorming we came up with 7 different solutions which could potentially eliminate most of the barriers we identified. These solutions were then ranked on basis of Desirability, feasibility and viability.

- Cross of Pane
- Solar System model
- Solutions Brainstorming
- Categorizing solutions into buckets
- 7 most promising solutions
- rated them on Desirability, Feasibility and Viability
- Selected best 6
- Came up with Wellness as overarching theme of solutions.

Exploring the Wellness brand molecule
EVALUATION & REFINEMENT:
Narrowing down concepts & determining whether concepts truly & feasibly serve the end purpose:

Here Used Business Strategy tool to groups the barriers that were present within the UH-FastCare business model.

- Three classifications were used to categorize the different barriers facing the UH-Fast care as follows;

1. Strategy: Barriers relating to strategy were those barriers that prevented UH-Fastcare from either differentiate it from other retail clinics or make UH-Fastcare more appeals to potential user; these barriers included;
   * Price of Services
   * Types of insurance coverage
   * What Services will not be offer
   * Who cannot get Services at the UH-FastCare
   * Absence of Continuity in the current model
   * Competition between UH-FastCare and Giant Eagle Pharmacy

2. Marketing:
   * Placement of UH-FastCare within Giant-Eagle
     - Hidden behind everything else in the Giant-Eagle sure
     - Little or no promotion for the UH-FastCare
       - TV, Internet and other media outlets
   * Difficulty in finding packing within the Giant eagle premises for FastCare
   * Lack of collaboration between Fastcare Services and Giant Eagle service
   * FastCare Signage hidden behind Giant Eagle Clutter
   * Limited Direction indicating was FastCare is at.

3. Relationships:
   - Sign shows information that connotes negative relationship with patients
FASTCARE: MORE THAN A RETAIL CLINIC

Because accessing quality healthcare should be as easy as going to the grocery store.

What is FastCare?

FastCare clinics are acute care centers, located in Giant Eagle grocery stores in the Cleveland area. Managed by University Hospitals and staffed with Nurse Practitioners, these clinics aim to provide quick, affordable primary healthcare to shoppers and existing patients without the waiting and hassle of a doctor's office.

What is the Problem?

Although four separate locations have been open since 2010, these FastCare Clinics are not adding the anticipated value to University Hospitals system via an increase in patients and brand awareness.

We attempted to explore and solve this problem over a span of 8 months using the Design Process.

PROBLEM: BARRIERS GALORE!

DECISION POINTS

At Home or Work

At Giant Eagle

At Fastcare

After Fastcare Service

BARRIERS

Lack of awareness of Fastcare in the shopper community

Lack of understanding to services, the Fastcare brand is not clear

Communication to correct information problems

Lack of awareness of availability on current healthcare network

Lack of awareness

USER EXPERIENCE

Confusion

Confusion

Confusion

Satisfaction

INTEGRATION BARRIERS

Inability to integrate Fastcare with the current GI system

API

Harmful external methods to integrate Fastcare with the current GI system

Integration of Fastcare with the current GI system
SOLUTION: HEAL, TEACH, AND DISCOVER

University Hospital Core Values

By using the UH mission statement, to heal, to teach, to discover, as a foundation, FastCare can be more than just another quick-stop retail clinic.

This service model would involve 6 areas of focus that work together to drive patient and brand value back into the UH system. Each of the areas addresses the UH mission statement:

To Heal - by providing quality healthcare
To Teach - via patient education and student internship opportunities
To Discover - new ways of further outreach

Wellness

- Being beyond healthcare by providing
  - Chronic care management
  - Wellness counseling
  - Sleep apnea treatments

Face of FastCare

- Strong physical presence
  - Showcasing UH importance

Education

- Phrasing patient education on common

Relationships

- Managing relationships
  - UH and UH - UH services and outreach relationships

Integration

- Integrating UH into current settings
  - Building new relationships

How a GE Shopper Decides to Use a UH-FastCare

1. All I had wanted to do was come home and get some fresh air, but the baby just kept screaming, so I ran back home so that I can quickly go in for my evening shift.

2. I can’t go to the ER; it’s too EXPENSIVE for me, and it’s a long drive with a baby. Besides, I can’t afford WASTE TIME at ER. I have to be ready for my evening shift.

3. Yes! Last week, the HR manager gave us a talk about the University’s hospital and UH-GE Fastcare, where we can receive quick treatment for simple issues in place of the ER. OH! I even have the Fastcare layer in my pocket.

4. GREAT! I see a large and visible Fastcare Signage. I can sure they’ll provide quality care because of the association with the University Hospital. Alright, Junior, let’s go make you feel better!
Ideas for Solutions:
1. From the problems we identified, we came up with six initial solutions, highlighting the positives of the solution and the negatives of the solution.
   1. Corporate Care Center
   2. FastCare Experience
   3. Face of FastCare
   4. Community health Center
   5. Educational Component
   6. Well Center

FURTHER EVALUATION AND REFINEMENT:
- We further evaluated and refined the ideas by classifying them according to 3 main criteria
  o Desirability
  o Feasibility
  o Viability
- We used numeric scaling methods to determine how Desirable, Feasible and Viable each idea was.
- Re-evaluation of the ideas over and over again to determine specific solutions to be presented to the sponsors during the delivery phase.

Mock Presentation:
- After we had refined the ideas and put together a power-point presentation, we presented the preliminary ideas to a small audience. The presentation was critiqued and feedback was provided. The Feedbacks led to further refinement of the presentation in other come with the final output that was presented to our sponsors.

DELIVERY
- Design brief
  - The design brief was the initial brief that we put together to help us in outlining what our project had to achieve. This brief included what the problems and issues that we were trying to design solutions for and within what timeframe we were going to complete the project. The design brief was also a document of discovery, releasing matters that we understood as involve with the issues that UH-Fastcare was facing. The brief included the following portions: Executive Summary, Organizational profile, problem statement, goal of the project, timeframe and schedule of work, budget estimate for the project and a summary and conclusion.
  - Final presentation of findings & concepts to sponsors
  - The final oral presentation is a collection of the main ideas of the project, that we believe should be adopted by the University Hospital in order to address the issues that the UH FastCare was facing. The final presentation entailed explanations of the design problem that we addressed in a clear and vivid manner. We explained different alternative that we explored in the design process of the project in order to draw the attention of our sponsor and encourage them positive changes to the current FastCare model.

- Final Reports Submitted to sponsor and professors
  - The project report is written to sum up the substance of our project. After careful considerations, we came up with practical, achievable and persuasive ideas that can be used as a guide for University Hospital in dealing with the current challenges that they faced with in the UH-Fastcare business model. The report highlights steps that we employed in moving the project from problem
identification to concrete logical solutions developed to help the University Hospital move forward from their current ailing FastCare business model.