

The dScout Project - Picturing Health



- EXECUTIVE SUMMARY -

It is more important to know what type of patient has a disease, than what type of disease a patient has.

-William Osler

Primary Care is **RELATIONAL** - an established, long-term, trusting relationship with our patients is our most important product and is at the heart of everything that we do.

Understanding our patients - their hopes, desires, struggles and barriers; what makes them unique, what motivates them, what may hold them back; where they go, who they spend time with, how they were raised - knowing these things is often far more important in partnering with our patients in achieving sustainable health and wellness, than clinical or diagnostic information.

Telling their story - developing tools to allow patients to tell their story and engaging patients around this information is critical to the success of a relational model of Primary Care.

The dScout Project - designed to gather patient-driven, relevant, longitudinal information that is presented to the healthcare team in a manner that is attractive and engaging, West County Health Centers used a corporate ethnography platform called "dScout" to engage patients in a new and refreshing way.

Capitalizing on the ubiquity of smartphones, dScout makes it easy for patients to share their lives, ideas, points of view, when and where they happen. And because **dScout uses high-quality photos, videos and ethnographic data to collect the information**, the patient story takes on a new dimension for staff to engage further with the patients.



I think the photos are magical, they are like poems. They describe those things, feelings and experiences that are beyond words. They can open doors to places in a person's life that we would never have known about. These photos are invitations, wordless pictures that can take us deeper.

- Jennifer S. - FNP, West County Health Centers

More about dScout as a company:

- dScout is a web and mobile app service that makes it incredibly easy to engage audiences in sharing real world experiences, in-the-moment ideas and real-time feedback. Designed as an in-context research tool, dScout is primarily used by companies who are interested in getting user feedback.
- dScout began as an experiment by Gravitytank, a Chicago-based innovation firm. Gravitytank has long been a pioneer in using new methods to conduct in-context research, and began experimenting with phones and apps as an alternate way to capture experiences.

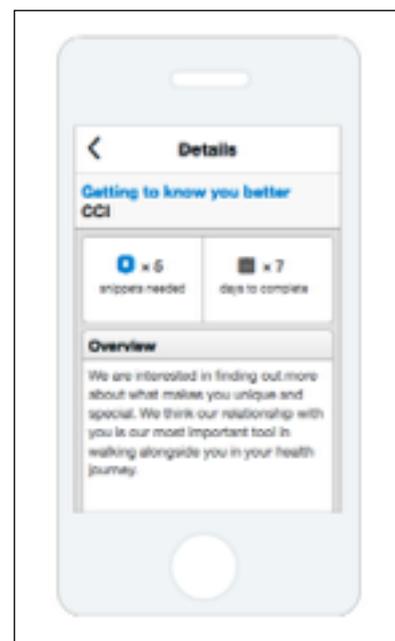
How it works:

- Organizations first create a “mission” using a simple wizard tool focused on a specific topic. This could be anything that you want to know about your audience.
- The mission is then launched and the organization invites users to complete a specific mission. These users are invited through e-mail and accept and complete the mission through a downloaded smart phone or web-based app.
- The users complete the mission by taking a series of pictures or short videos and then expanding on each image/video by answering related multiple choice or open-ended questions.
- Responses are collected by the organization in real-time using a web-based portal and can be exported to pdf or other format for further review or interaction.

ENGAGING PATIENTS THROUGH DSCOUT

Example of a Patient Mission at West County:

- West County Health Centers created a mission called: “Getting to know you better” designed to move beyond the traditional health questionnaire and have patients give insight to their care teams about who they are and what makes them unique.
- Our audience (patients) were asked by their care team to participate in the mission and given a short introductory brochure to explain the project.
- Patients who were interested were sent an invitation through their e-mail and downloaded the “dScout app” on their smartphone.
- Patients used the smartphone app to show their team more about themselves using photos and open-ended questions following each photo.



- The patient's responses were exported as a pdf. and uploaded into the electronic health record for review by their care team.
- The patient and their care team used the uploaded pictures and responses as a tool to facilitate a deeper, relationship-building discussion in a future office visit.

In his mission, Dwight C. (patient at West County Health Centers) described the differences in his two homes - one in Hawaii is in a close and active community where he has lots of friends. His Sonoma home is high in the hills and isolated.



Based upon Dwight's choices of pictures and what he said about them, Steve Bromer. (Physician, West County Health Centers) observed how important social connections are to him and that isolation and possible inaccessibility (to friends, office visits, medication) could become a clinical issue for him as he gets older. Steve: "Our discussion about the photos revealed something about Dwight that I wouldn't have otherwise known"

Other Examples of Patient Missions:

- **Hope:** Designed to gain insight into patient's sources of meaning, hope, comfort, strength, peace and love.
- **Support:** Designed to understand patients support system - sources or comfort, advice, and encouragement.
- **Health is Hard:** Designed to explore potential barriers to health.

Using dScout as a process improvement tool:

- dScout can also be used as a tool for improving care delivery by engaging patients as expert users of the system. Responses can be aggregated, tagged, and measured as QI/QA data.
- Mission examples:
 - **We Want To Know:** designed to have patients to give feedback on what works and what doesn't work during a typical office visit or throughout a specific care delivery cycle.
 - **Mining for Ideas:** designed to have patients explore non-healthcare examples of what works and should be incorporated into the healthcare experience.
 - **More...**

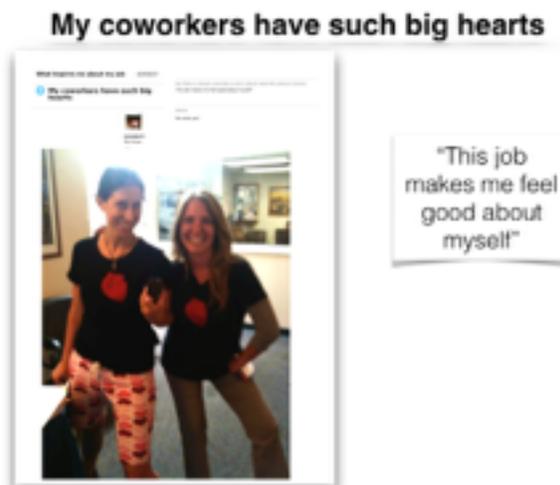
USING DSCOUT AS A STAFF ENGAGEMENT TOOL

Building a relational culture in the organization:

- dScout can be used as a tool to engage staff by creating staff missions.
- Mission examples:
 - **Getting to Know You Better - Staff:** designed for staff to show each other more about who they are outside of work.
 - **What Inspires Me About My Job:** designed to allow staff to explore together why they chose to work in primary care and what inspires them to continue.
 - **Care Team Mission - We Rock:** designed as a team-building mission to have teams explore together why they are special and do what they do.
 - **My Idea - Staff:** designed as an ideation platform in which staff can quickly take pictures and answer a few questions about ideas that they have to improve care delivery. Responses are collected through the web-based portal by operations staff and can be displayed or shared with leadership or other staff.
 - **More...**

"This is a great tool for team-building. It has been great to understand why our staff choose to work at a mission-driven organization. We are tapping in to their core values – what motivates them, what inspires them. And the pictures do something unique - it evokes a stronger connection to the information in a way that our traditional surveys or interviews don't allow."

*- Jeremie Robenolt,
Associate Director of Customer Service, WCHC*



SOCIAL MISSIONS AND VIDEOS:

- Missions can be created as “**Social Missions**” through which participants can see the responses of other participants in real-time. This can be useful in staff missions as they build on each other’s stories or ideas or in patient missions if used in an existing group setting.
- Missions can be set up to use short **Videos** instead of photos. This can be useful in patient or staff missions to provide a different tone for the engagement process or to guide a different type of exploration.

SECURITY:

- dScout uses 128-bit encryption and industry-standard security practices to ensure data security and integrity.
- Only the organization has access to the mission content. Organizations can give dScout access to missions through an admin portal if help is needed. A Business Associates Agreement can also be signed for HIPAA compliance.
- Patient’s “accept” a mission at the beginning of any new mission and can be created to sign off on a specific security aspect if needed. This is particularly important with patient social missions.

PRICING:

- There are a number of different pricing models available which may be appropriate for a specific use of dScout within an organization.
- \$5 per patient or staff participant per mission has been the most useful pricing concept for West County missions - this price is available if an organization is planning on using dScout for a number of missions and requires an account to be created and deposit made. (\$6 per patient or staff participant per mission for a pay-as-you go method).