Understanding the human experience of our processes with *Journey Mapping*

Resilient Beginnings Network (RBN)

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Objectives

- Provide an overview of journey mapping
- Demonstrate how to create a journey map
- Apply journey mapping to advance your Resilience Beginning Network project
Provide an overview of journey mapping

Demonstrate how to create a journey map

Apply journey mapping to advance your Resilience Beginning Network project
Journey mapping is a tool that allows care teams to understand the current state of their processes through the lived experiences of their patients and/or family caregivers.

The insights uncovered through journey mapping help teams enhance and improve their workflows.
What is Journey Mapping?

A journey map is a visualization of a person’s or peoples’ experience that showcases the layers of their experience over time.

Journey Maps:

- Engage patients and family caregivers to map their lived experience
- Outline the major steps in a process from the patient or family caregiver’s perspective
- Incorporate what patients and family caregivers are doing, how they are feeling, and what they need at each stage of the journey
Why use a journey map?

- **Builds empathy**: engage those who experience the process to understand their perspective through interviews and conversation.

- **Leverages storytelling**: anchors experience in narrative; that’s how we experience and remember things.

- **Represents an experience over time**: enables teams to see smaller moments within larger processes and communicates the many layers and dimensions of our experiences.

- **Supports research, analysis, alignment and communication**: visualizes the journey to help understand someone’s experience, to see patterns, or to make a point to an audience.
Provide an overview of journey mapping

Demonstrate how to create a journey map

Apply journey mapping to advance your Resilience Beginning Network project
Now let’s watch Journey Mapping in action!

Source: https://www.careinnovations.org/resources/journey-mapping-action/
Steps to create a journey map

1. Plan
   - Choose a patient journey related to your project
   - List key activities the patient or family caregiver does
   - Order them from left to right
   - Label “stages” of related activities

2. Co-create
   - Identify & engage patients and/or family caregivers to participate in activity
   - Confirm any assumptions (e.g. pre-defined stages)
   - Listen to stories and capture needs, actions, feelings and high & low points

3. Analyze & Act
   - Review learnings from conversations with patients and/or family caregivers
   - Discuss insights, opportunities, and key problems to solve amongst the team
Cooking Dinner

Positive Emotion

- Buy the right amount
- Calm

Negative Emotion

- Stressed
- Distracted
- All food done at the same time
- Exhausted

Steps:
- plan/shop
- stage/store
- prep/cook
- serve/eat
- post prep/cleanup

- Doing the dishes
Provide an overview of journey mapping

Demonstrate how to create a journey map

Apply journey mapping to advance your Resilience Beginning Network project
Example Journeys for Resilient Beginnings Network

- Journey of completing screenings for well child visits
- Journey from prenatal care to delivery to pediatric care
- Journey of having a positive screen and getting referred to a specialist

Feel free to share other journeys you’re considering mapping in the chat box!
What comes next?

Take a moment to reflect on today’s presentation and answer the following questions in the chat box.

1) What is a journey you can map to support your Resilient Beginning Network project?

2) What is your next step – how might you act on what you’ve learned today?