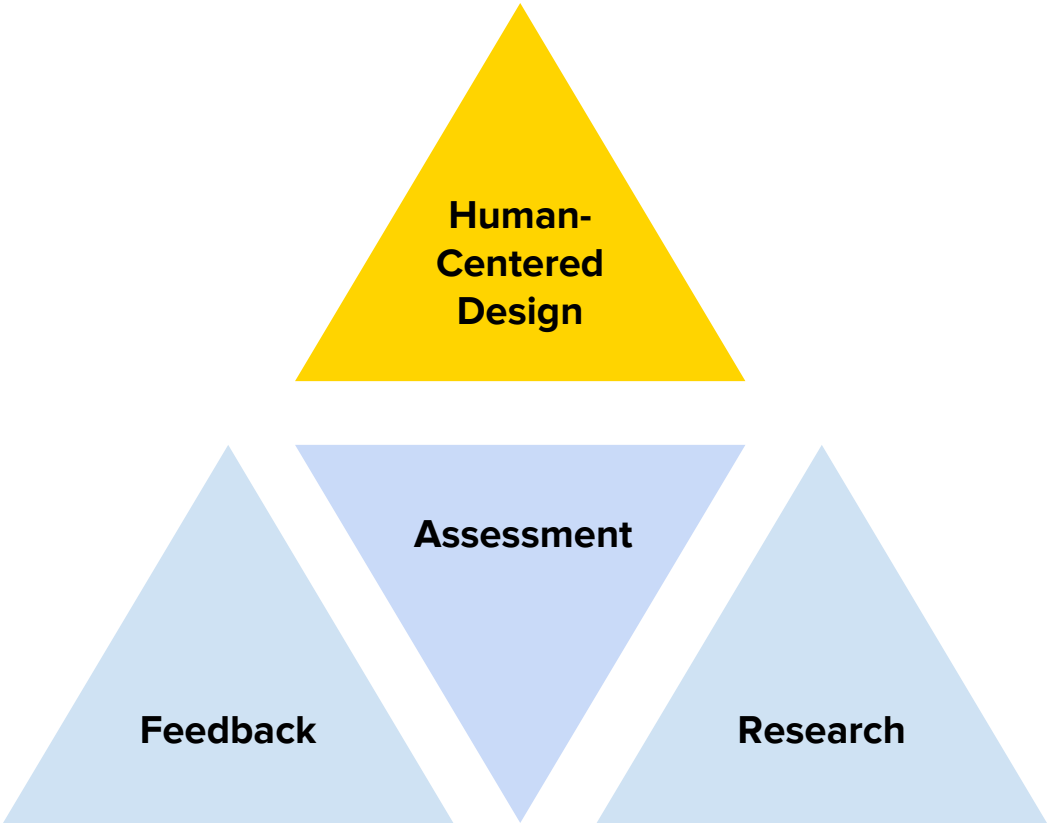
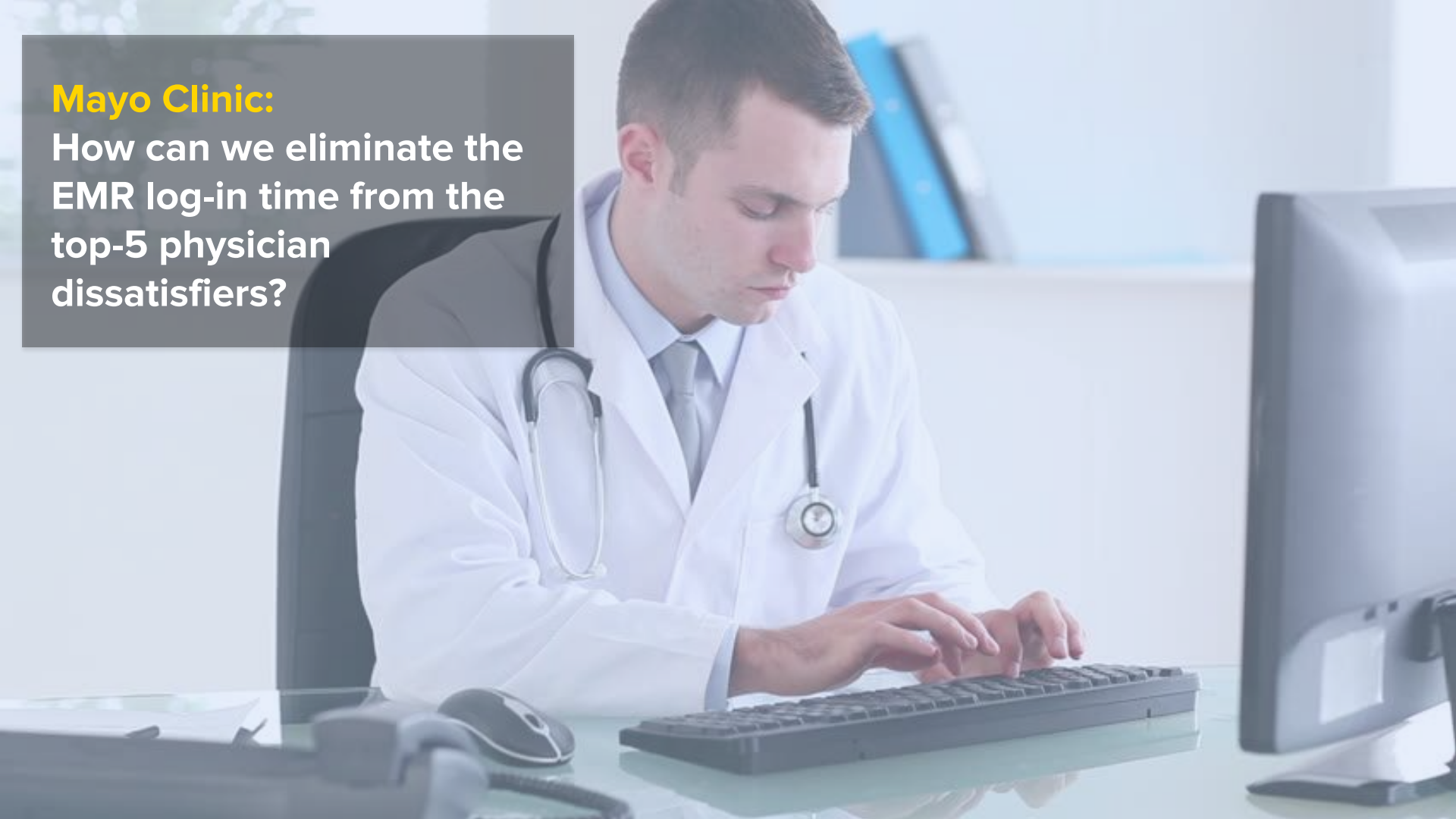
peer insight

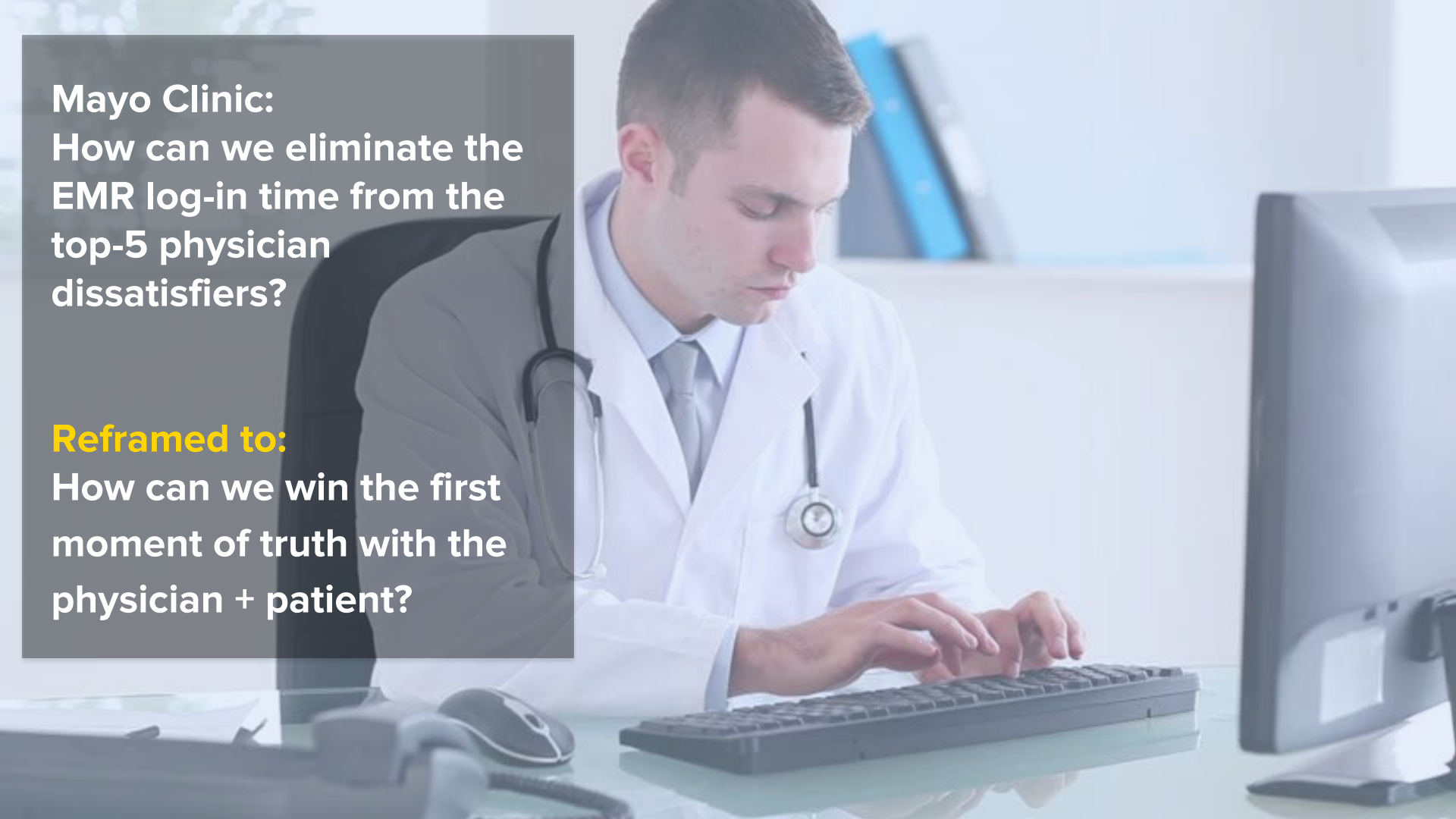
integrating design thinking at the AAMC

March 20, 2018

ERAS is looking to be even more **human-centered** in the delivery of our services to the community.


Human-
Centered
Design
Assessment
Feedback
Research


Mayo Clinic:
How can we eliminate the EMR log-in time from the top-5 physician dissatisfiers?



Mayo Clinic:
How can we eliminate the EMR log-in time from the top-5 physician dissatisfiers?

Reframed to:
How can we win the first moment of truth with the physician + patient?

KNOWN KNOWNS

execution/implementation

→ **Checklist Thinking**

KNOWN UNKNOWNS

search, sort, and solve

→ **Analytical Thinking**

UNKNOWN UNKNOWNS

innovation

→ **Design Thinking**

Bringing a new concept into reality means **confronting uncertainty**.

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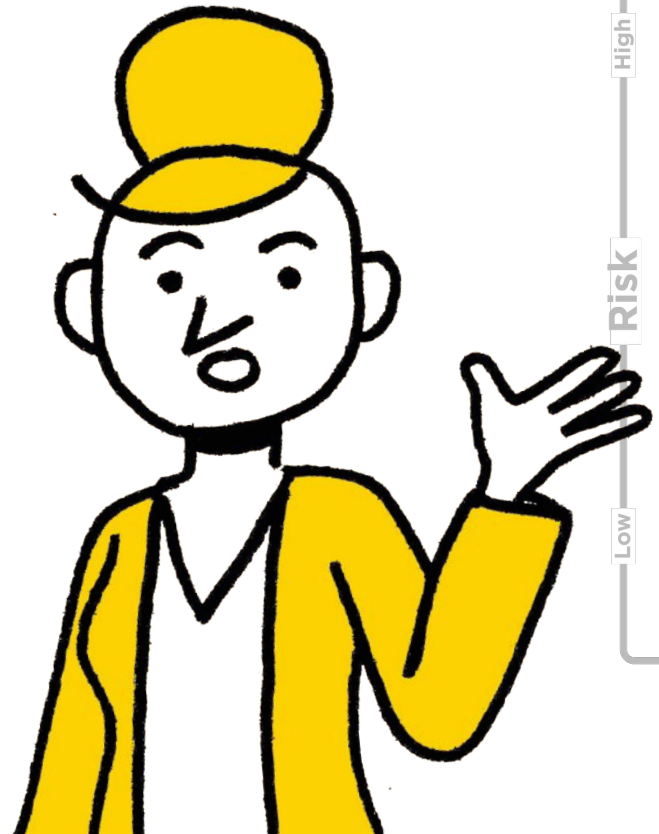
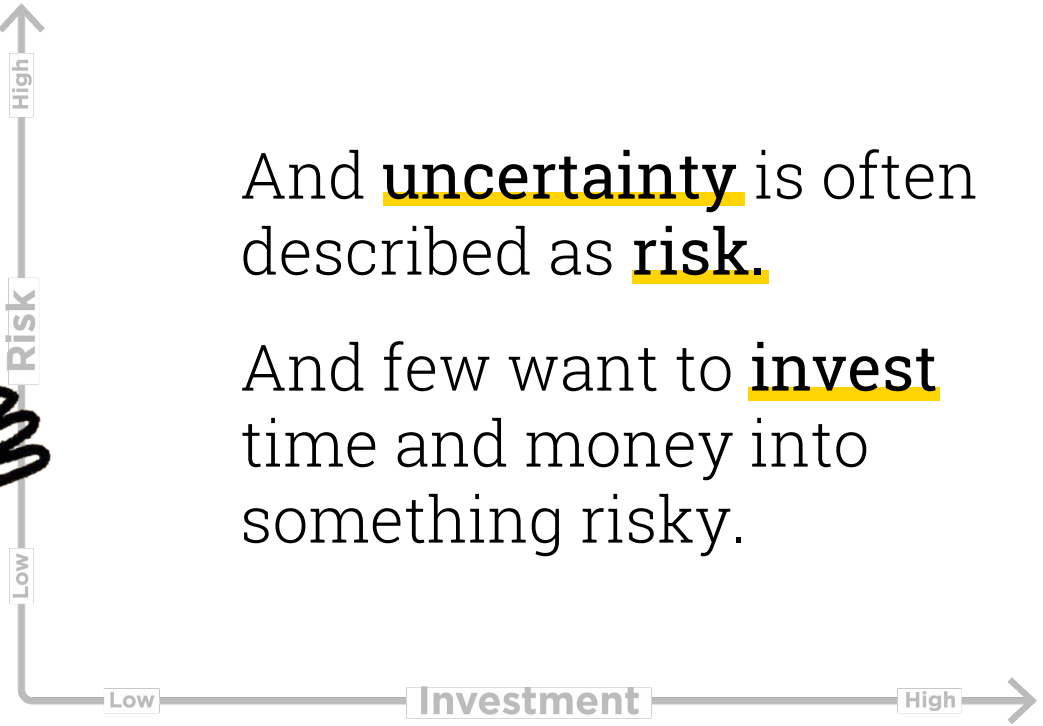
What do my customers even want? What would actually **solve a pain point they have?**

I have a rough idea of a concept, but **how do I actually decide what to build?**

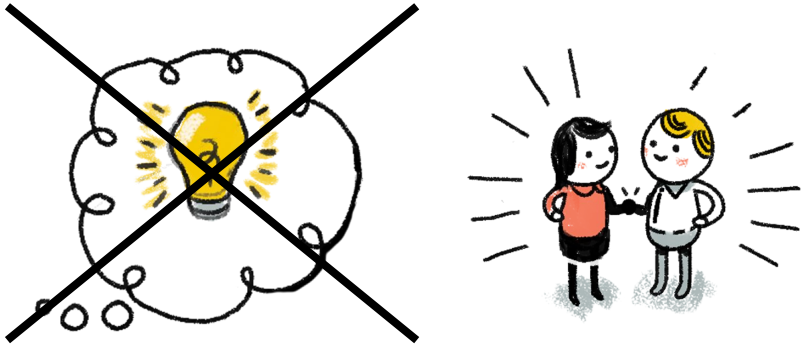
Can we deliver this concept **at scale**? What **resources** do we need?





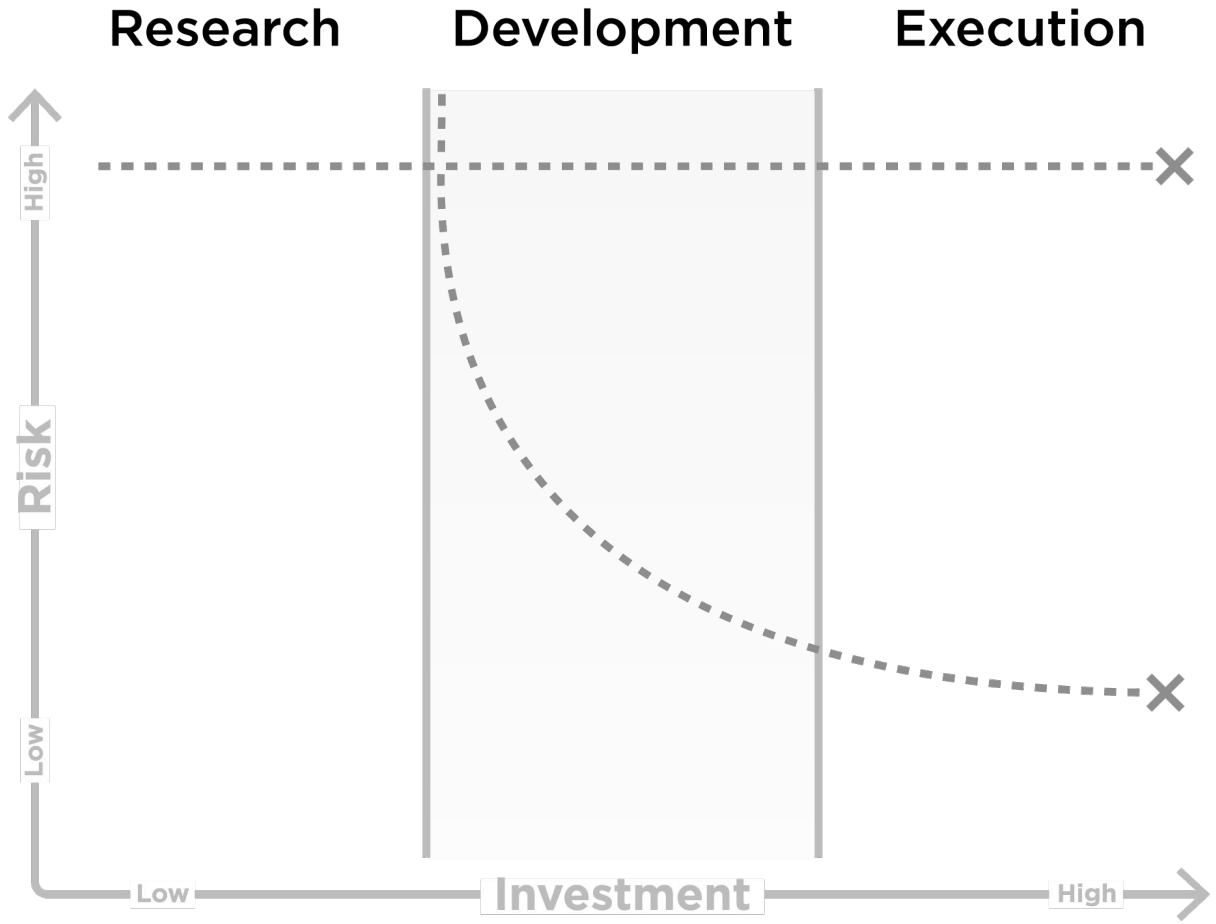
And **uncertainty** is often described as **risk.**

And few want to **invest** time and money into something risky.

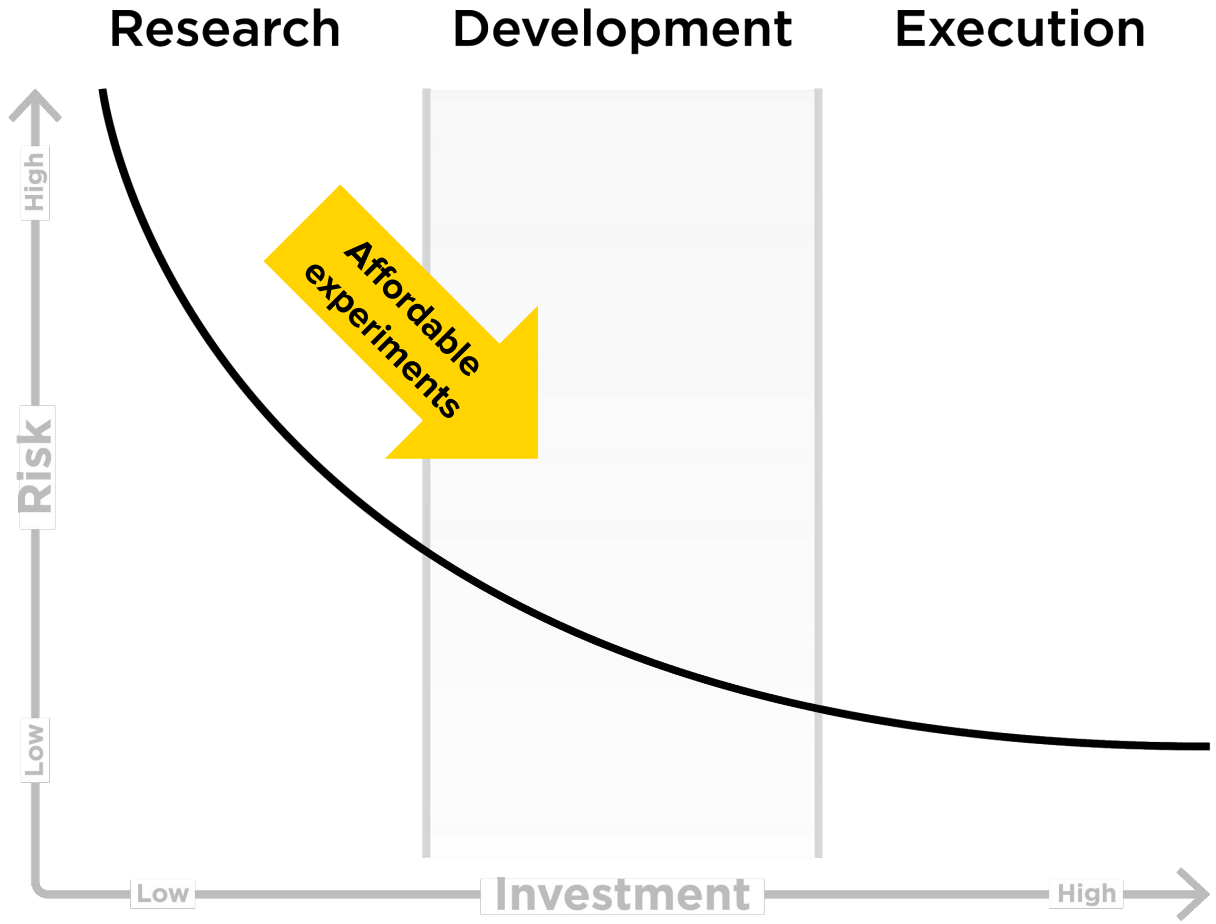


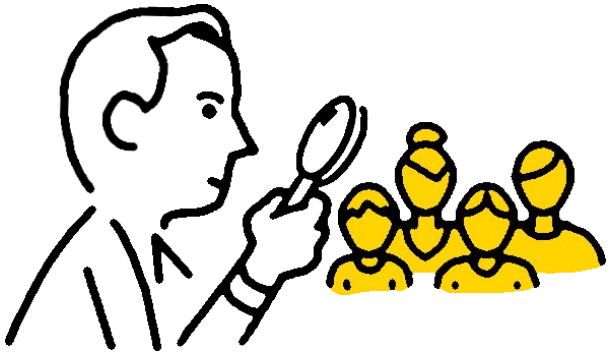
We don’t want to build-out a new concept without investing in **de-risking** it first.

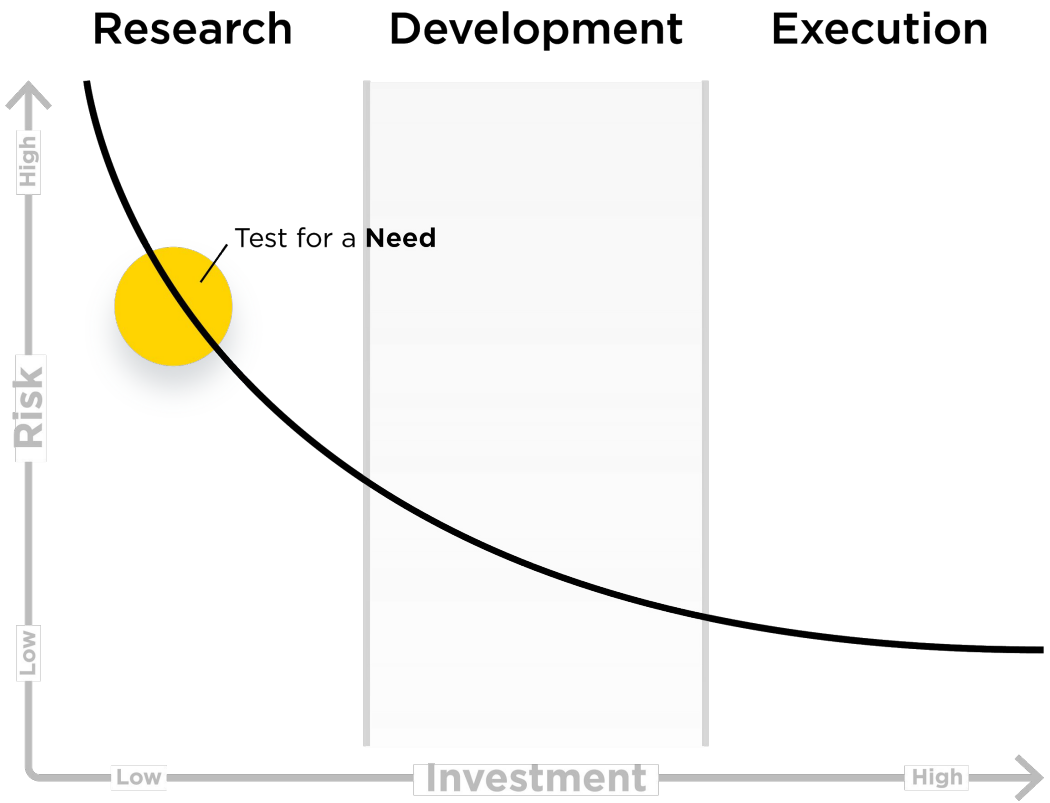
2 common pathways

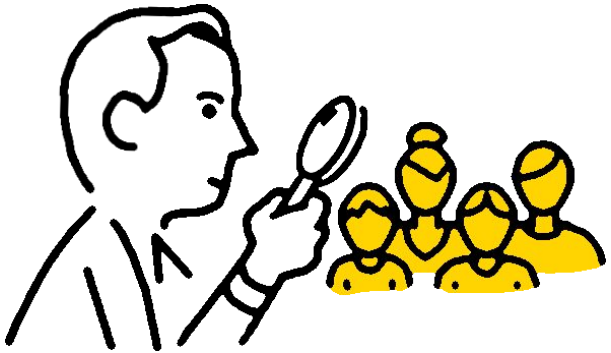


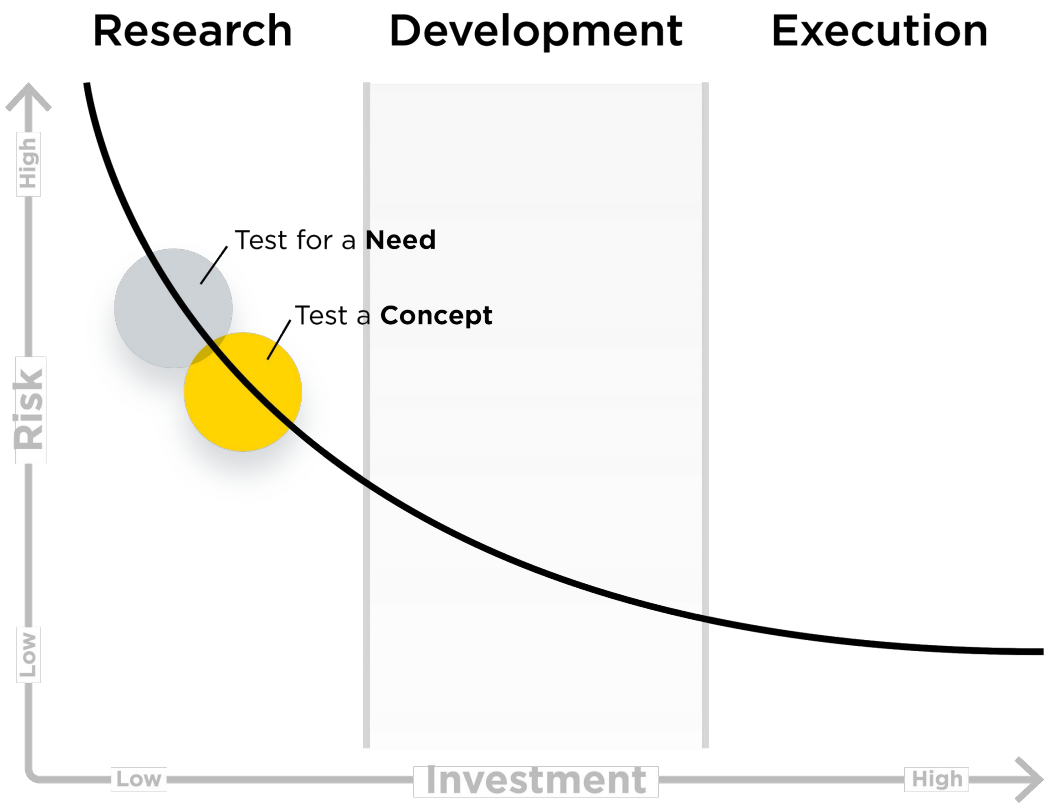
A more optimal pathway






Research
Development
Execution
High
Risk
Low
Test for a **Need**
Low
Investment
High




Research
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Test for a **Need**
Test a **Concept**
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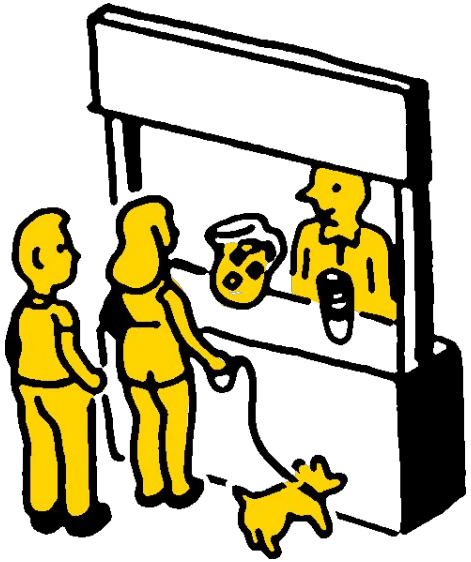
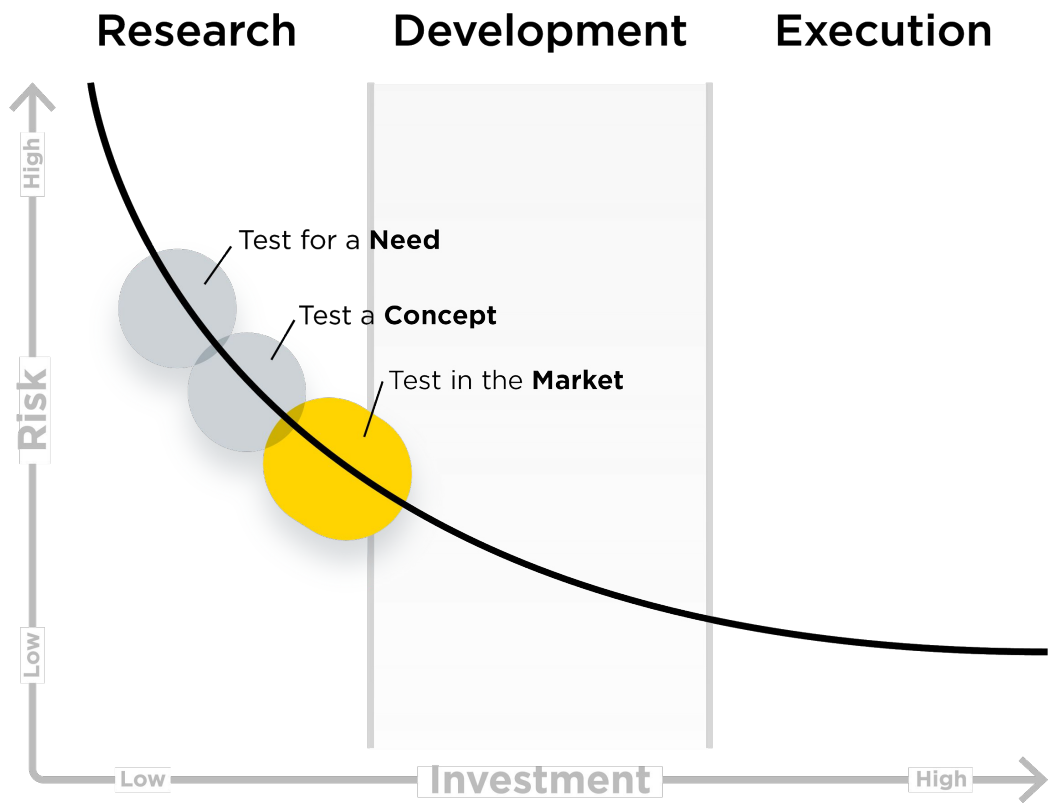
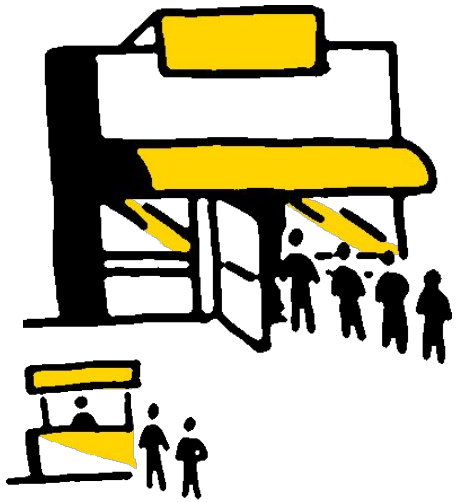
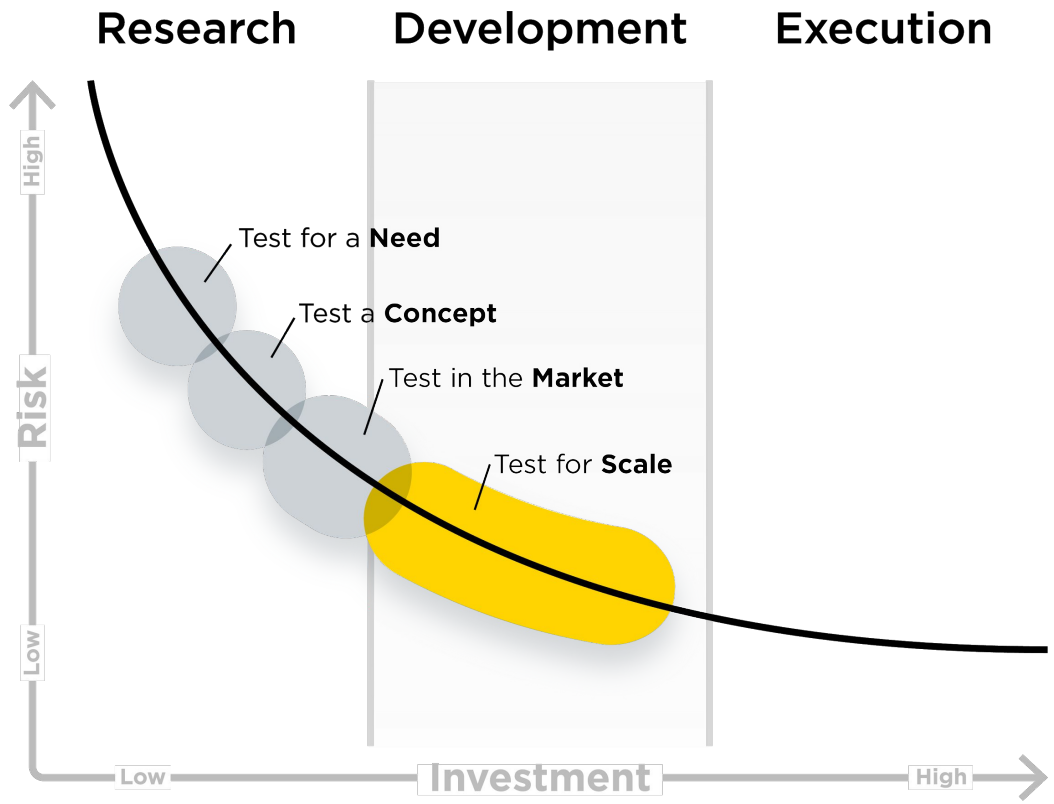
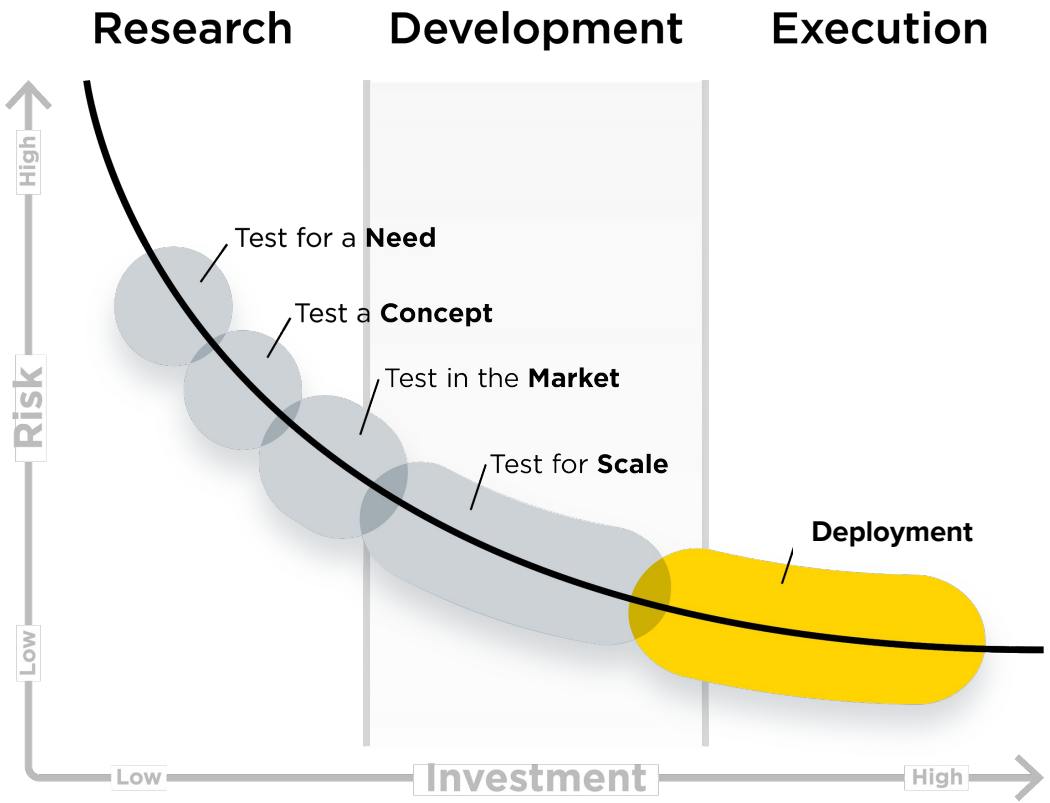



Research
Development
Execution
High
Risk
Low
Test for a **Need**
Test a **Concept**
Test in the **Market**
Low
Investment
High




Research
Development
Execution
High
Risk
Low
Test for a **Need**
Test a **Concept**
Test in the **Market**
Test for **Scale**
Low
Investment
High


Research
Development
Execution
High
Risk
Low
Test for a **Need**
Test a **Concept**
Test in the **Market**
Test for **Scale**
Deployment
Low
Investment
High

There will always be uncertainty and questions about a concept. We note these as **assumptions** and run **tests** to answer them.

We're staying nimble in order to learn fast and succeed sooner.

how we are applying design thinking today...

Learn where to devote the most time and energy to make the greatest impact.

De-risk new possibilities for end-users like yourselves.

We started with a beginner's mindset and asked ourselves,

What does PDWS mean to different users?

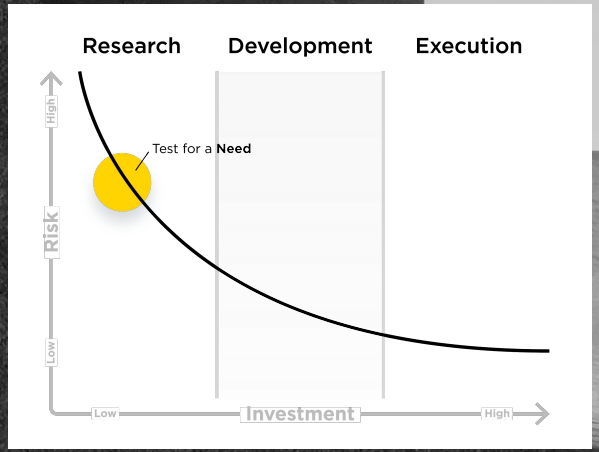
What are their unmet needs? (workflow, time, selection, etc.)?

What do program users need to know to make better decisions about their incoming cohort?

What are users leveraging outside of PDWS?

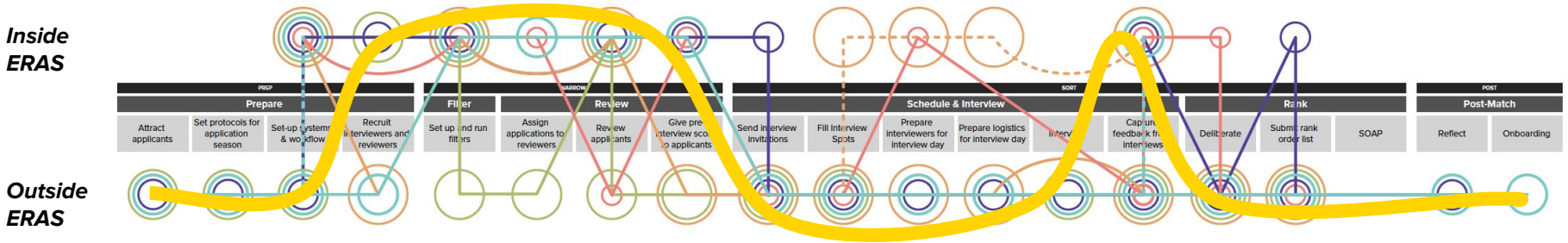
What is their evaluation criteria (e.g. set-up) strategy? What does "program fit" mean?

What are environmental drivers at their institution?



PHASE I
needs-finding

The problem: an inconsistent, “staccato”, multi-work-tool experience



FILTER REVIEW SCHEDULE + INTERVIEW RANK

Each program has unique...

APPLICATION VOLUMES

CANDIDATE CRITERIA

STAFFING and SUPPORT

Each program has unique...

APPLICATION VOLUMES

CANDIDATE CRITERIA

STAFFING and SUPPORT

...which results in...

CUSTOM WORKFLOW STRATEGIES

(a good thing!)

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CANDIDATE CRITERIA

STAFFING and SUPPORT

...which results in...

CUSTOM WORKFLOW STRATEGIES

(a good thing!)

But these strategies are still...

TIME-INTENSIVE + MANUAL (to keep it holistic),

LEVERAGING MULTIPLE TOOLS/SYSTEMS,

and **REQUIRE *LOTS* OF PEOPLE COORDINATION**

Each program has unique...

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CANDIDATE CRITERIA

STAFFING and SUPPORT

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...which results in...

DESIRE FOR GREATER EFFICIENCY and INTEGRATION

OF PEOPLE, PROCESSES, and TOOLS

Each program has unique...

APPLICATION VOLUMES

CANDIDATE CRITERIA

STAFFING and SUPPORT

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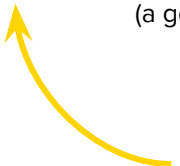


How do we meet our users where they are?

How do we improve their experience without asking them to change their workflow?

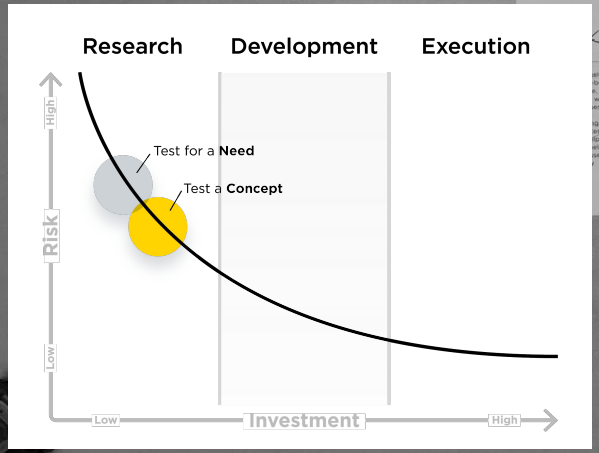
How might we design a system that…

allows users to take their *preferred path* of least resistance?

is configurable to different workflows, but still cohesive/integrated?

contains the features that deliver the most value, whilst maintaining “simplicity”?

sensemaking & ideation workshop

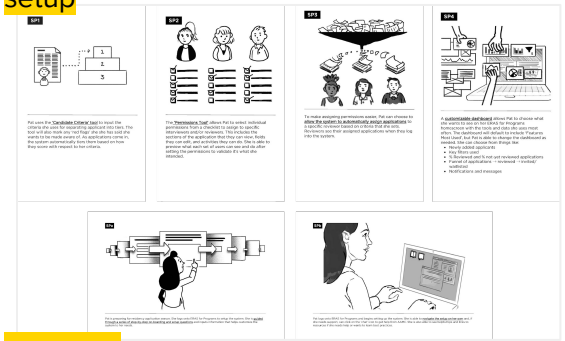


PHASE II

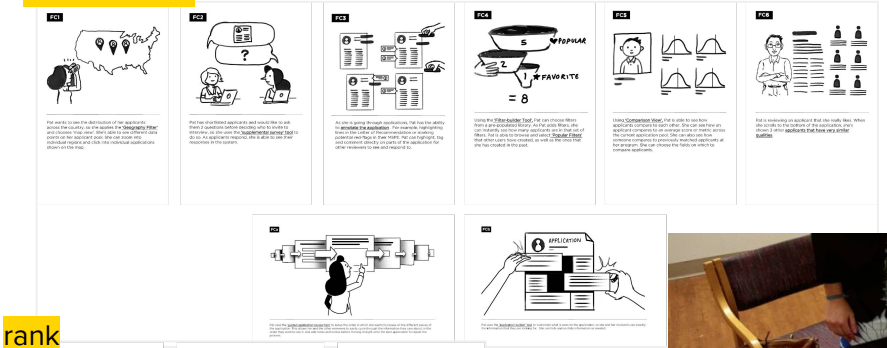
co-creation

We tested 23 different solution elements across the entire user journey.

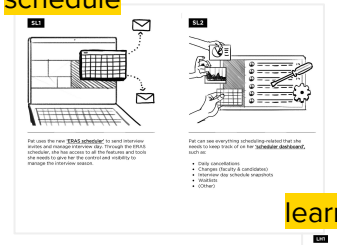
setup



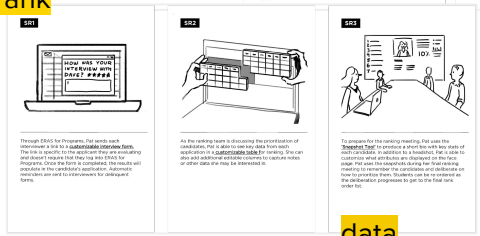
filter + review



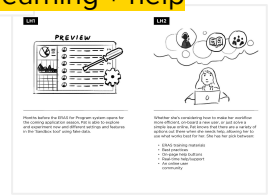
schedule



rank



learning + help



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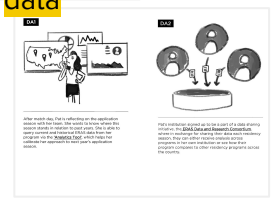
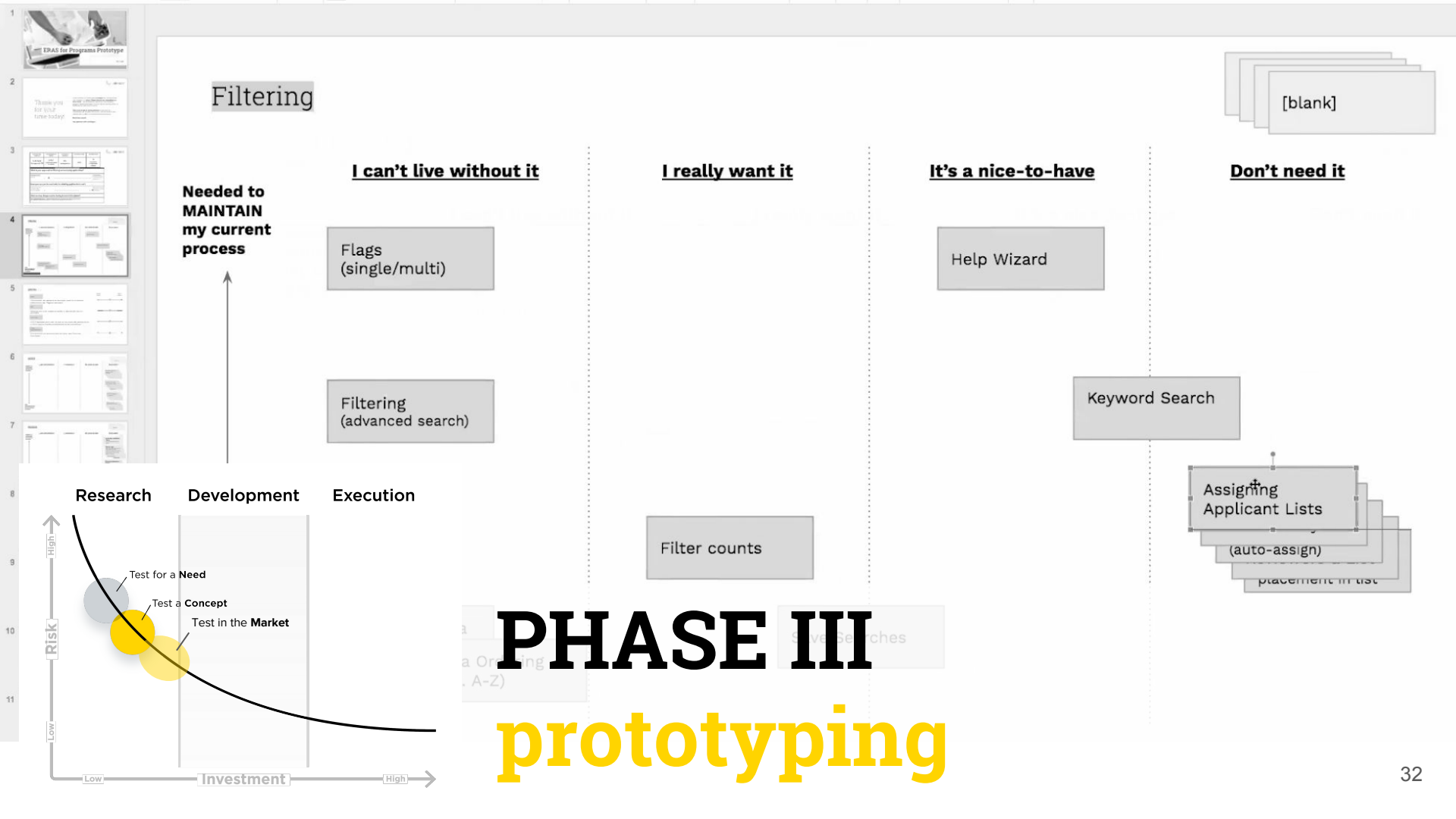
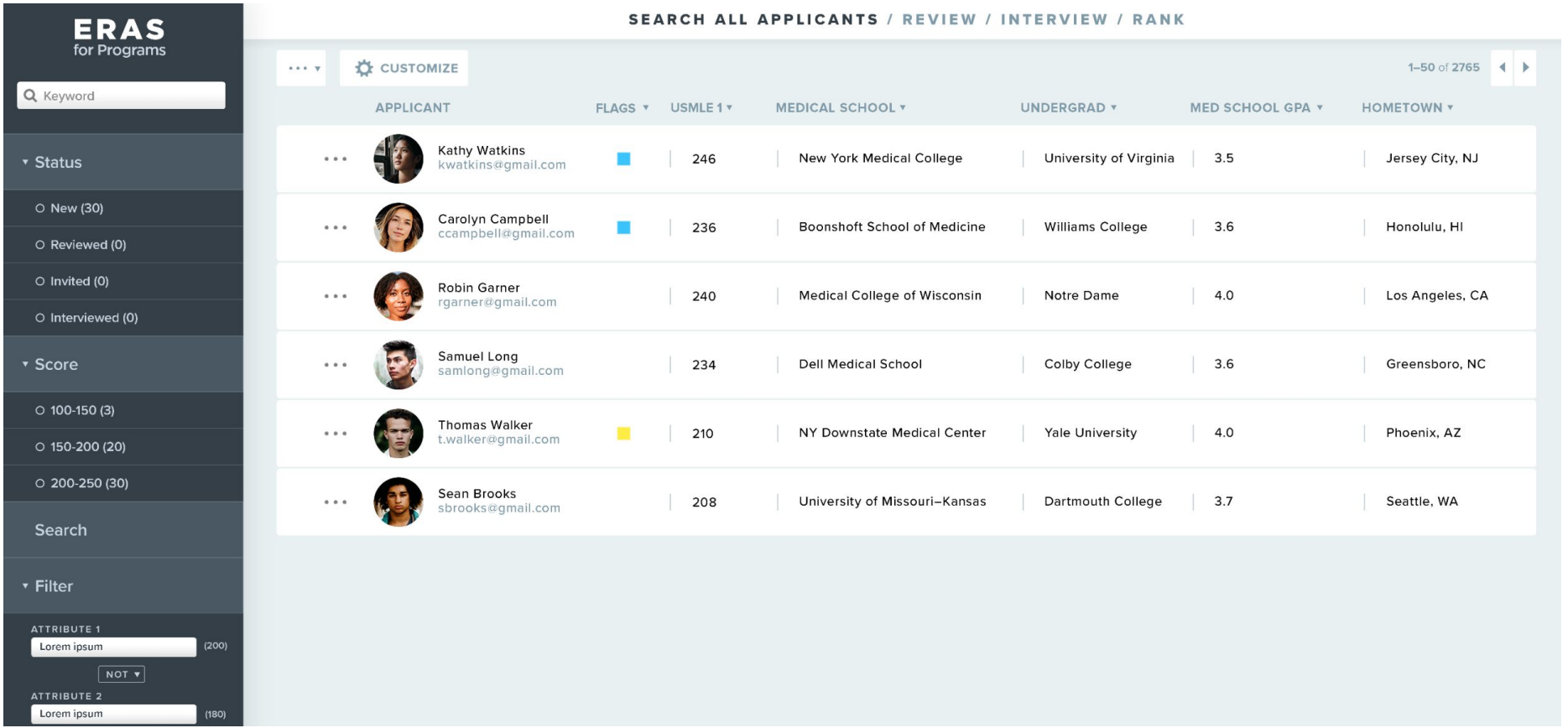


Our thinking evolved.

- Users need **several tools to filter**, and it has to be more **intuitive**
- Users need **reference points** to make decisions
- Users need to be able to **configure** their tools to align with their process and workflow (and configuration results in customization)
- Users want to **integrate their different workflows** (stay in the system) if it saves time and effort


Filtering
[blank]
I can't live without it
I really want it
It's a nice-to-have
Don't need it
Needed to MAINTAIN my current process
Flags (single/multi)
Help Wizard
Filtering (advanced search)
Keyword Search
Assigning Applicant Lists
(auto-assign)
Filter counts
Research
Development
Execution
Test for a Need
Test a Concept
Test in the Market
Risk
High
Low
Investment
Low
High
PHASE III
prototyping

FILTER


ERAS
for Programs
Keyword
Status
New (30)
Reviewed (0)
Invited (0)
Interviewed (0)
Score
100-150 (3)
150-200 (20)
200-250 (30)
Search
Filter
ATTRIBUTE 1
Lorem ipsum
(200)
NOT
ATTRIBUTE 2
Lorem ipsum
(180)
SEARCH ALL APPLICANTS / REVIEW / INTERVIEW / RANK
CUSTOMIZE
1–50 of 2765
APPLICANT
FLAGS
USMLE 1
MEDICAL SCHOOL
UNDERGRAD
MED SCHOOL GPA
HOMETOWN
Kathy Watkins
kwatkins@gmail.com
246
New York Medical College
University of Virginia
3.5
Jersey City, NJ
Carolyn Campbell
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236
Boonshoft School of Medicine
Williams College
3.6
Honolulu, HI
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240
Medical College of Wisconsin
Notre Dame
4.0
Los Angeles, CA
Samuel Long
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234
Dell Medical School
Colby College
3.6
Greensboro, NC
Thomas Walker
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210
NY Downstate Medical Center
Yale University
4.0
Phoenix, AZ
Sean Brooks
sbrooks@gmail.com
208
University of Missouri–Kansas
Dartmouth College
3.7
Seattle, WA

REVIEW

for Programs

- Personal
- Education
- Experience
- Publications
- Exams/Licenses
- Limiting Factors

Documents

- Personal Statement
- Letters of recommendation
  - Letter 1
  - Letter 2
- MSPE

VIEW UPDATE HISTORY

Claire Cummings

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21029800

APPLIED
7/8/2014

E-MAIL
c.cummings@gmail.com

ASSIGNED TO
Dr. Hendrick

MEDICAL SCHOOL
Thomas Jefferson

PHONE
(202) 111-2222

FLAGS
- Lorem ipsum
- Dolem Insur

LETTER OF RECOMMENDATION

Nullam et purus facilisis, iaculis lacus id, elementum tellus. Quisque vitae leo cursus, facilisis lectus a, pretium tortor. Aenean quis efficitur lectus, sollicitudin elementum eros. Aliquam bibendum turpis et nulla hendrerit, quis fringilla arcu sollicitudin. Cras bibendum vehicula ultricies. Nulla hendrerit arcu ut ligula volutpat, quis tristique dui dignissim. Praesent nec venenatis urna.

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SCORE

Score One

Score Two

EDIT SCORES

TAG

Leadership × Research ×

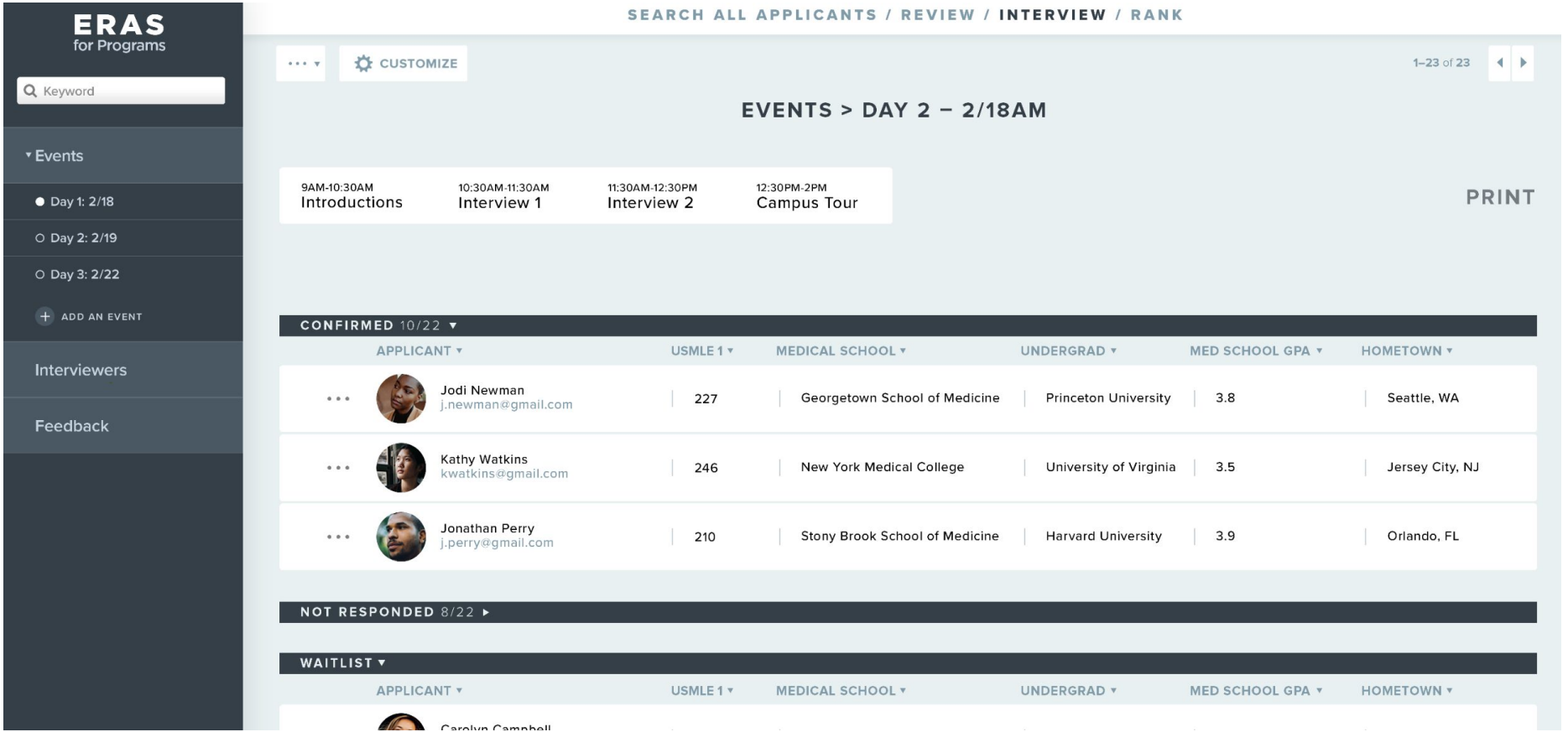
ADD TAG

UPDATE STATUS

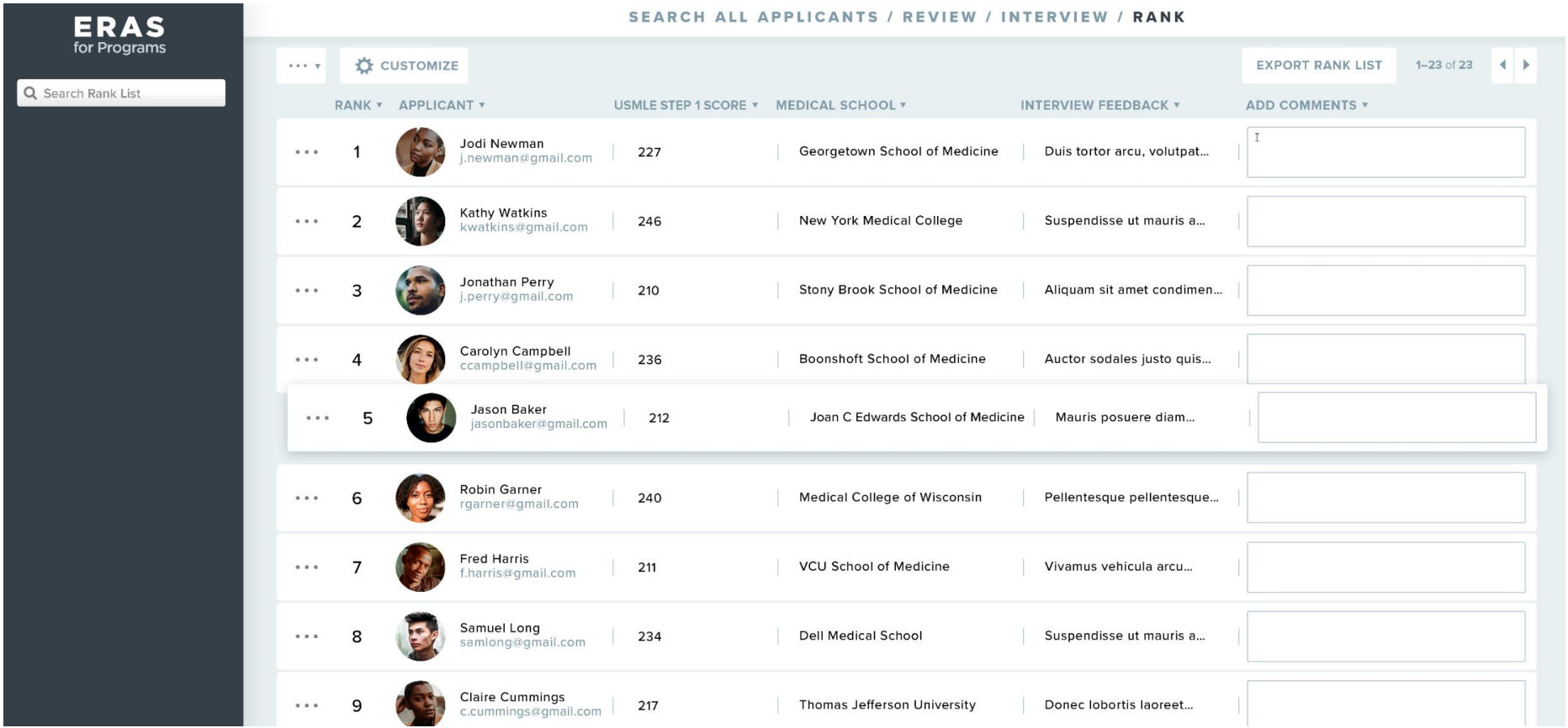
Select Status

Advance to Interview

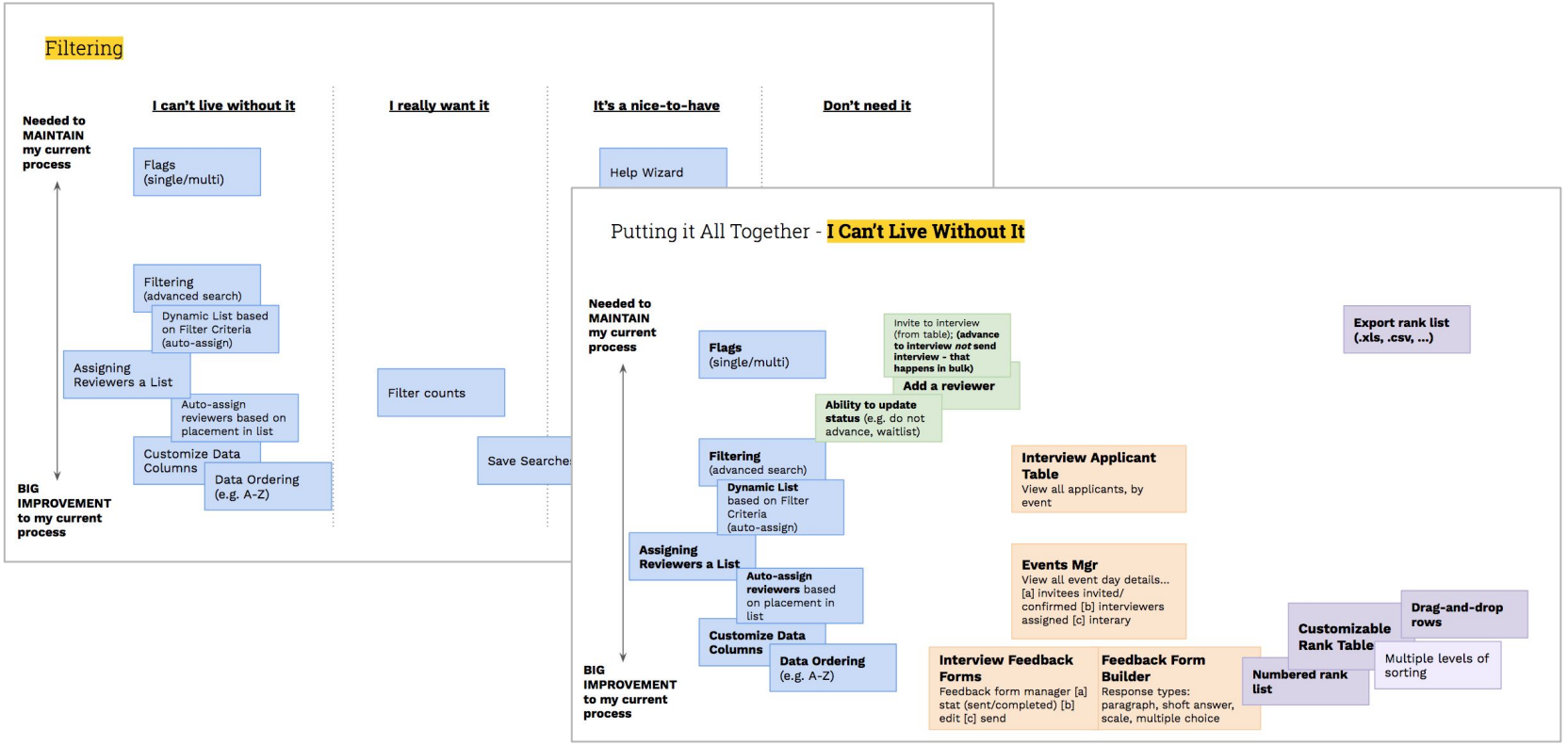
INTERVIEW


ERAS for Programs
Keyword
Events
Day 1: 2/18
Day 2: 2/19
Day 3: 2/22
ADD AN EVENT
Interviewers
Feedback
SEARCH ALL APPLICANTS / REVIEW / INTERVIEW / RANK
CUSTOMIZE
1–23 of 23
EVENTS > DAY 2 – 2/18AM
9AM-10:30AM Introductions
10:30AM-11:30AM Interview 1
11:30AM-12:30PM Interview 2
12:30PM-2PM Campus Tour
PRINT
CONFIRMED 10/22
APPLICANT
USMLE 1
MEDICAL SCHOOL
UNDERGRAD
MED SCHOOL GPA
HOMETOWN
Jodi Newman
j.newman@gmail.com
227
Georgetown School of Medicine
Princeton University
3.8
Seattle, WA
Kathy Watkins
kwatkins@gmail.com
246
New York Medical College
University of Virginia
3.5
Jersey City, NJ
Jonathan Perry
j.perry@gmail.com
210
Stony Brook School of Medicine
Harvard University
3.9
Orlando, FL
NOT RESPONDED 8/22
WAITLIST
APPLICANT
USMLE 1
MEDICAL SCHOOL
UNDERGRAD
MED SCHOOL GPA
HOMETOWN

RANK


ERAS
for Programs
Search Rank List
SEARCH ALL APPLICANTS / REVIEW / INTERVIEW / RANK
CUSTOMIZE
EXPORT RANK LIST
1–23 of 23
RANK
APPLICANT
USMLE STEP 1 SCORE
MEDICAL SCHOOL
INTERVIEW FEEDBACK
ADD COMMENTS
1 Jodi Newman j.newman@gmail.com 227 Georgetown School of Medicine Duis tortor arcu, volutpat...
2 Kathy Watkins kwatkins@gmail.com 246 New York Medical College Suspendisse ut mauris a...
3 Jonathan Perry j.perry@gmail.com 210 Stony Brook School of Medicine Aliquam sit amet condimen...
4 Carolyn Campbell ccampbell@gmail.com 236 Boonshoft School of Medicine Auctor sodales justo quis...
5 Jason Baker jasonbaker@gmail.com 212 Joan C Edwards School of Medicine Mauris posuere diam...
6 Robin Garner rgarner@gmail.com 240 Medical College of Wisconsin Pellentesque pellentesque...
7 Fred Harris f.harris@gmail.com 211 VCU School of Medicine Vivamus vehicula arcu...
8 Samuel Long samlong@gmail.com 234 Dell Medical School Suspendisse ut mauris a...
9 Claire Cummings c.cummings@gmail.com 217 Thomas Jefferson University Donec lobortis laoreet...

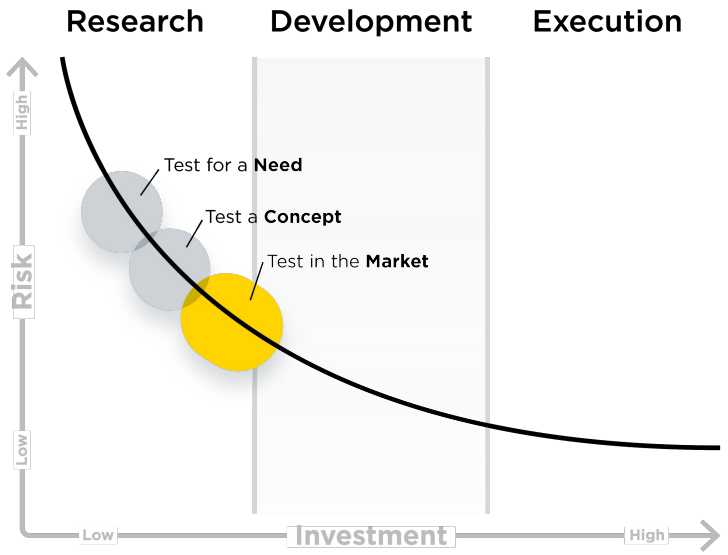
We've just wrapped up another round of research with users.



What’s next?

DESIGN AND BUILD A SIMULATED EXPERIENCE TO TEST OUR "MVP"
(ERAS for Programs)

CONTINUE TO ENGAGE WITH USERS AS WE DEVELOP SOLUTIONS



In parallel, maintain PDWS with incremental changes to improve existing experience based on your feedback.

By incorporating design thinking at AAMC, we are able to learn quickly & affordably to create impactful experiences *with* the community

Thanks.

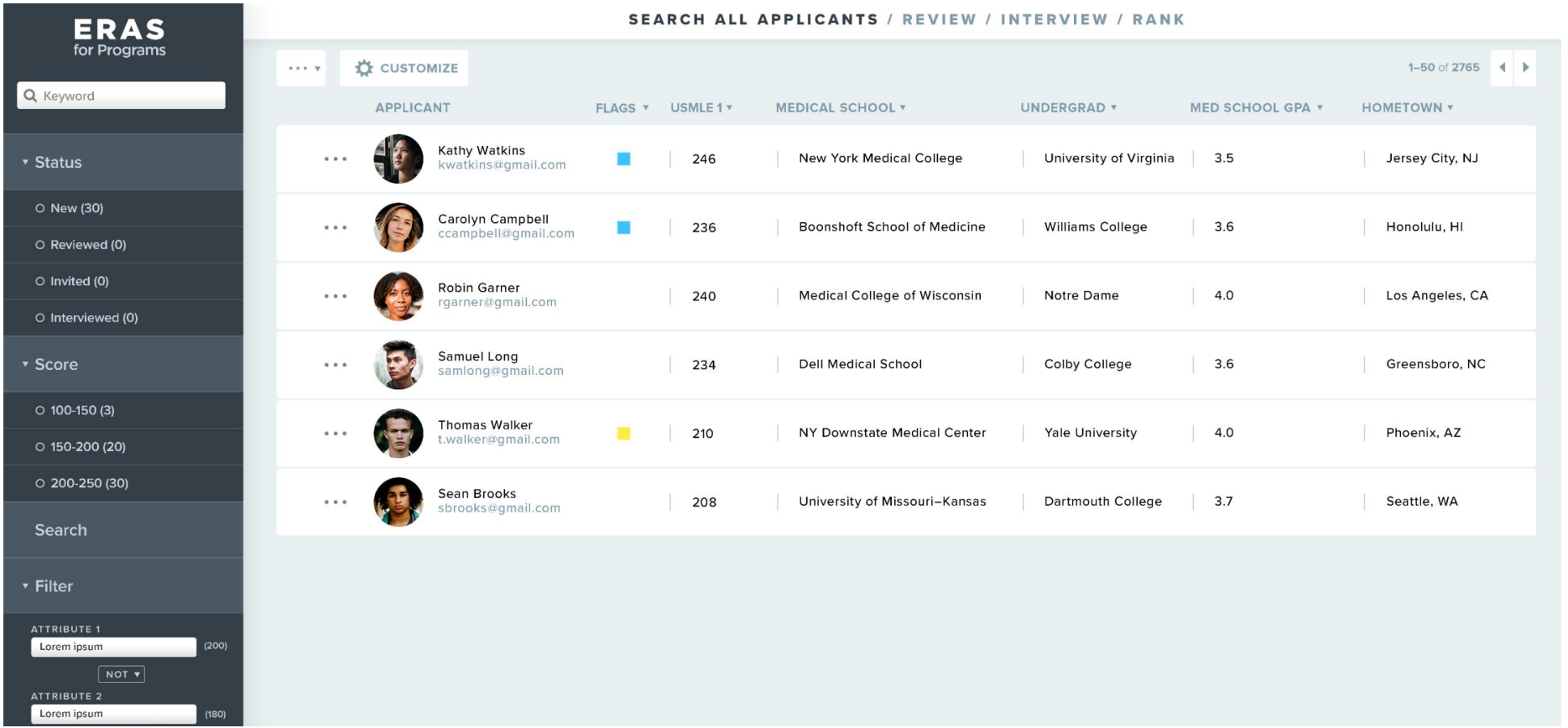
questions?

Amy Mathis / AAMC

Kate Reilly / AAMC

erasforprogramsfeedback@aamc.org

FILTER


ERAS
for Programs
Keyword
Status
New (30)
Reviewed (0)
Invited (0)
Interviewed (0)
Score
100-150 (3)
150-200 (20)
200-250 (30)
Search
Filter
ATTRIBUTE 1
Lorem ipsum
(200)
NOT
ATTRIBUTE 2
Lorem ipsum
(180)
SEARCH ALL APPLICANTS / REVIEW / INTERVIEW / RANK
CUSTOMIZE
1–50 of 2765
APPLICANT
FLAGS
USMLE 1
MEDICAL SCHOOL
UNDERGRAD
MED SCHOOL GPA
HOMETOWN
Kathy Watkins
kwatkins@gmail.com
246
New York Medical College
University of Virginia
3.5
Jersey City, NJ
Carolyn Campbell
ccampbell@gmail.com
236
Boonshoft School of Medicine
Williams College
3.6
Honolulu, HI
Robin Garner
rgarner@gmail.com
240
Medical College of Wisconsin
Notre Dame
4.0
Los Angeles, CA
Samuel Long
samlong@gmail.com
234
Dell Medical School
Colby College
3.6
Greensboro, NC
Thomas Walker
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210
NY Downstate Medical Center
Yale University
4.0
Phoenix, AZ
Sean Brooks
sbrooks@gmail.com
208
University of Missouri–Kansas
Dartmouth College
3.7
Seattle, WA

REVIEW

for Programs

- Personal
- Education
- Experience
- Publications
- Exams/Licenses
- Limiting Factors

Documents

- Personal Statement
- Letters of recommendation
  - Letter 1
  - Letter 2
- MSPE

VIEW UPDATE HISTORY

Claire Cummings

AAMC ID
21029800

APPLIED
7/8/2014

E-MAIL
c.cummings@gmail.com

ASSIGNED TO
Dr. Hendrick

MEDICAL SCHOOL
Thomas Jefferson

PHONE
(202) 111-2222

FLAGS
- Lorem ipsum
- Dolem Insur

LETTER OF RECOMMENDATION

Nullam et purus facilisis, iaculis lacus id, elementum tellus. Quisque vitae leo cursus, facilisis lectus a, pretium tortor. Aenean quis efficitur lectus, sollicitudin elementum eros. Aliquam bibendum turpis et nulla hendrerit, quis fringilla arcu sollicitudin. Cras bibendum vehicula ultricies. Nulla hendrerit arcu ut ligula volutpat, quis tristique dui dignissim. Praesent nec venenatis urna.

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SCORE

Score One

Score Two

EDIT SCORES

TAG

Leadership × Research ×

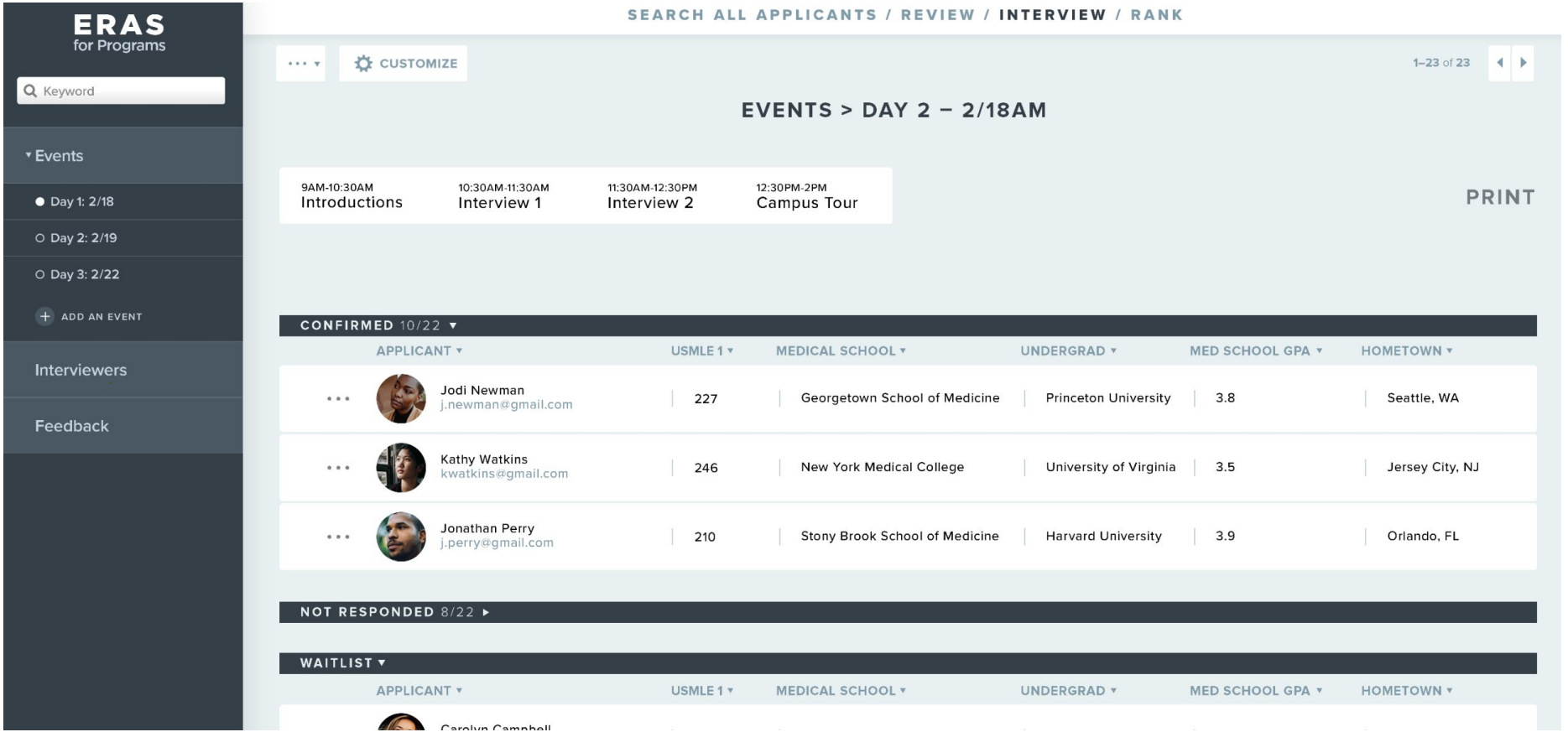
ADD TAG

UPDATE STATUS

Select Status

Advance to Interview

INTERVIEW


ERAS for Programs
Keyword
Events
Day 1: 2/18
Day 2: 2/19
Day 3: 2/22
ADD AN EVENT
Interviewers
Feedback
SEARCH ALL APPLICANTS / REVIEW / INTERVIEW / RANK
CUSTOMIZE
1–23 of 23
EVENTS > DAY 2 – 2/18AM
9AM-10:30AM Introductions
10:30AM-11:30AM Interview 1
11:30AM-12:30PM Interview 2
12:30PM-2PM Campus Tour
PRINT
CONFIRMED 10/22
APPLICANT
USMLE 1
MEDICAL SCHOOL
UNDERGRAD
MED SCHOOL GPA
HOMETOWN
Jodi Newman
j.newman@gmail.com
227
Georgetown School of Medicine
Princeton University
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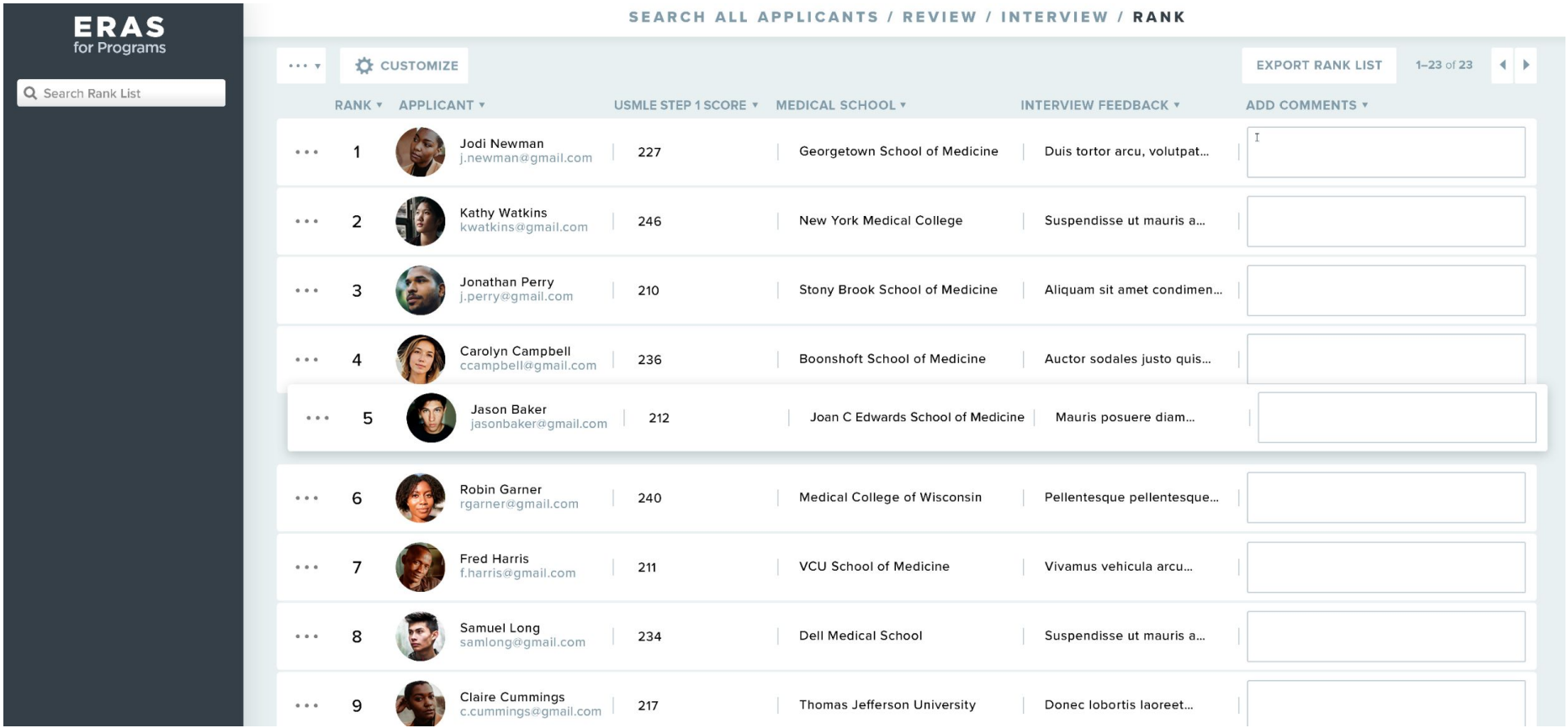
Jersey City, NJ
Jonathan Perry
j.perry@gmail.com
210
Stony Brook School of Medicine
Harvard University
3.9
Orlando, FL
NOT RESPONDED 8/22
WAITLIST
APPLICANT
USMLE 1
MEDICAL SCHOOL
UNDERGRAD
MED SCHOOL GPA
HOMETOWN

RANK


ERAS
for Programs
Search Rank List
SEARCH ALL APPLICANTS / REVIEW / INTERVIEW / RANK
CUSTOMIZE
EXPORT RANK LIST
1–23 of 23
RANK
APPLICANT
USMLE STEP 1 SCORE
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