Design Discussion for Innovation in cardiac rehab

Oct. 7, 2022 | 1-4:00 pm
Welcome to HBOM

Transforming health and healthy behaviors by design.
Meet the HBOM team

TAMMY  TOM  ANN  MARIA

LARREA  NOA  RYAN  MIK  FRANKIE
Tobacco Cessation

Healthy Eating

Physical Activity
Cardiac Rehabilitation
Partnering on the core components

Core Components of Cardiac Rehab

- Exercise Training
- Patient Assessment
- Physical Activity Counseling
- Nutrition Counseling
- Psychosocial Management
- Weight Management
- Tobacco Cessation
- Blood Pressure Management
- Diabetes Management
- Lipid Management

Design Expertise and Support

Noa Kim
Informatics Design Lead

Larrea Young
Multimedia Designer
Build Champion buy-in by design.

Sandi, what inspiration went into your poster design?
In its first six months, the HBOM Tobacco Cessation Provider Box has reached
Healthy Eating

INGREDIENTS

- Cheese crisps (Parmesan, cheddar, etc.)
- Nut butters (no added sweeteners)
- Pork rinds or chicharrones
- Beef jerky or sticks (no added sugars or starches)
- Pecans
- Brazil nuts
- Macadamia nuts
- Hazelnuts
- Walnuts
- Peanuts
- Almonds
- Pumpkin seeds
- Cashews

Add ingredients to cart
Our Approach

Listen **systematically**.  
*Interdisciplinary rapid design research methods—from coloring contests to clinical case data analysis, making the most of your existing knowledge base, the wisdom of your members, and competitive analysis across industries.*

Create **strategically**.  
*Grounded in the problem, scoped for your specific resources and needs. Made with you.*

Implement **iteratively**.  
*Prototype. Iterate. Scale.*
“Most striking thing about the heart attack was it kicked the confidence out of me. I didn’t know if I could lift a spoon.”

John
Graduate of cardiac rehab
“All of a sudden I felt confident. They could see what my heart was doing. You can crank it up some more. And the most important thing, aside from the confidence, they had great music. A lot of Motown.”

John

Graduate of cardiac rehab
Creating more positive experiences like John’s

How might we innovate the current cardiac rehab system from referral to completion to create better experiences and outcomes for all patients who could benefit?
Opportunities for support

*Based on the Cardiac Rehab Toolkit*

**Referral Process**
Educational materials and resources for patients and providers (ex. “need to know” information for discharge)

**Inpatient Liaison Programs**
Patient cost assistance resources
Patient facing map with program options to reduce commute

**Enrollment**
Identify barriers to patient enrollment and design tools, strategies, pilot programs, etc to overcome these barriers

**Improving Attendance**
Collect feedback through design activities with patients
Identify innovative ways to keep patients motivated and attending appts

**System-Wide Changes**
Materials that demonstrate value to care teams, physicians, and administrators