



**PHILIPS**

Consulting



# Strategic Design Consulting

Creative innovation for healthcare environments, services, and experiences

Leveraging strategic healthcare design thinking to create innovative and efficient environments and services for an exceptional experience focused on workflow efficiency. We inform strategic vision and planning based on integrated data analytics and stakeholder co-creation methodology.

Subsequently, we create world-class design solutions for a department or an entire health campus with a clinical performance and patient satisfaction perspective.

## Key benefits

- Market and population needs assessments supported by data analytics
- Strategic and collaborative methodologies facilitate stakeholder buy-in
- Consultants with expertise in designing efficient and effective clinical environments

## Typical client needs

As part of expansions, mergers, or renovation plans, hospitals need to (re) evaluate the strategic fit of their services and environments. Our unique strategic and innovative approach as well as insights into clinical workflow, technology trends, and patient and staff experience enrich traditional facility design architects solutions and support longer term strategic planning and future proofed flexibility.

## A strategic approach

Our design consultants integrate with data analysts and clinical experts to create exceptional healthcare solutions across the continuum of care.

**Analysis:** A department or facility is assessed in terms of layout, clinical workflow, and performance. Market demands, qualitative and quantitative data, and patient and staff insights are gathered and analyzed for metrics-based change recommendations.

**Strategy:** We work with customers to understand their key transformational requirements and also bring data-informed and evidence-based external expertise into consideration. We create design directions that will help create a positive and efficient patient care environment.

**Design:** We collaborate with client teams to develop design recommendations that support clinical efficiency and help enhance the experience for patients, family, and staff. Our co-creation process helps customers adopt change initiatives for new design solutions and processes. Our visualization and simulation tools help clients interpret transformational benefits.

**Transformation:** Design solutions are focused on improving the patient and staff experience, redesigning the care environment, and enhancing clinical and operational efficiency for sustainable results.

## Proven results

Our consultants have helped hospitals and healthcare systems leverage design thinking to develop innovative solutions for an enhanced environment for patients and staff.

- The **Broward Health Infusion Center** was redesigned for modernized care and won the healthcare Avatar Award for continued experience improvements over a sustained period.
- At **Florida Hospital for Children**, we evaluated the patient journey and designed an innovative new pediatric ED. Patient volumes doubled and studies show how an integrated, positive distraction intervention in pediatric X-ray room influenced scanning times.

## Learn more

Through collaborative and patient-focused consulting engagements, Philips Healthcare Transformation Services can help unlock insights and opportunities to improve care efficiency. We can help you achieve meaningful and sustainable improvements in clinical excellence, operational efficiency, care delivery, and financial performance.

For more information, please visit [www.philips.com/healthcareconsulting](http://www.philips.com/healthcareconsulting).

