Self-assessment by
Sherry Smith

A summary about me:

I have over 10 years in service design in the hospital/healthcare industry, integrating many new services into existing infrastructure, marrying people, process and technology. I have built new business operations models, new building requirements, and optimized existing services to provide new offerings.

I currently work as a/at:

Sr. Director, AVIA Healthcare Innovation

https://aviahealth.com/

I recenlty spun up the Service Design Team (as that was what we were doing for years) prior to my new role at Moffitt Cancer Center.

My LinkedIn profile:

https://www.linkedin.com/in/sherry-smith-csm-cspo-4506a54/

My social media channels:

n/a

My educational background:

B.S. Business Management
IDEO Foundations of Design Thinking
IDEO Advanced Design Thinking
Lean Sensei
Certified Scrum Master
Certified Product Owner
Project Management

The following theories are the key components of my approach to service design:

Services are to be designed on customer needs rather than internal needs of the business
Services with cutting edge technologies need to understand the business enough to know how to deliver that service to the customer, and understand the changes that will require to key roles interacting with the customer
Services must be designed to create value to the customer and to other stakeholders
Services must be designed to understand end-to-end processes, as well as the interactions that front of the house will have as well as back of the house - and the technology needs to support that effort.

Services must be prototyped initially to understand lessons learned for scaling.

There are multiple personas for all services that need to be considered.

These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

This is Service Design Thinking and Doing - great examples on approaches and tools to use when designing - a great 'how to' guide

Andy Polaine Power of Ten Podcast - understanding the complex environment and hearing about others' challenges and successes

Institute of Poli-Design - Italy - attending webinars

IDEO Service Design Class - to understand the key components of Service Design

Service Design Network :) - To stay relevant and network with other Service Designers

Servicedesigntools.org - resources to stay relevant in the complex environment

IDEO Design Kit - resources and webinars to stay relevant

Stanford D School webinars - attend when there are relevant topics

I have X years of working experience in service design:

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My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training

I have particular experience in the following service sectors:

Healthcare

I have conducted X service design projects that aim at creating improvements or innovations within organisations:

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These are the service design projects I have successfully delivered:

All projects at Moffitt Cancer Center

1. Dec 2018 - Dec 2019 - New Clinical Model to service patients in a new way - with the patient being the center of the way things are done versus the old clinic/nurse clinical model./Moffitt Cancer Center/Prototyped and implemented new clinical model in over 15 clinics to allow for scaling additional technologies to help with coordination and patient communication.

2. Customer Journey Mapping Mar 2019 - present - led to Digital Front Door efforts to reorganize efforts to allow for a different way of communicating with patients and their ability to navigate through their treatment

3. New outpatient hospital Design to include patient experience - Dec 2020-May 2021 - Worked with stakeholders in organization to determine best design of hospital taking into account patient experience and needs to include in hospital design requirements.

4. worked with all stakeholders for new inpatient hospital to design new end-to-end processes including technology based on patient experiences by creating many service design blueprints so that multiple stakeholders can understand future state and gaps to get to future state.

5. Mar 2020 - Dec 2020 - Designed entirely new service to ensure patients are contacted by a clinician within 24 hours of making their first cancer appointment - the goal was to put patient anxiety at ease to speak to a care team member right away. The outcome created loyalty right away with patients to reduce no-shows prior to 1st visit and to have all needed info prior to visit to act upon patients' needs right away.

6. Dec 2019- present - Created new clinical trial finance process among revenue cycle teams to create efficiencies with a new system - defining new roles and responsibilities, and understanding exactly what was important to the patient and from a compliance perspective and building around that.

I have provided service design training sessions and/or other educational experiences for X years:

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My philosophy as a trainer is:

To get people excited about the possibilities and allow everyone to tap into their own creativity and innovation, and to help them connect the dots with their role in innovating the new services. I make sure that all voices are heard when creating new opportunities.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

June 2021 - Creative Problem Solving - Moffitt Cancer Center - 60

June 2020 - Lean six sigma Kaizen session - understanding key problems to solve related to Fhow to reduce patient time in waiting rooms due to COVID - given that they are not allowing visitors to come in with them - was training as well as tapping into creativity to come up with solutions

Facilitated many service design experiences - not necessarily trainings

I mostly provide my training offerings in the following language(s):

English

I mostly provide my training offerings in the following countries/cities:

USA in my organization - want to start to offer trainings to Hospital Systems throughout AVIA memberships so that hospital systems understand how to incorporate service design thinking to solve current problems and meet patient needs and expectations.

I cover the following topics during my training offerings:

- Definition of service design
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- User research/deep customer insights
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services
- Implementation of service design concepts
- Working with complex service systems
- Service design for cultural change
- Change management

My training participants typically have the following level of experience:

- Novice (new to service design)

These are my favourite cases I use to inform participants about the impact and value of service design:

https://www.service-design-network.org/headlines/hiza-case-study-reducing-patient-anxiety-and-uncertainty-throughout-their-care-in-a-hospital-for-the-elderly - this is very similar to the process that I take for any service design as it's important to understand the current landscape as well as gain customer insights and help to communicate to where the organization needs to go

https://uxdesign.cc/the-role-of-service-design-in-healthcare-3e3ee29a2494 - I like this article because it simply states the complexity of the healthcare industry and all of the stakeholders or 'personas' that need to be considered when implementing new services.

This is a great journal article that talks to exactly why Service Design is so important in hospitals

https://www.ntnu.edu/documents/139799/1273574286/TPD4505.Kristine.Rise.Fry.pdf/1568d6be-df14-4c51-9820-e690d354bf2b

These are the service design methods and tools that I use during my sessions:

Problem Definitions - Understanding the problems we're trying to solve

Journey Mapping - to understand at a high level what we are trying to accomplish and what is important to the patient/caregivers

Customer Research - Qualitative and Quantitative - interviews, workshops as well as patient satisfaction data

Service Blueprints and process maps where appropriate to understand gaps between current and future state

Key Design criteria for any particular solution - what are we solving for, and questioning the assumptions

Solution Design - using cross-functional stakeholder groups to desing the future state

Prototyping and lessons learned -

Gaining buy-in and proof of what works/what doesn't to gain buy-in to scale the solution

After successfully attending my training sessions, participants will typically be able to:

understand journey mapping and the key components, understand how they fit into the bigger picture, understand how to solve for the 'real' problem, that they are part of the solution - understanding the reason for fail fast, and divergent and convergent thinking, and that all perspectives matter when designing for complicated hospital systems.

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

there are no evaluation tools other than gaining the foundational training to be effective in a service design session or sessions.

I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:

After each solution design, I ask for feedback from key stakeholders on what worked, what didn't , or I take my own lessons learned inventory based on what happens in following design sessions.

I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- SDN Global Conference
- SDN National Conference
- SDN Masterclass
- SDN Academy Course
- I just joined so I hope to join in the future all of the above

I actively support the local or national service design community through:

membership currently (just joined)

I have participated as a speaker in the following events:

na

I have published the following books/articles on service design and related fields:

na

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