

## Self-assessment by Julia Mahoney

SUBMITTED ON 18 DEC 2024



### A summary about me:

As a HCD leader and strategist with 5 years of healthcare experience, I sit at the intersection of public health, research, and service design to transform patient care, and have a deeply rooted passion for improving QOL in the chronically ill.

Career highlights :

30% decrease in recurrent hospitalizations,

Increasing CHD infant survival rates by 40%,

Designing initiatives to improve healthcare access for underserved communities.

Utilizing my expertise in design thinking tools, methodologies, and consumer research. I excel at aligning people, processes, and technology to create scalable solutions. I utilize qualitative and quantitative research to craft impactful, user-centered strategies, instilling confidence in my ability to deliver results.

### I currently work as a/at:

N/A

### My LinkedIn profile:

<https://www.linkedin.com/in/julia-mahoney-d3sign/>

### My social media channels:

N/A

### My educational background:

BS. University San Antonio Public health/Research

MA University Austin Texas - Design in Health

SDN- Accreditation Master Class

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

Human-Centered Design (HCD): At the core of my work, HCD ensures services are designed with a deep understanding of and empathy for users, aligning solutions with their needs, behaviors, and aspirations. I also prioritize engaging with staff often overlooked, such as janitorial teams, chefs, and other frontline workers, to gain invaluable insights into how things truly operate behind the scenes.

Systems Thinking: This holistic approach enables me to address the interconnections between people, processes, and technology, creating cohesive and sustainable solutions that are both effective and scalable.

Co-Creation: Actively involving stakeholders in the design process fosters collaboration, inclusivity, and a shared sense of ownership, ensuring



more impactful and well-rounded outcomes.

Blueprinting and Journey Mapping: These tools help visualize and analyze the user experience, revealing key pain points and opportunities to improve and enhance the service journey.

Storytelling: As a core skill, storytelling allows me to communicate complex insights and design solutions in a compelling and relatable way, fostering understanding, engagement, and buy-in from diverse audiences.

Empathy is the driving force behind these theories, ensuring that the solutions we create resonate with real human experiences and drive meaningful change.

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

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I am an avid learner who believes in staying up to date with the latest in the industry. To do so, I actively follow sources like Service Design Network (SDN), This is HCD and the Service Design Show. I also constantly read, with a strong appreciation, the "This is Service Design" collection and any other service design books I can access.

These resources have shaped my practice and continue to inspire and inform my work.

**I have X years of working experience in service design:**

4

**My working experience in service design includes involvement in:**

- Service design projects

**I have particular experience in the following service sectors:**

Healthcare

-Technology

-Population health

-Onboarding

-Patient Experience

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

5

**These are the service design projects I have successfully delivered:**

CORAGE

Jan 2020-May 2020

Dell Children's

Discharge program for infants with single ventricle congenital heart disease

OUTCOME:

A tandem system of tools and processes was developed to improve communication and education and align efforts among patient families and care team members.

The team created a coordinating workbook and care board toolset to enhance communication, track goals, and foster alignment and collaboration between families and care teams, ultimately improving the overall experience.

A four-month clinical pilot was conducted, and the results showed:

64% of parents agreed or strongly agreed that the prototypes helped track their child's progress.

90% would recommend the tools to others.

This initiative has also contributed to a 40% increase in the likelihood of survival for babies with CHD outside of medical interventions.

Additionally, the design team coauthored a peer-reviewed abstract with the clinical team, which the American Academy of Pediatrics published in January 2022.

The parent workbook has been successfully introduced at the Heart Center in English and Spanish, and staff and caregivers use it regularly.



## IMPACT

The Texas Center for Pediatric and Congenital Heart Disease stands as the sole provider of comprehensive heart care for newborns, infants, children, and adolescents in Central Texas. While the program excels in many areas, the discharge process for single ventricle (SV) babies— a particularly complex group within congenital heart disease (CHD)— has posed ongoing challenges, primarily due to the varied and evolving needs of patients, families, and care teams.

I am not at liberty to discuss the detail of my other projects on a public platform, feel free to reach out if you want to know more about the other projects!

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

-2

I cover the following topics during my training offerings:

- Definition of service design
- Relationship of service design to agile, scrum and lean
- User research/deep customer insights
- Creativity and ideation processes
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Working with complex service systems
- Exploration of systems
- Organisational development
- Change management

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

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 Masterclass
- SDN Academy Course
- Service

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

Volunteer work for a nonprofit organization aimed at enhancing the customer experience.

I have volunteered for the Global Design Conference before as well.

I have participated as a speaker in the following events:

N/A

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

N/A

Contact details:

Julia Mahoney



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juliamahoney9292@gmail.com