

User Experience Design to Improve Communication towards Healthcare Professionals

Qualitative Research and Proposal for Improvement of the Workflow for AYA Care Network

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With a growing interest for the organization of oncological care in networks, AYA Care Network is aiming to become a leader in care innovation. With a network of hospitals, spread throughout the Netherlands, they provide age specific care (AYA care) for young adults who are diagnosed with cancer. The central coordination of AYA Care Network stimulates scientific research, provides education to healthcare professionals, and facilitates AYA care with supportive tools regarding care criteria, guidelines, and organization. Over the last couple of years, clear guidelines have been created, but to guarantee the quality and unambiguity of this care in various hospitals remains difficult. This led to a research proposal to improve the transfer of information to the healthcare professionals.

How can the communication towards healthcare professionals be improved to guarantee the quality of AYA care?

As an approach to answer this question, first an elaborate analysis was done about AYA Care Network. Focusing on how AYA care is organized, how the network developed, and who the main stakeholders are that might be affected by the communication. This knowledge was used as a basis for the interviews with healthcare professionals, which were conducted to discover how they experience the communication. Also, a survey was sent out to collect more information about the use of the available means of communication.

A workflow scheme was created to get a grip on the process from awareness till implementation of AYA care. Taking this scheme as a starting point for the ideation and concept development, was attempted to analyse the process instead of optimizing the currently available means of communication. The goal of this research is to improve the workflow of healthcare professionals, to support them in maintaining the quality and unambiguity of AYA care.

From the analysis was concluded that the workflow could be improved with the design of a collective information platform, like a website, for the transfer of unambiguous and up-to-date information. Additionally, an opportunity had come forward for the development of a narrowcasting template, to increase the awareness for AYA care and to offer support in the recognition of AYAs. This digital banner (figure 1) could be displayed in waiting rooms of hospitals to spread information about AYA care and inform AYAs of where to find this care.

Jong & Kanker

Voor jongvolwassenen tussen de 18 en 35 jaar (AYA's)
met de diagnose kanker bieden wij **AYA-zorg**.

Ongeacht de tumorsoort of de fase van de ziekte staat centraal
'Wie ben jij en wat heb jij nodig?'

vraag er naar bij je behandelend arts

[ziekenhuislogo]

AYA
jong & kanker
ayazorgnetwerk.nl

[URL van AYA-zorg pagina op ziekenhuis website]
[Emailadres van contactpersoon AYA-zorg]

Figure 1: The narrowcasting template.

During an evaluation of the opportunities came forward that the central coordination of AYA Care Network is already working on the recognition of AYAs and the lack of time and structural funding for AYA care. The website and narrowcasting template also focus on these issues. Meanwhile, the issues with complexity, implementation, and boundaries of AYA care remained. Therefore, a brainstorm session was organized with the communication team of AYA Care Network to gather more solutions for these problems. A wide range of opportunities were found during this session which have later been added to the workflow scheme.

With the redesign of the website as the main deliverable, the current and a comparative website were analysed, and a final set of requirements was written. Based on these requirements, the information was restructured and a wireframe prototype was developed. Afterwards, the concept was evaluated by healthcare professionals during a user test. From the user test several issues and opportunities came to light and were adjusted in the prototype or included in the recommendations. The final wireframe prototype

(figure 2) makes suggestions for the new information structure and contains a proposal for the layout of new pages with, for example, frequently asked questions, communication material and an overview of AYA healthcare professionals per hospital.

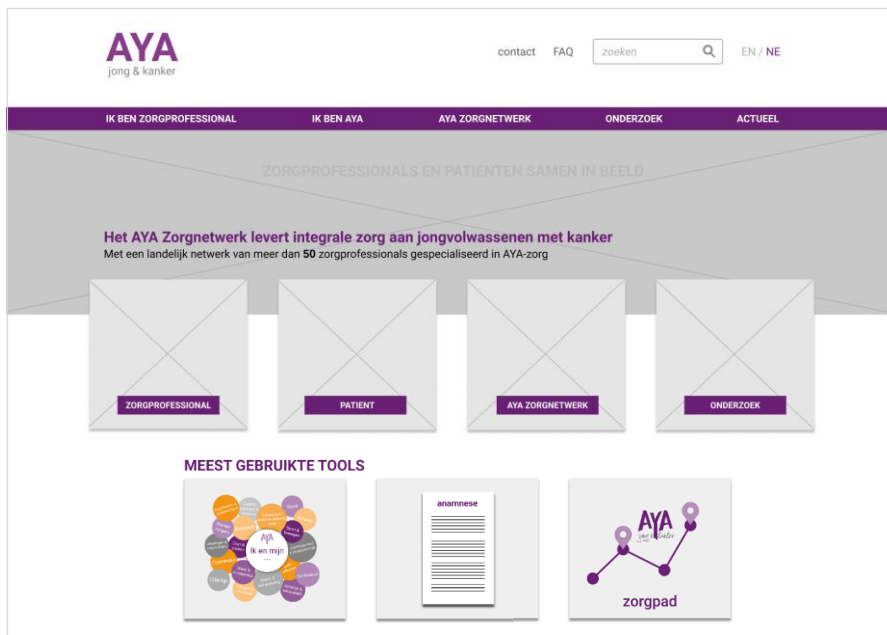


Figure 2: The final wireframe prototype.

Even though circumstances have influenced the choices in methodology, relevant conclusions could still be drawn. Due to corona this research was limited to online interviews and testing. While online interviews lowered the threshold for participation, it might have limited the observation of the navigation through the website. Nevertheless, the alternative for observation via screensharing is not expected to affect the results significantly. Furthermore, in the user test only participated a small number of healthcare professionals, which might not be representative for the complete set of users. Hence, additional tests during the further development of the website are advised in the recommendations.

Overall, the opportunities are promising and the deliverables will contribute to an improvement of the communication between the central coordination and healthcare professionals. This will have a positive effect on the quality and unambiguity of AYA care but can not guarantee for it to be perfect. The main results of this research are summarized in the evaluated workflow. This overview connects all opportunities to a phase of the workflow and is translated into a short- and long-term action plan as a recommendation. It is an iterative process, that will continue throughout the upcoming years. The first step is the development of a new website with the conclusions from this research as a firm starting point.