WEST COUNTY HEALTH CENTERS

ROOTS IN PERSON SESSION #2

DISCOVERY KIT
WHO ARE WE
ROOTS PROJECT TEAM

We are multidisciplinary team that uses leadership, data analytics and innovation to help empower our community to create transformative approaches to care.
OUR ROOTS PROJECT

West County Health Centers recognizes that health happens outside of our clinic and is committed to developing and approaching care in western Sonoma County in a new and transformative way.

Currently, West County Health Centers is creating a collaborative delivery model that unites traditional and non-traditional health partners by using data as an exploration tool for community partners to identify barriers and using human centered design to co-create action plans to transform our community.
OUR APPROACH

DATA

HUMAN CENTERED DESIGN (HCD)
HCD FRAMEWORK

Value Method

Co-Design

<table>
<thead>
<tr>
<th>Discovery</th>
<th>Ideation</th>
<th>Try &amp; Test</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understand experience</td>
<td>Generate concepts</td>
<td>Develop ideas</td>
<td>Pilot 'Super Users'</td>
</tr>
<tr>
<td>Define problems/gaps</td>
<td>Design ideal experience</td>
<td>Test Ideas / Solutions</td>
<td>Early adopters when operationalized</td>
</tr>
<tr>
<td>Frame opportunities</td>
<td>Define / Prioritize Solutions</td>
<td>Narrow &amp; Shape Solutions</td>
<td></td>
</tr>
<tr>
<td>Observations</td>
<td>Brainstorming / Affinity Clustering</td>
<td>Prototype</td>
<td>Pilot solution</td>
</tr>
<tr>
<td>Discovery Kit</td>
<td>Storyboarding</td>
<td>Rapid Experiments</td>
<td></td>
</tr>
<tr>
<td>Interviews</td>
<td>Enactments</td>
<td>PDSAs</td>
<td>Measurement</td>
</tr>
<tr>
<td>Empathy Mapping</td>
<td></td>
<td>Simulations</td>
<td></td>
</tr>
<tr>
<td>Journey Mapping</td>
<td></td>
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Source: https://cci-catalyst.s3-us-west-1.amazonaws.com/uploads/a149d9d8-170f-4d84-bda0-4bad56c516ee/Training%201%20Slides%20(abridged).pdf
To help us uncover and understand the underlying needs of our community partners WCHC has developed the Discovery Kit.
For purpose of this pilot WCHC created 9 activities with the intention of gathering qualitative data about our partners' level of interest in collaborating with their local health center while giving them an opportunity to creatively uncover their thoughts about absenteeism at Guerneville School prior to the data merge.
DISCOVERY KIT

WHO RECEIVED A KIT?

- (2) Guerneville School Board Members
- Guerneville School Superintendent
- Guerneville School Secretary
- Guerneville School 5th Grade Teacher
- Attendance Case Manager
A **one hour follow up interview** is scheduled in the environment that is comfortable and familiar to the stakeholder.

During this interview a team of three (**An Interviewer, A Video Recorder & Scribe**) help ensured the intended data was properly captured.
An image composed of all of the interviewees' words highlighted important textual data points that visually conveyed information that was valuable to all of the interviewees.
Digging Deeper

• Uncover the storyline that the interviewees shared

• To help this narrative we decided to Code the Qualitative Data

• Coding each interview allowed us to organize, synthesize and interpret what is happening in the data
NEXT STEPS
INSIGHTS & THEMES

Using Human Center Design to translate coded quotes into insights. Understanding what truly matters most to your end users.
Reimagined Care **Insights**

- **Designing Human**
- **Because Your Eyes Said You Were Feeling It Too**
- **Aligning The Stars**
- **You Need To Know It, To Grow It**
- **Together We Thrive**
- **If You Want To Go Far, Go Together**
- **Neurons That Fire Together Wire Together**
- **Embrace Creative Tension**
Reimagined Care Insights

- Designing Human
  - You Need To Know It, To Grow It
- Because Your Eyes Said You Were Feeling It Too
- Aligning The Stars
  - Embrace Creative Tension

Community Collaboration = Community Resilience

- Together We Thrive
  - If You Want To Go Far, Go Together
- Neurons That Fire Together Wire Together
Reimagined Care Insights

“Research has shown that communities that have capacity and strong networks of connection can survive anything. That’s what I’m looking for, community members that speak up for their own needs and start to identify solutions and start to do things, hopefully with the support of the institutions and organizations.”
—Sonoma County Department of Public Health Leader

“We need a grand hall so many can attend. Everyone can be there and break into small groups, maybe according to interests and each group can have a facilitator, very good facilitators. It’s community people plus the local agencies.”
—Guerneville Resident

Community Collaboration = Community Resilience

Aligning The Stars

Ideal community collaboration is informed by community voices, driven by community members and supported by organizations.
THANK YOU!