
WHO MOVED THE PATIENT?

REMAPPING THE OUTPATIENT
CANCER EXPERIENCE

03.13.2020

YOUR PRESENTERS



ROGER WILKERSON, IV

LITTLE DIVERSIFIED ARCHITECTURAL CONSULTING

Practice Group Leader



CHARLES HALL, PE, QCXP

SPECIALIZED ENGINEERING SOLUTIONS

Office Director / Associate Principal



GEORGIA CAMERON, AIA, ACHA

LITTLE DIVERSIFIED ARCHITECTURAL CONSULTING

Studio Principal



**"I DON'T WANT TO BE THE BEST IN HEALTHCARE.
I WANT US TO BE THE BEST. TO BE GOOD IN
HEALTHCARE PATIENT SATISFACTION MAKES YOU,
LIKE, YOU KNOW, WE'RE AS GOOD AS THE DMV."**

David T. Feinberg, MD
CEO, Geisinger Health System
Danville, PA

As heard on NPR interview



“We can not solve our problems with the same thinking we used when we created them”

- ALBERT EINSTEIN

THE LEVINE CANCER INSTITUTE

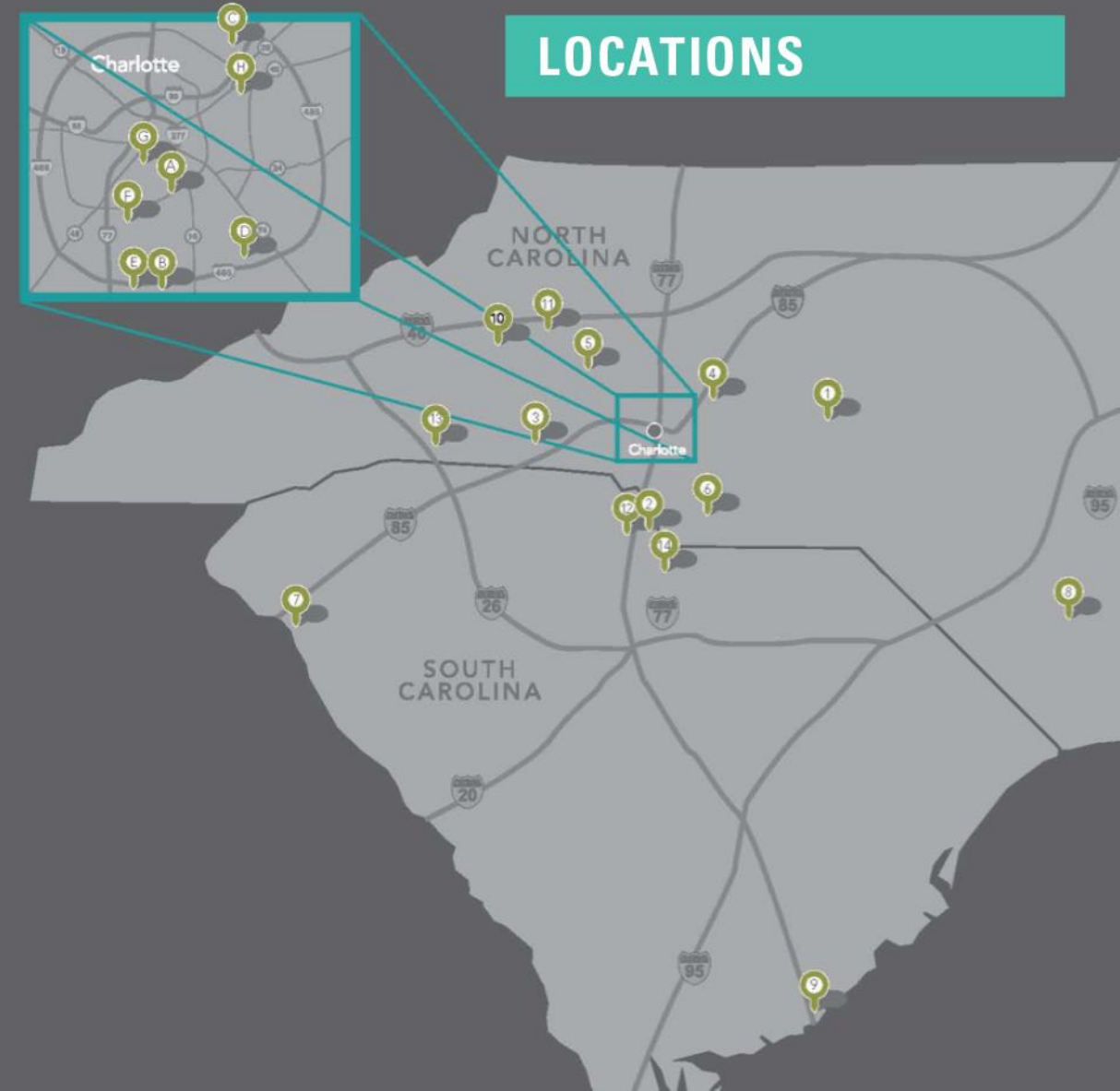
SYSTEM SERVICES

- Resource Center
- Nutrition Services
- Genetics
- Outreach/Disparities
- Psychiatry/Psychosocial
- Pharmacy
- Survivorship/Integrative
- Guest Services
- Radiation Oncology
- Clinical Trials
- BMT/Heme Program
- Patient Navigation
- Supportive Oncology

CANCERS TREATED

- Bladder cancer
- Blood cancers & disorders
- Brain cancer
- Breast cancer
- Colorectal cancer
- Endocrine/thyroid cancer
- Esophageal cancer
- Gastrointestinal cancer
- Gynecologic cancer
- Head and neck cancer
- Kidney cancer
- Liver cancer
- Lung cancer
- Melanoma/skin cancer
- Pancreatic cancer
- Prostate cancer
- Sarcoma/bone/soft tissue
- Testicular cancer
- Rare and complex cancers

LOCATIONS





LEVINE CANCER INSTITUTE

WITH MORE THAN 25 CANCER CARE LOCATIONS, LEVINE CANCER INSTITUTE PROVIDES ACCESS TO TOP-RANKED PHYSICIAN EXPERTISE, GROUND BREAKING CLINICAL TRIALS AND THE LATEST CANCER TREATMENTS ACROSS THE CAROLINAS. THE MISSION OF LCI IS TO ELIMINATE THE BARRIERS THAT SEPARATE CANCER PATIENTS FROM HIGH-QUALITY CANCER CARE, PROVIDING THEM WITH THE TREATMENT THEY NEED, CLOSER TO WHERE THEY LIVE.

LEVINE CANCER INSTITUTE

PLANETREE PHILOSOPHY

Care should be, first and foremost, organized around the needs of patients

MAINTAINING THE CULTURE

360 Degree Focus Groups

Teammate Retreats

Planetree On-boarding for **ALL** hires

*First Outpatient multi-site facility to
achieve Planetree Designation*





LCI EXPANSION

260,000 SF New Construction
40,000 SF Renovation

Design Start: April 2016
Construction Start: March 2017
Expansion Complete: April 2019
Renovation Complete: March 2020

7 Stories
2 Green Roofs
131 Exam Rooms
60 Infusion Bays
3 Story Bridge Connector



LCI EXPANSION

Owner
Atrium Health

Architect
Little Diversified Architectural Consulting

General Contractor
Rodgers Builders, Inc.

MEP Engineer
Specialized Engineering Solutions, Inc.

Interior Designer
Wright McGraw Beyer Architects

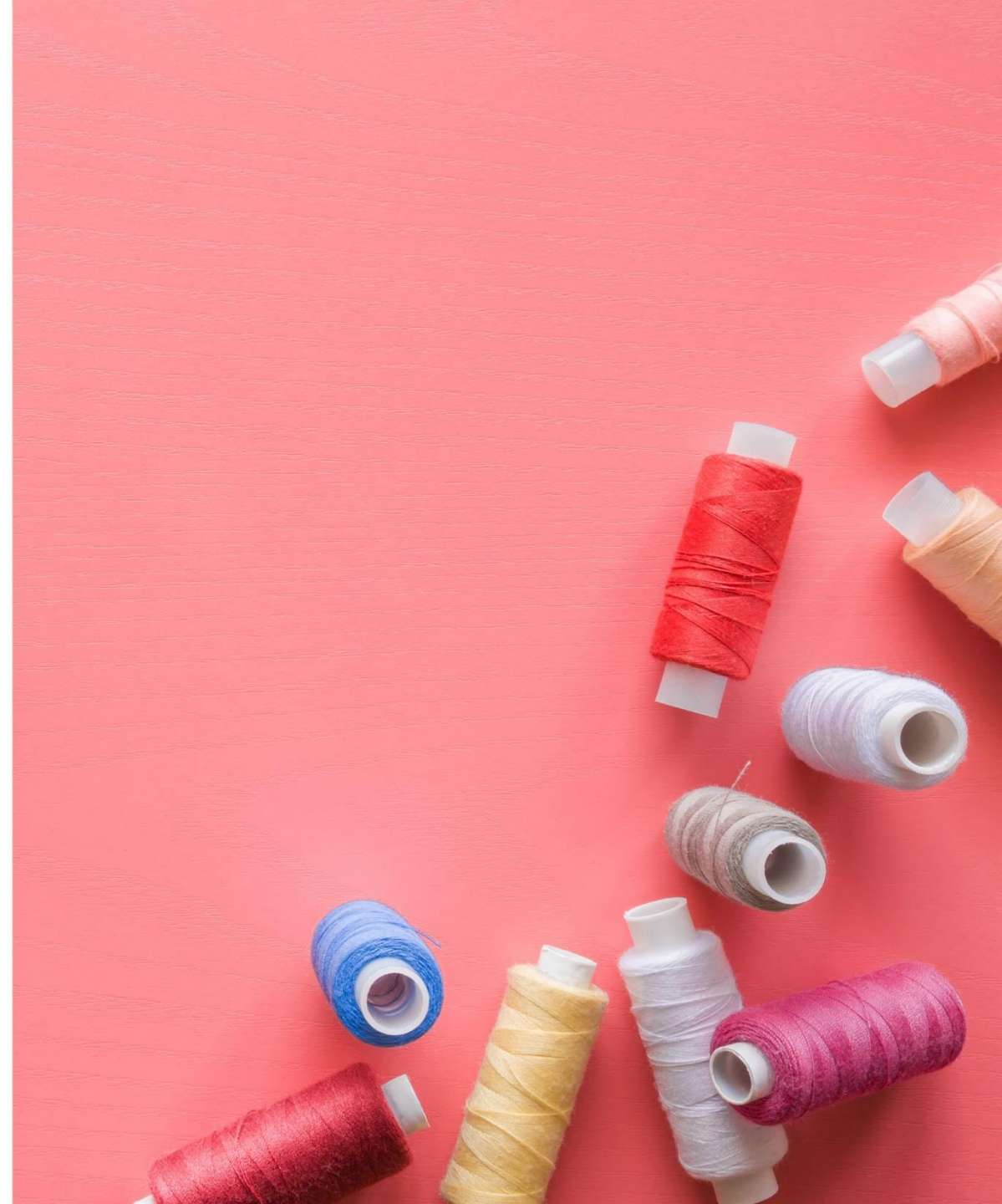
Civil Engineer
Bloc Design

Structural Engineer
Bennett Pless

WHAT IS EXPERIENCE DESIGN (XD)?

**EXPERIENCE DESIGN (XD) - A THREAD THAT UNIFIES
OFTEN UNCONNECTED MOMENTS, TOUCHPOINTS OR
INTERACTIONS ACROSS THE JOURNEY OR VARIOUS
USER TYPES**

- » Starts with a deep understanding of peoples needs & wants, behaviors & rituals, expectations & desires
- » Uses emotional and functional cues & triggers to create signature moments
- » Results in delivery of strategic tools such as Experience Map



WHAT IS EXPERIENCE DESIGN (XD)?

EXPERIENCE DESIGN METHODOLOGIES

- » Understanding the Customer
- » Signature Moments
- » Brand Attachment





METHODOLOGY

UNDERSTANDING THE CUSTOMER



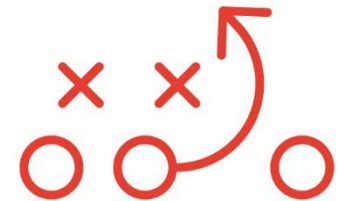
INSIGHTS

Conducting customer and market research to stay ahead of trends and better understand unmet needs and business opportunities that can influence the design process



BEHAVIOR

Analyzing behaviors across experiences services and products to better understand current and future customer expectations



STRATEGY

Aligning brand principles and experience objectives to choreograph unified customer journeys across touchpoints

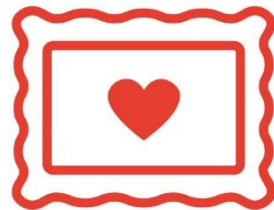
METHODOLOGY

SIGNATURE MOMENTS



AUTHENTIC STORIES

Brand stories with emotional power



MEMORABLE EXPERIENCES

Branded moments of delight



SIGNATURE MOMENTS OF DELIGHT

Make stories memorable and
experiences unique



METHODOLOGY BRAND ATTACHMENT



EMOTIONAL CONNECTIONS

Solve customers
emotional needs & wants



FUNCTIONAL SOLUTIONS

Provide practical,
relevant solutions



BRAND ATTACHMENT

Connect with customers
& build brand loyalty



ARRIVAL

DROP-OFF CIRCLE | VALET | PARKING | VESTIBULE

VOICE OF CUSTOMER

PATIENT: Help me find where to go and be ready for my visit.

FAMILY/CAREGIVER: Help me be prepared and informed.

STAFF: Provide me with resources to host a positive visit.

STATE OF MIND



NEEDS/WANTS



VISUAL PREFERENCE

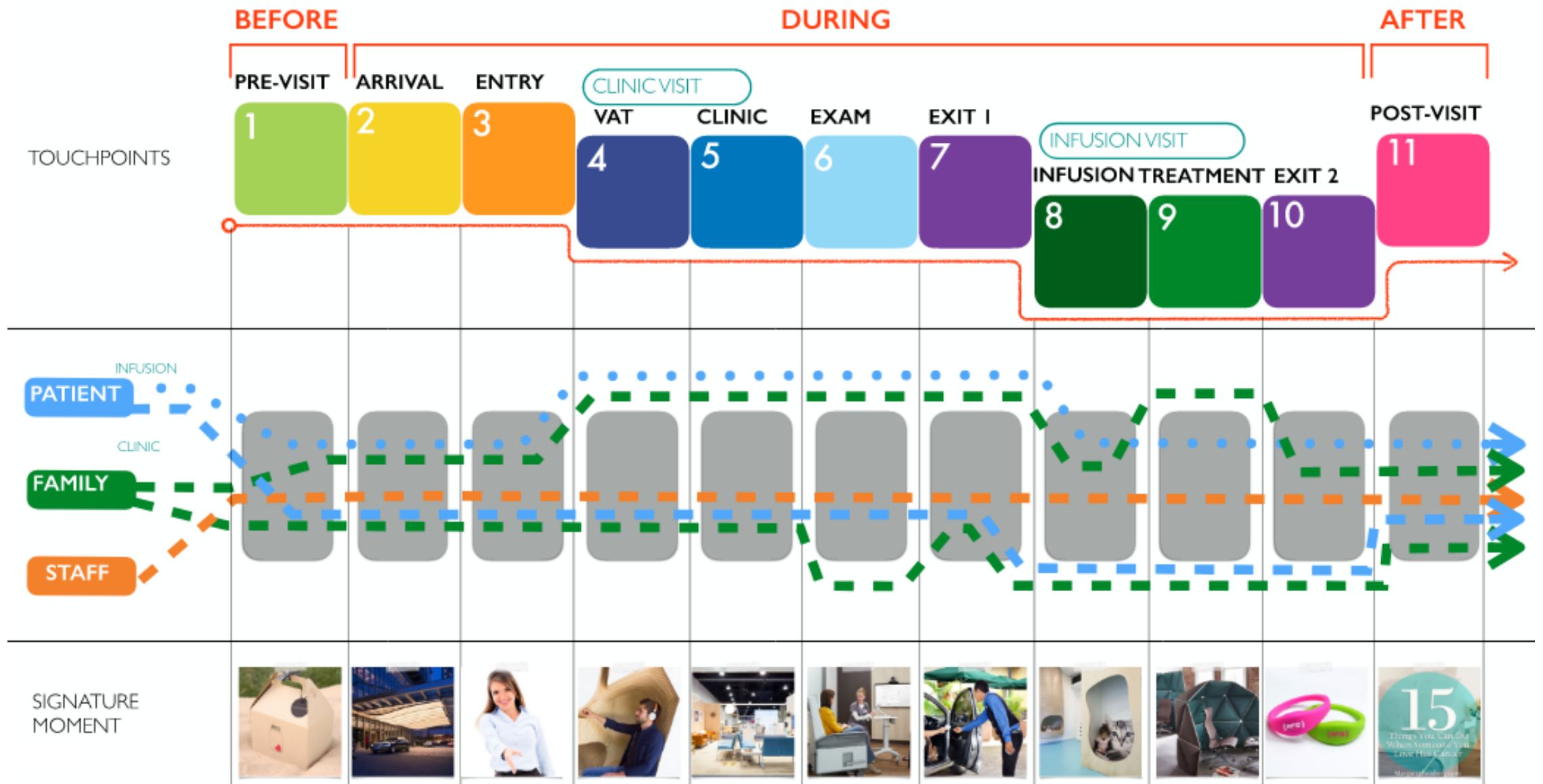


EXPERIENCE OBJECTIVE

Finding the Institute was easy, despite being in the City. The **building stood out** and large-scale signage elements helped me find the right entrance. The visual cues of the entry led us to the drop-off and main entry. We handed our keys to the uniformed valet in the **spacious vestibule**.

HIGH LEVEL JOURNEY MAP

WORKSHOP #1



HOW DOES ENGINEERING RELATE TO CUSTOMER EXPERIENCE?

INTEGRATION



CELEBRATE HUMAN INTERACTION

INFECTION CONTROL



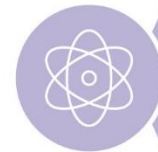
SUPPORT ONGOING JOURNEY

SAFETY



PROVIDE HOLISTIC, COORDINATED CARE

COMFORT



HONOR MIND-BODY-SPIRIT CONNECTION

TOUCHPOINT 2: ARRIVAL



EXPERIENCE OBJECTIVE

Finding the Institute was easy, despite being in the City. The **building stood out** and large-scale signage elements helped me find the right entrance. The visual cues of the entry led us to the drop-off and main entry. We handed our keys to the uniformed valet in the **spacious vestibule**.

TOUCHPOINT 2: ARRIVAL



EXPERIENCE OBJECTIVE

Finding the Institute was easy, despite being in the City. The **building stood out** and large-scale signage elements helped me find the right entrance. The visual cues of the entry led us to the drop-off and main entry. We handed our keys to the uniformed valet in the **spacious vestibule**.

TOUCHPOINT 5: CLINIC



EXPERIENCE OBJECTIVE

I have been in a lot of clinics over the past year, and this one is different. The lighting is bright, but not cold. The space is cozy, but not cramped. This space is professional, organized, and reassures me I am in the right hands.

TOUCHPOINT 5: CLINIC



EXPERIENCE OBJECTIVE

I have been in a lot of clinics over the past year, and this one is different. The lighting is bright, but not cold. The space is cozy, but not cramped. This space is professional, organized, and reassures me I am in the right hands.

TOUCHPOINT 9: INFUSION



EXPERIENCE OBJECTIVE

Today was a long day for me, but LCI made it feel brief. I was able to have a private space to watch shows with my husband. We ordered lunch from my chair and it was delivered. We ate while enjoying the views of the garden, which made a big difference.

TOUCHPOINT 9: INFUSION



EXPERIENCE OBJECTIVE

Today was a long day for me, but LCI made it feel brief. I was able to have a private space to watch shows with my husband. We ordered lunch from my chair and it was delivered. We ate while enjoying the views of the garden, which made a big difference.

TOUCHPOINT 11: DEPARTURE



EXPERIENCE OBJECTIVE

After I left the clinic and went back to the building lobby, my car was already waiting. But, we decided to spend a few moments in the chapel today. This space helps me take care of my mind and spirit as well as my body. I know when I come back tomorrow, I will have less anxiety.

EXPERIENCE MAPPING IMPACT

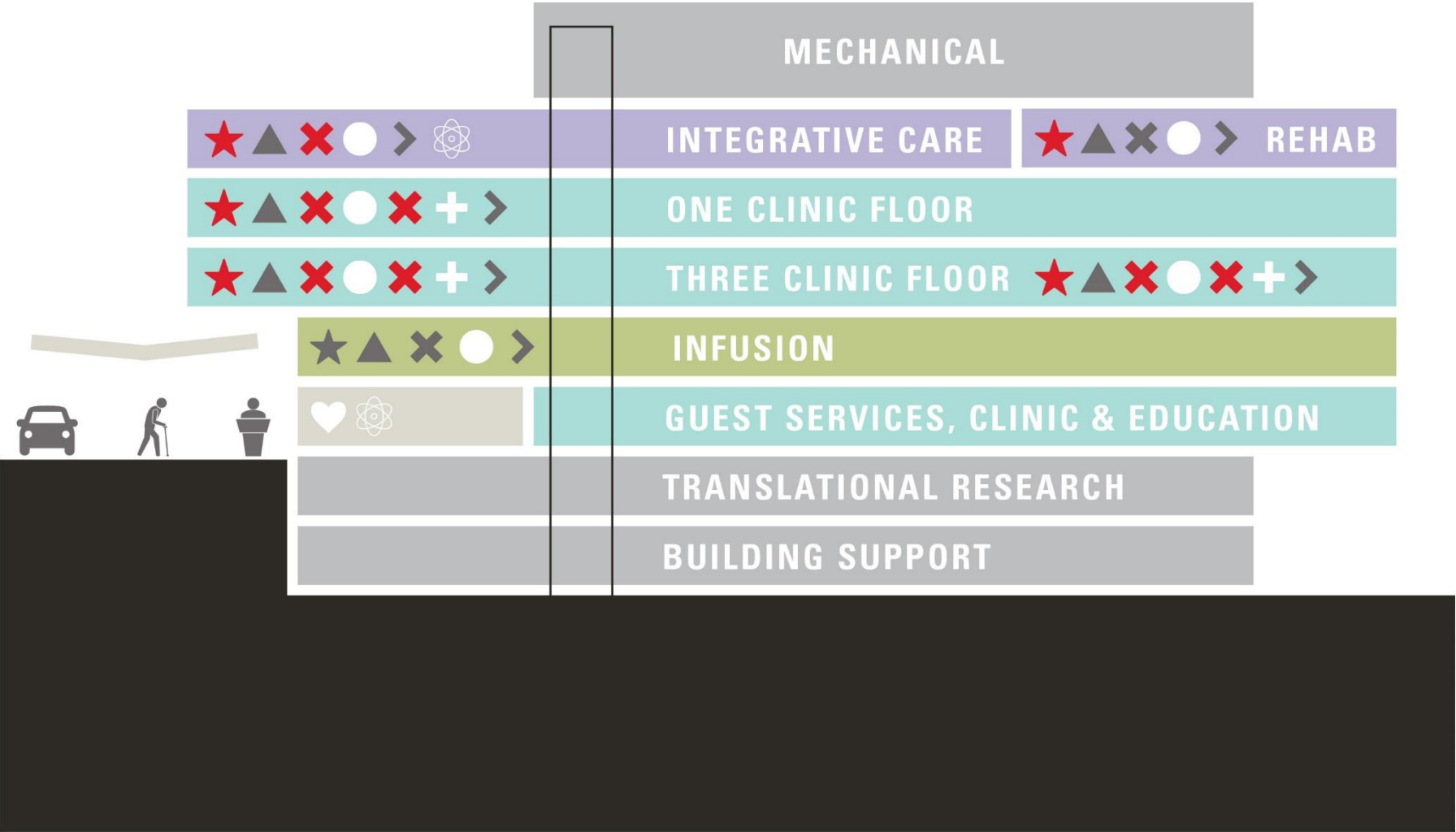
- Ecumenical chapel
- Cancer-supportive food venue
- Shifted patient education center to prominent location
- Established a caregiver lounge
- Maximizing opportunity for community interaction
- Centralized registration
- Converted waiting rooms to Welcome Lounges
- Created central VAT and Core Lab to re-sequence patient path and reduce wait times.



METHODOLOGY: SIGNATURE MOMENTS

CURRENT STATE BEHAVIORS TOUCHPOINT LEGEND

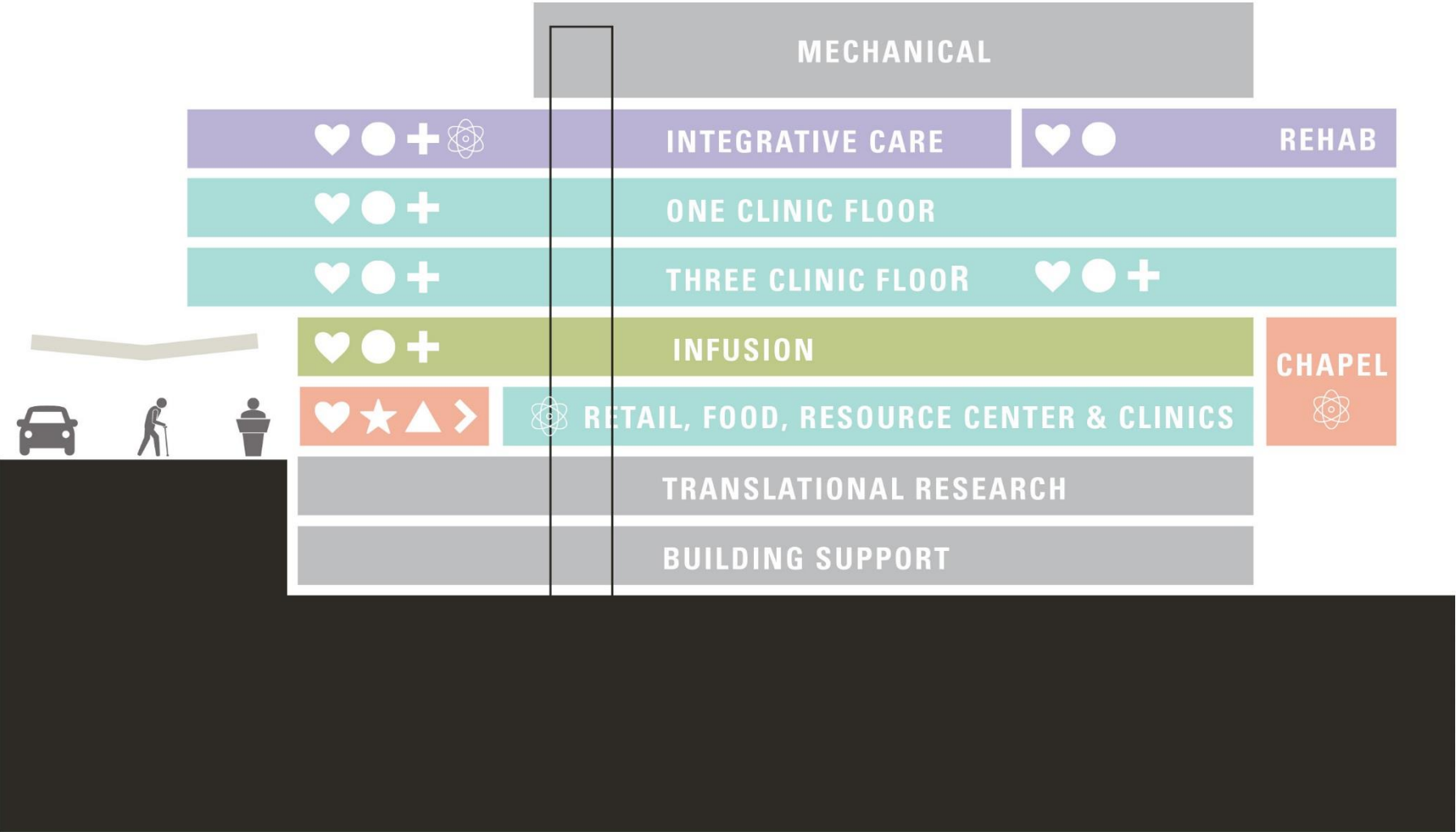
-  ARRIVAL
-  ENTRY
-  WELCOME
-  REGISTRATION
-  BLOOD DRAW
-  WAIT FOR RESULTS
-  TREATMENT / VISIT
-  WAIT FOR CONSULT
-  CONSULT
-  RESPITE & SUPPORT
-  DEPART



METHODOLOGY: SIGNATURE MOMENTS

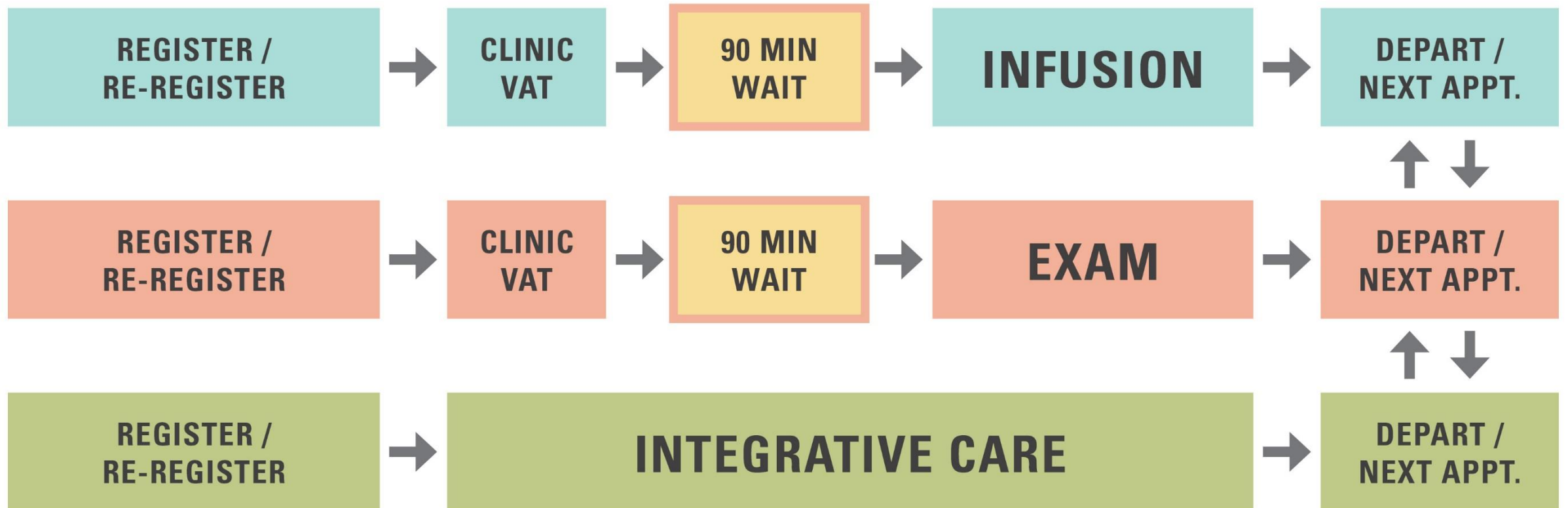
XD STRATEGY TOUCHPOINT LEGEND

-  ARRIVAL
-  ENTRY
-  WELCOME
-  REGISTRATION
-  BLOOD DRAW
-  WAIT FOR RESULTS
-  TREATMENT / VISIT
-  WAIT FOR CONSULT
-  CONSULT
-  RESPITE & SUPPORT
-  DEPART



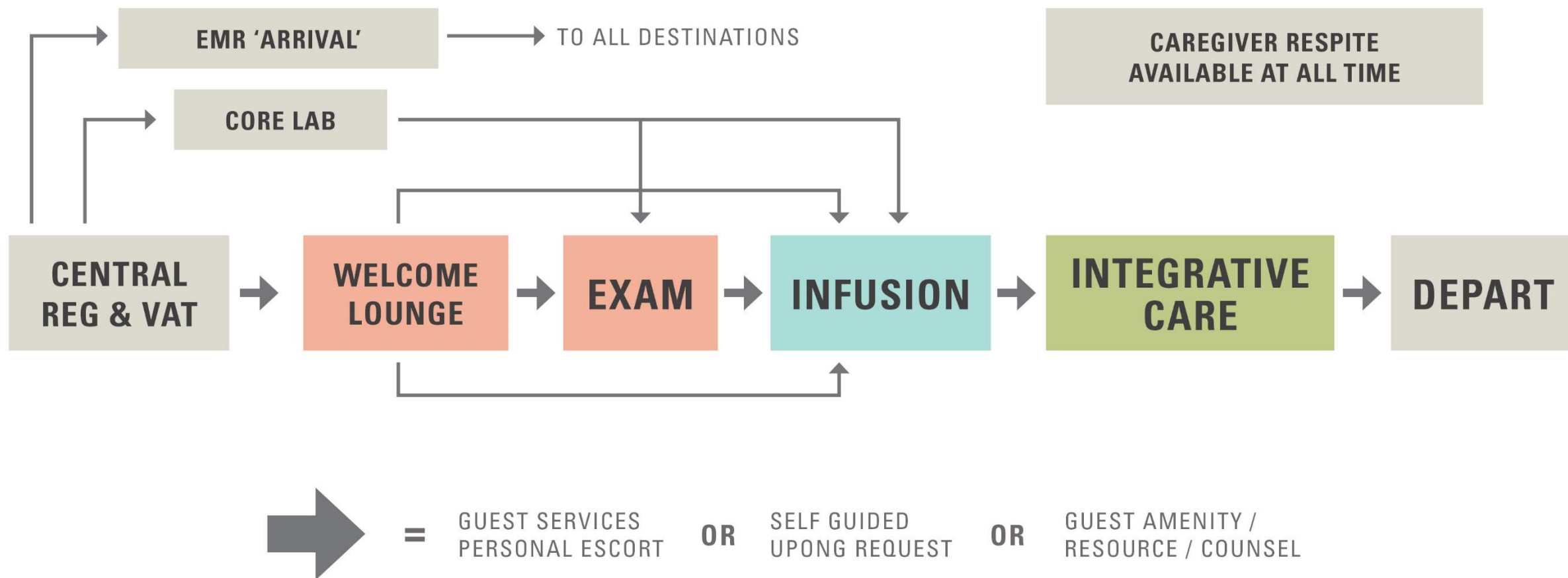
METHODOLOGY: SIGNATURE MOMENTS

CURRENT STATE BEHAVIOR



METHODOLOGY: SIGNATURE MOMENTS

XD STRATEGY 01: UNIFY & CHOREOGRAPH



PROJECT CHALLENGES

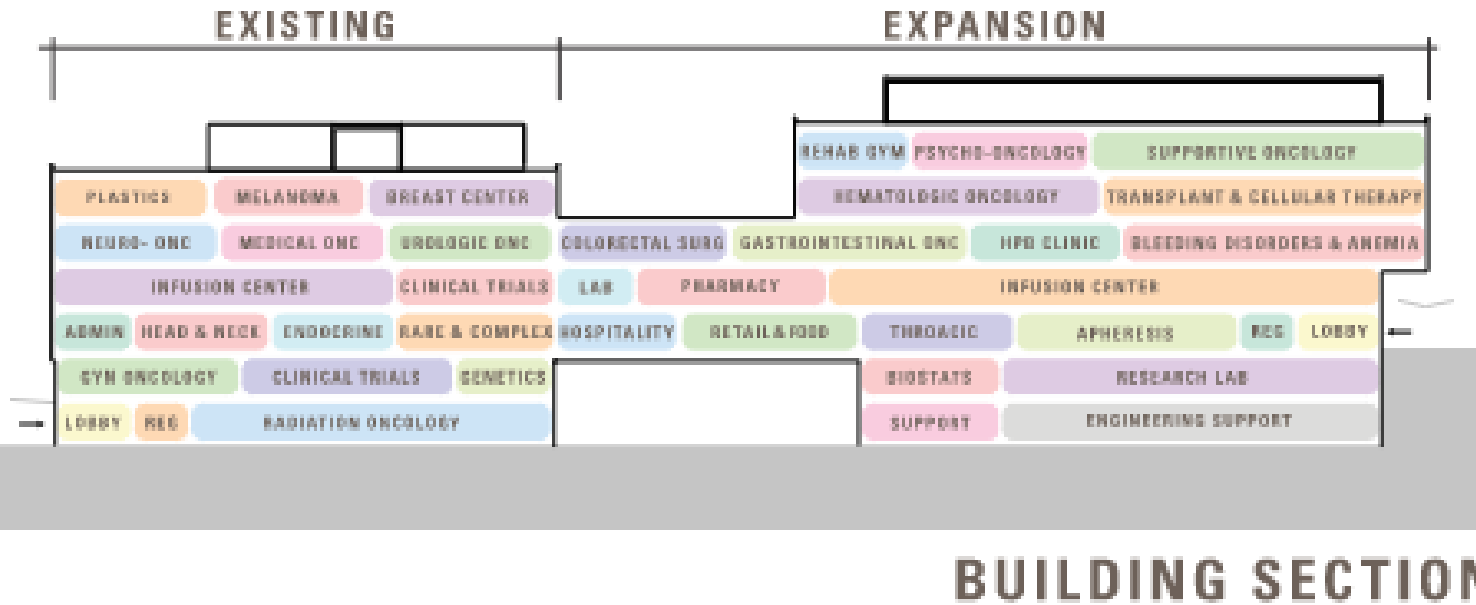


SITE SECTION

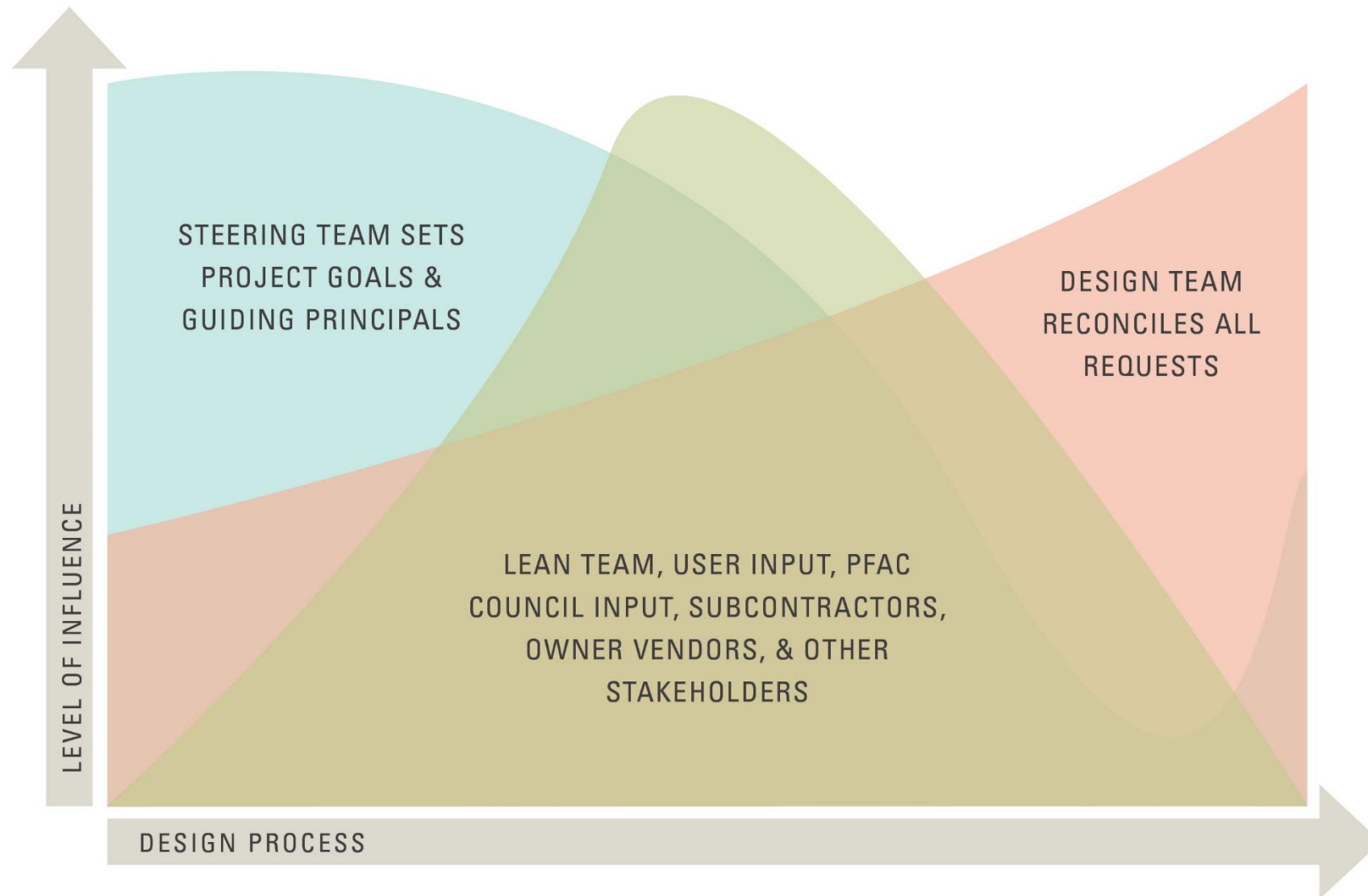
TWO BUILDINGS, ONE ADDRESS

- Create a seamless interior flow
- Maintain existing loading dock zone
- Site grade change of 14'
- Fire Command Center

PROJECT CHALLENGES



WHAT WORKED: TIE ALL DECISIONS TO OVERALL VISION



WHAT WORKED: COMMISSIONING



WHAT WORKED: MOCK UPS



WHAT WORKED: DESIGN ASSIST



QUESTIONS?



THANK YOU!!!



ROGER WILKERSON, IV
LITTLE DIVERSIFIED ARCHITECTURAL CONSULTING
Practice Group Leader



CHARLES HALL, PE, QCXP
SPECIALIZED ENGINEERING SOLUTIONS
Office Director / Associate Principal



GEORGIA CAMERON, AIA, ACHA
LITTLE DIVERSIFIED ARCHITECTURAL CONSULTING
Studio Principal