

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

Resilient Beginnings Network (RBN)

January 14, 2021



Objectives



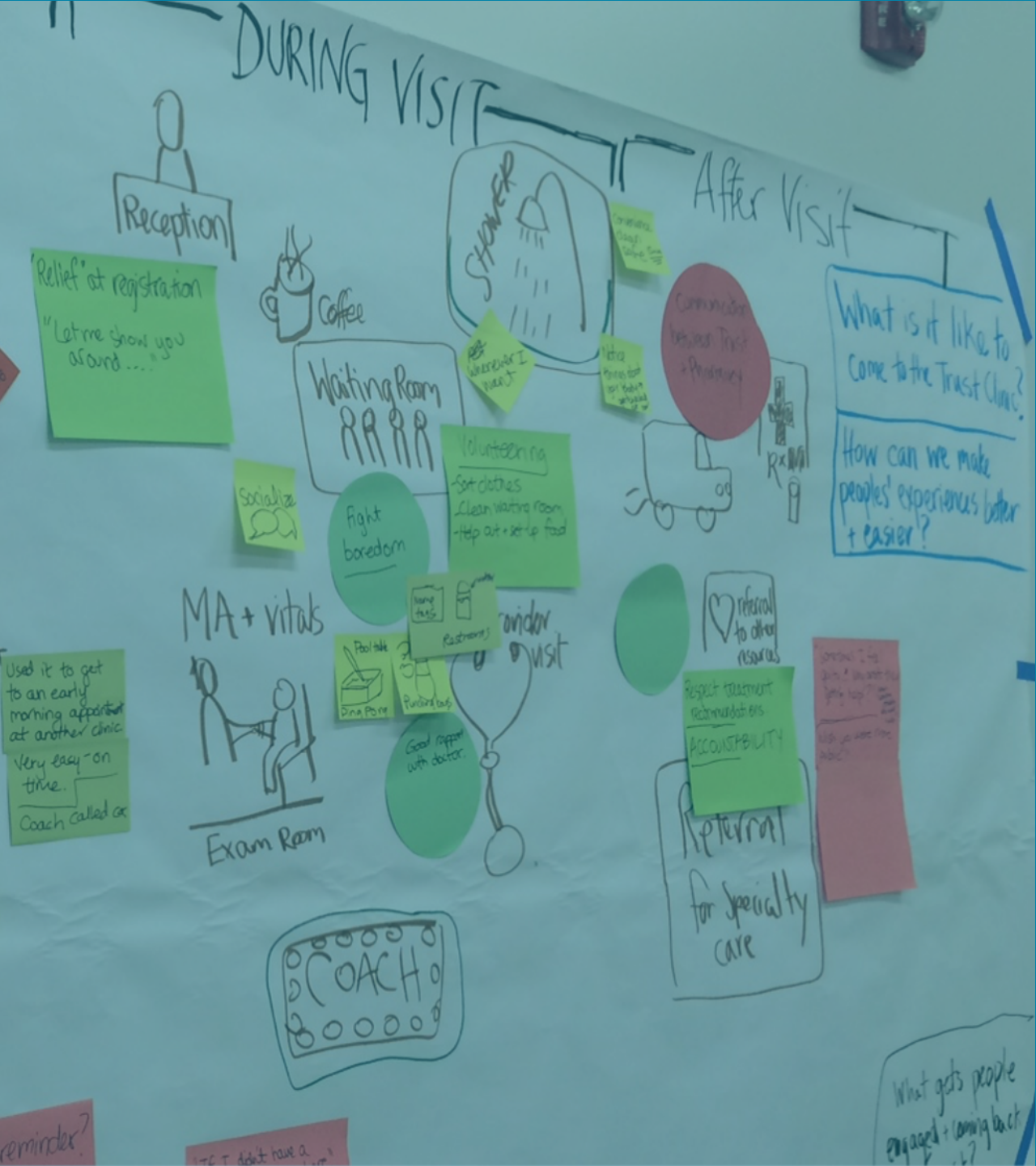
Provide an overview of journey mapping



Demonstrate how to create a journey map



Apply journey mapping to advance your Resilience Beginning Network project



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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:

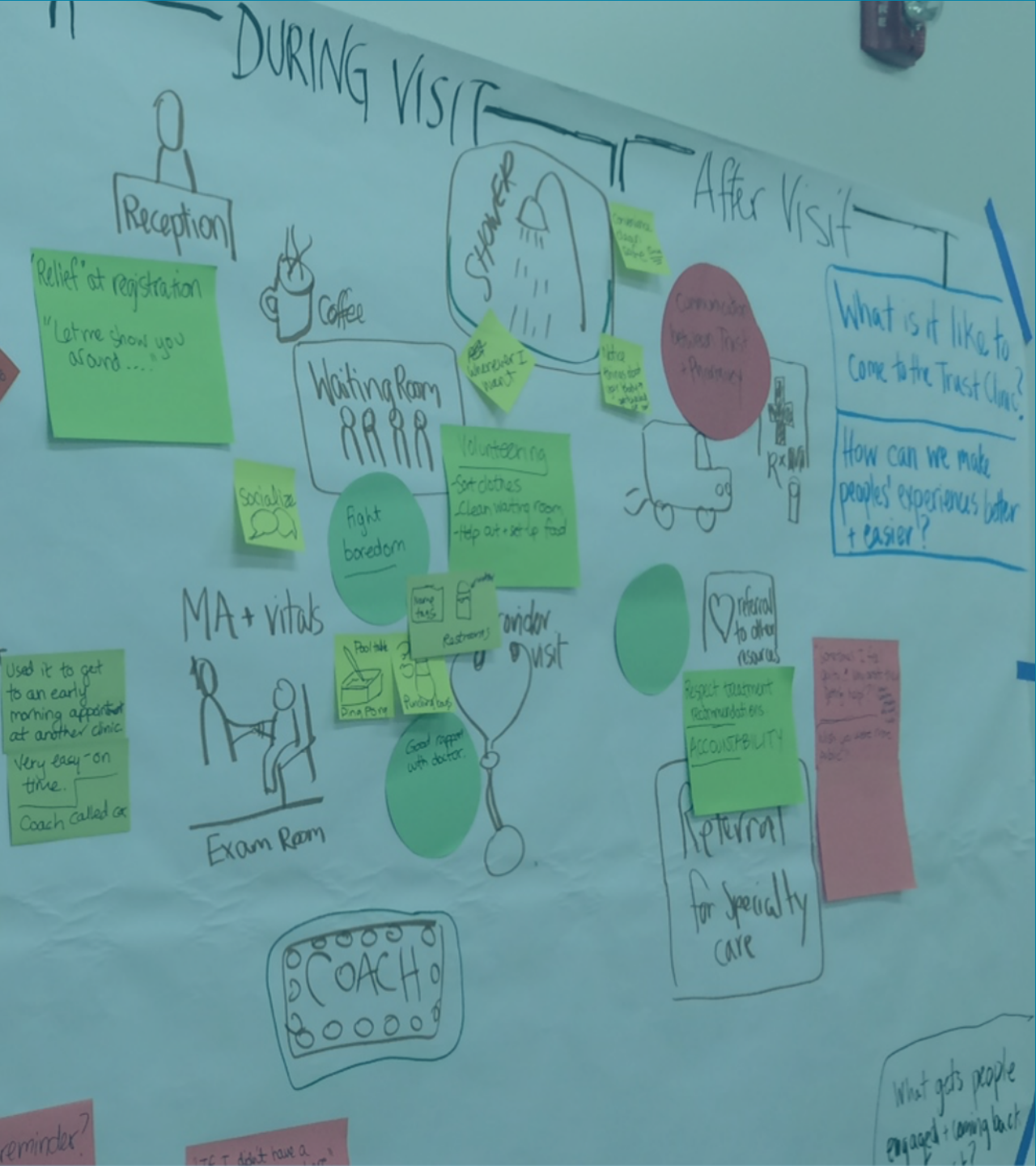
- ☐ Engage patients and family caregivers to map their lived experience
- ☐ Outline the major steps in a process from the patient or family caregiver's perspective
- ☐ Incorporate what patients and family caregivers are doing, how they are feeling, and what they need at each stage of the journey



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.





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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

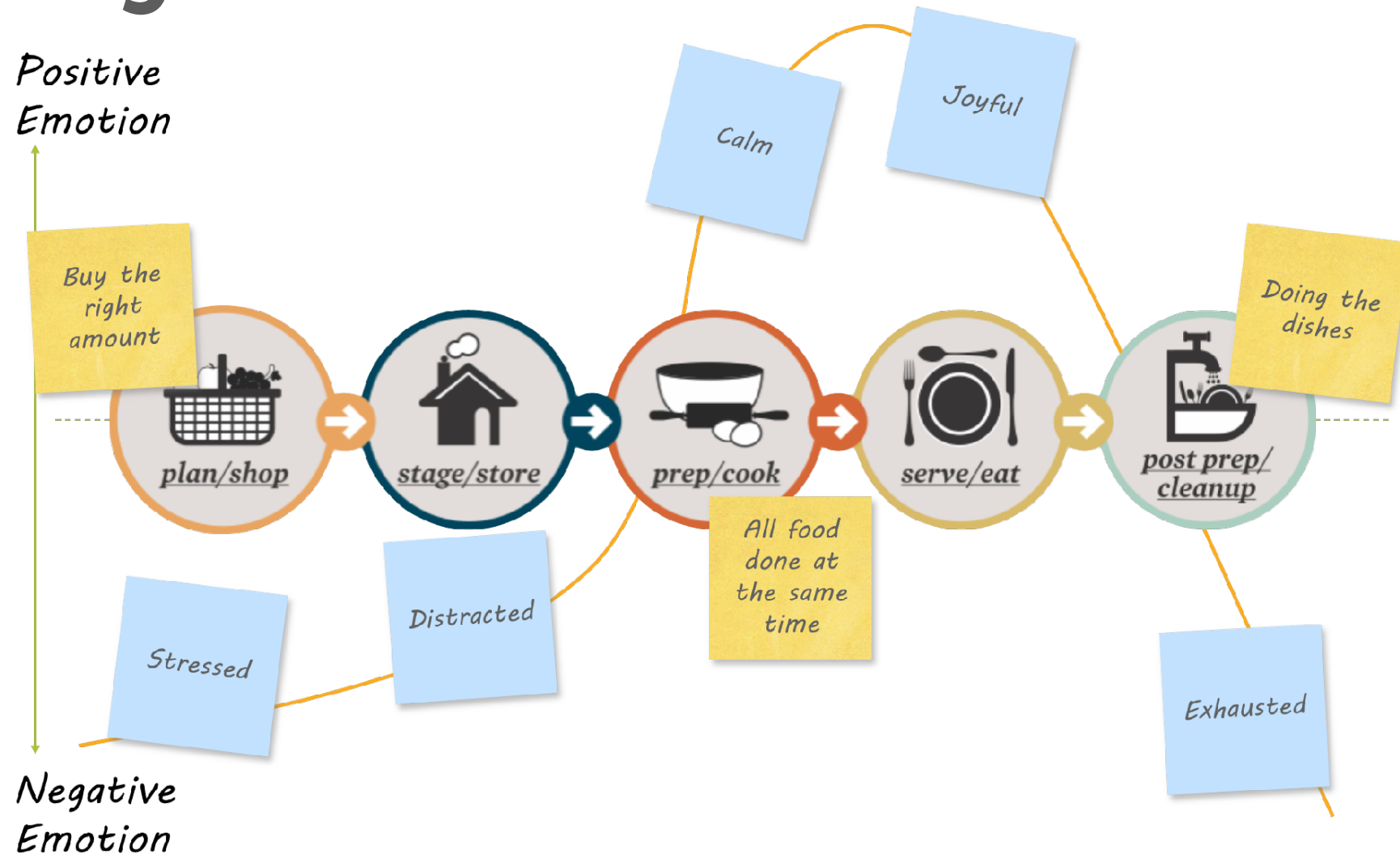
3. Analyze & Act

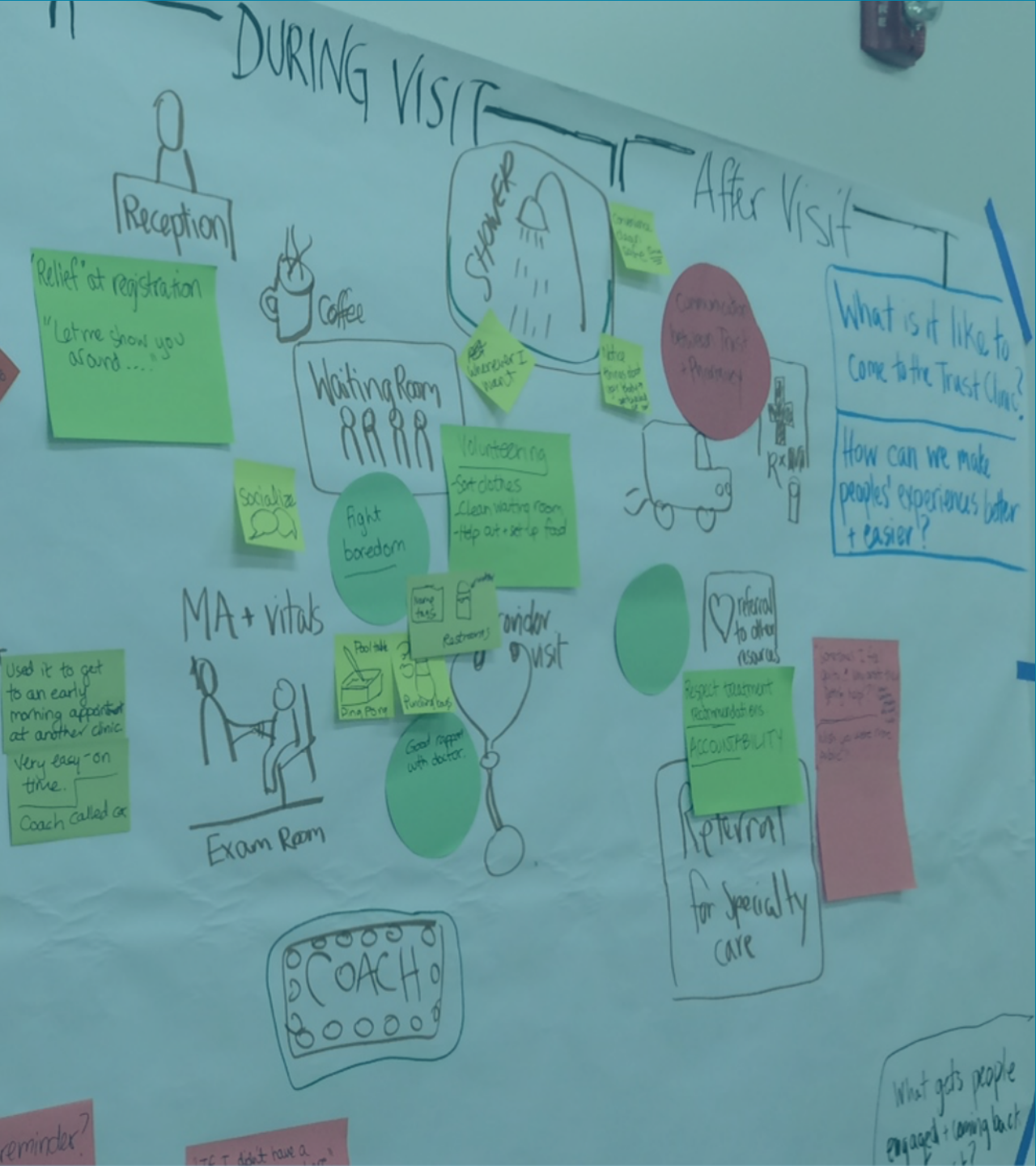
- Review learnings from conversations with patients and/or family caregivers
- Discuss insights, opportunities, and key problems to solve amongst the team

LIVE DEMO – Cooking Dinner



Cooking Dinner





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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?

