WMDA
matching donors • serving patients

Registry communication workshop outputs

22nd - 23rd October 2018

Registry Communications Workshop

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5. **Mapping the user journey and creating the service blueprint**
6. **Defining the problem statement**
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8. **Project metrics; KPIs**
9. **Sketches and prioritisation**
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Who Red Badger are

We **bring together the best** in strategic services, user experience and technical delivery **using Lean and Agile processes**.

We're dedicated to **doing the right thing**, which is why we bring our award-winning services to **non-profit organisations** too.

Summary of the workshop

WMDA

Time to (donor) delivery is key to saving a life. However registry communication can be **slow, complex and inaccessible** for many.

Eight representatives from both small and large registries worldwide spent two days creating the problem statement, vision and a proof of concept for an **enhanced registry communication solution**.
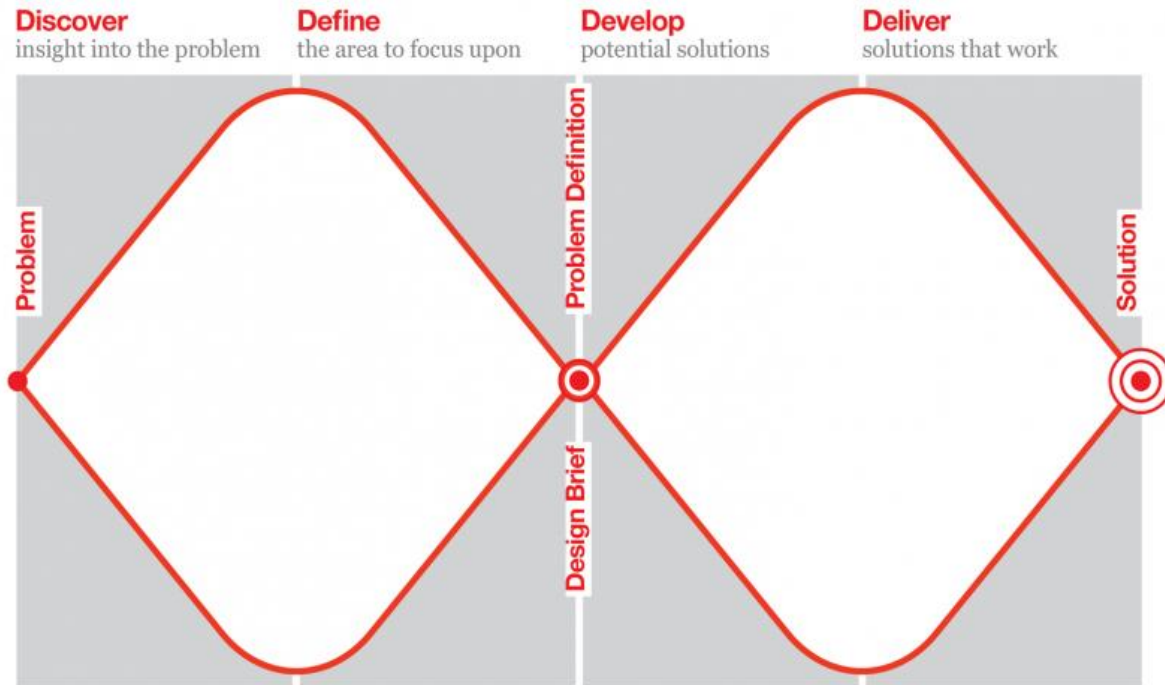
Key outcomes:

→ **Alignment** with selection of stakeholders, and agreement of the **problem definition**

→ Agree **the vision**, define what good looks like and the key aspects required to enable it

→ **Collaborative ideation** around what a solution might look like

→ Feasibility checks as part of a high-level **proof of concept**

Workshop approach: The Double Diamond

The Double Diamond is a visual model of the design process. It's split into two phases, problem definition & solution design.

Each of these phases has two stages; Divergent thinking, where we ask **'yes and'**, building on ideas, and convergent thinking, where we are more critical, to refine ideas by asking **'yes but'.**

1. Diverge to initially discover more about the problem
2. Converge to define the problem
3. Diverge to develop potential ideas
4. Converge to evaluate and get to a solution

Discover insight into the problem **Define** the area to focus upon **Develop** potential solutions **Deliver** solutions that work

Problem — Problem Definition — Design Brief — Solution

Understanding the user

1. Understand the environment
   - How do registries currently communicate with one another?
   - What are the key constraints?

2. User deep dive
   - Key jobs, pains and gains

3. Mapping the existing user journey
   - A service blueprint mapping existing journey, touchpoints, highlights and lowlights in the experience

Jobs

Things the user is trying to get done:

- Check donor availability

- Send and receive donor information

- Find a donor match

- Patient follow up

- Invoicing and payments

- Blood sample updates
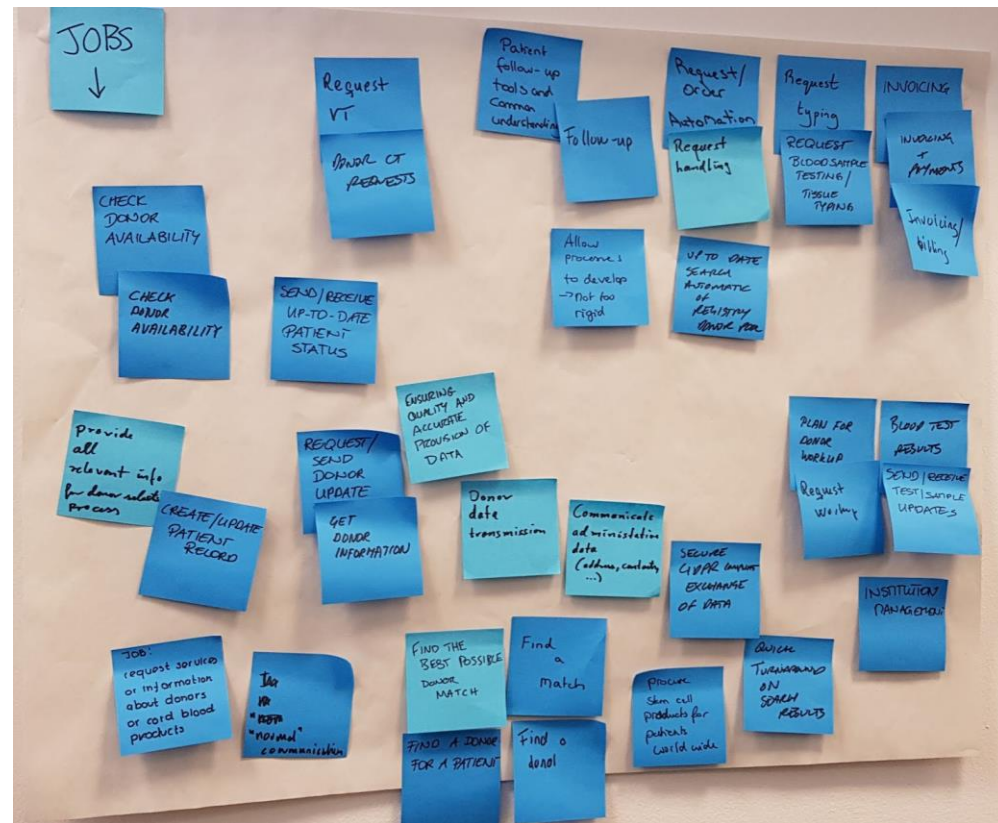
Pains

Things that may prevent, delay or block the user from getting their job done.

- No single source of truth

- Response time slow

- Data quality (not up to date)

- Too many communication paths

- Complex system

- Data Protection challenges

- Invoicing process
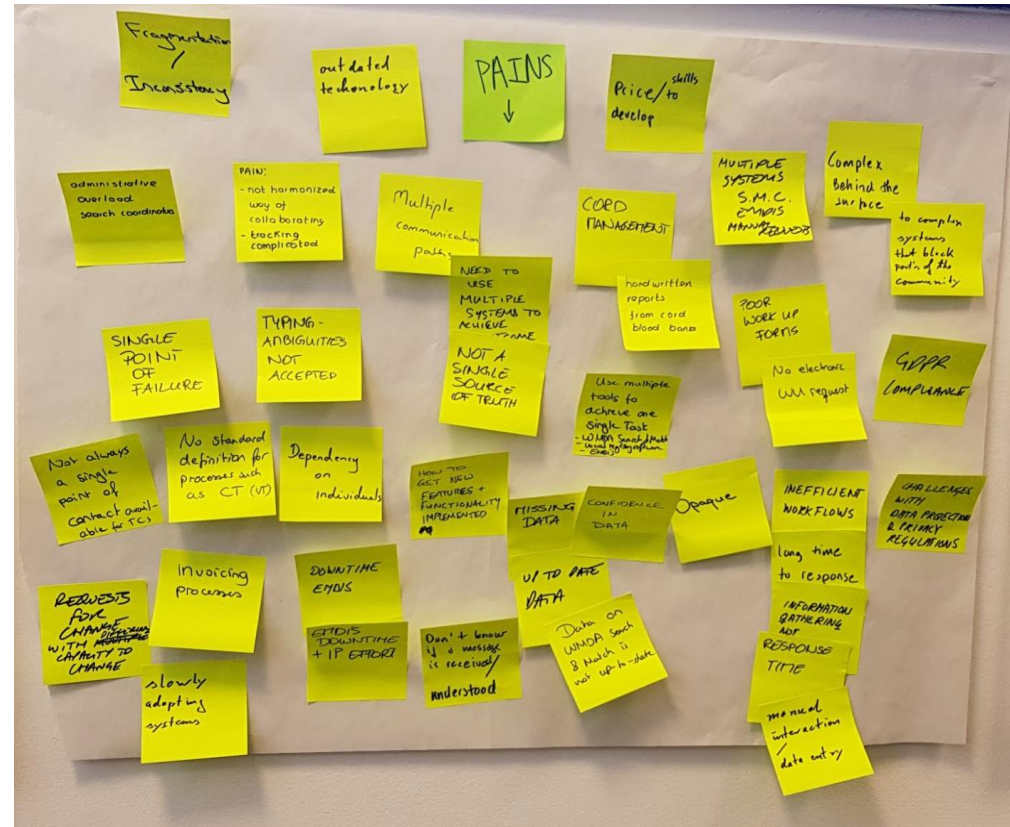
Gains

Potential gains we can provide the customer which will enable them to get their job done:

- Easy to use

- Faster, flexible and efficient

- Reliable data

- Automated comms

- Ready and easy to access data

- Customised donor search

The existing user journey

We mapped out the **existing user journey** for registries (both large and small), focusing on the key user jobs, the touch points for each job, highlights and lowlights.

We then **layered on the pain points** and grouped them into themes.

The existing user journey

Doing

Touchpoints

Feelings

Themes

Pain points

Themed pain points

Lack of data quality, automation, visibility, standardisation & agility key

Registry Communications Workshop

Defining

1. Define a problem statement
- Based on prioritised, themed pain points

2. Agree the goal
- How Might We.. activity to help frame the problem

3. Define how we will measure success (Key Performance Indicator)
- How will we know that we have achieved what we set out to?

Drafting a problem statement

A problem statement aligns the participant to a common goal, giving it definition.

We can then use it to validate any potential solution.

Problem statement (activity)

Because, without it, delays mistakes can be made and inefficiencies can happen

A Search Co-ordinator needs a way to quickly and easily access a comprehensive data set on all donors (and cords) because approaching each registry individually is too slow and time consuming.

Registries need a uniform/automated means of managing a patient, from search to procurement.

(whether international or domestic) Because, without it, delays can occur, mistakes can be made and inefficiencies can happen.

Problem statement (activity)

Problem statement (top voted)

Handwritten note:
- A registry

- needs a way to get access to a complete donor pool and to directly select and obtain stem cell products out of that pool through a structured communication process

- because the information is available in different locations with their own restrictions and regulations, but needs to be brought together if we are to find the best possible cure for our patients.

Problem statement

Following the workshop, Red Badger iterated on the problem statement and created a second, simplified version:

A registry

User's name / description

Needs a way to...

Get access to a complete donor pool and to directly select and obtain stem cell products out of that pool through a structure communication process

Because...
User's need

The information is available in different locations with their own restrictions and regulations, but needs to be brought together if we are to find the best possible cure for our patients.

Insight

A registry

User's name / description

Needs a way to...

Access a complete donor pool and to select and obtain stem cell products out of that pool

But
User's need

The information is available in different locations, each having its own constraints.

Insight

'How Might We' activity output
Agreed statement:

*"How might we create an **integrated system** that allows search and requests in small & large registries?"*

Key performance indicators

There are three key areas to focus on when measuring effectiveness of registry to registry communication tools and services; adoption, efficiency and usability.

In order to create a target, a baseline measurement would need to be taken. Here are some sample KPIs which could be used to measure success.

Adoption:
- 90% of registries participating and responsive within 14 days

Efficiency:
- Lead time of donor search & find

Usability:
- 100% of all registry to registry transactions performed via new services of API tooling
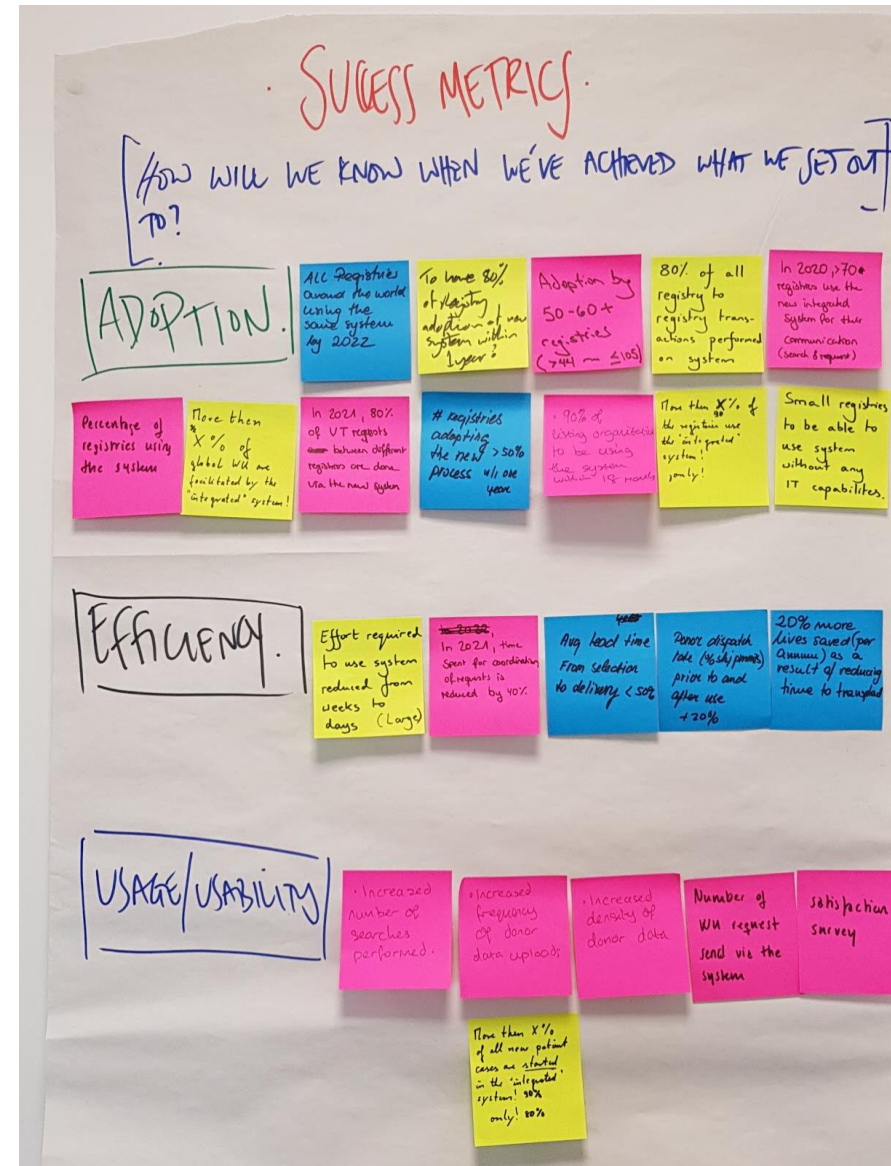
Ideation & feasibility

1. Rapid ideation
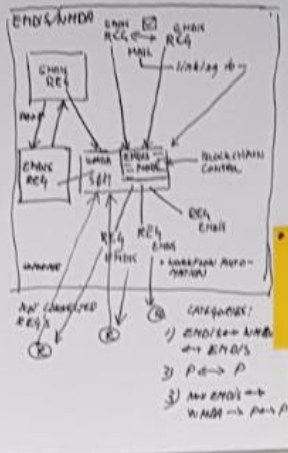- Sketching workshop, outputs prioritised, feasibility discussed

2. Prioritisation
- Options voted on based on meeting key requirements, top options merged to ensure coverage
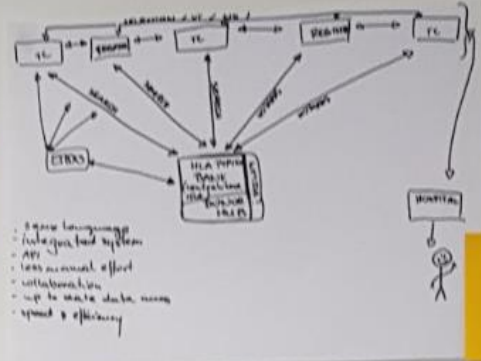
3. Collaboratively defined a PoC
- High level epics (user jobs) created as part of to-be service map and no functional requirements identified
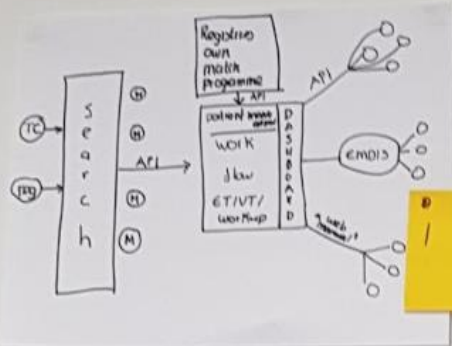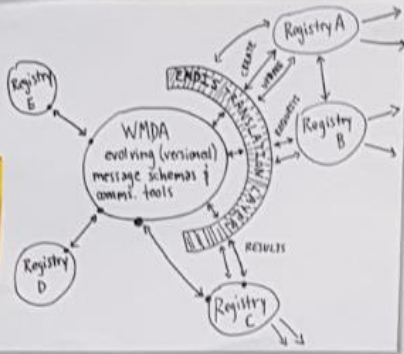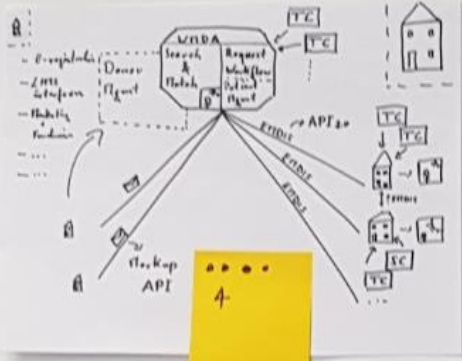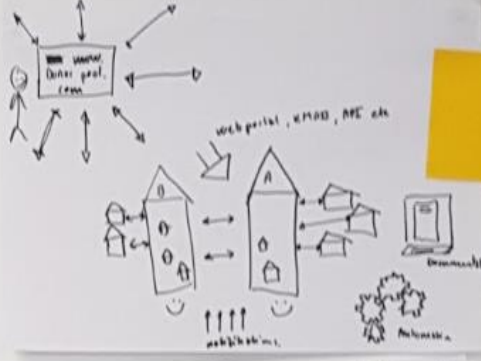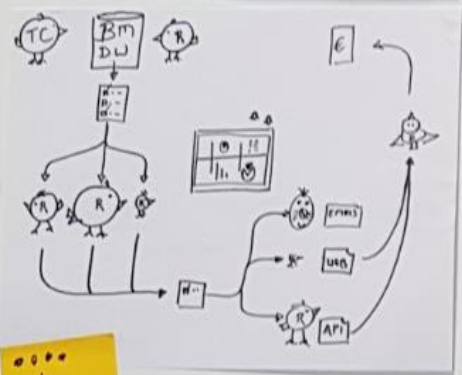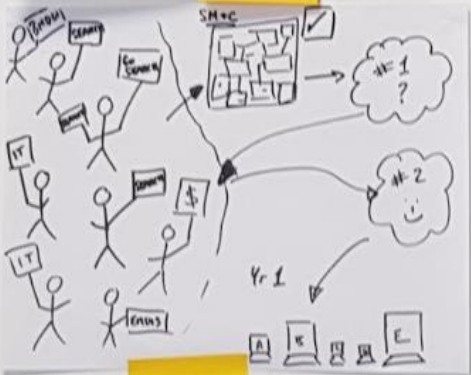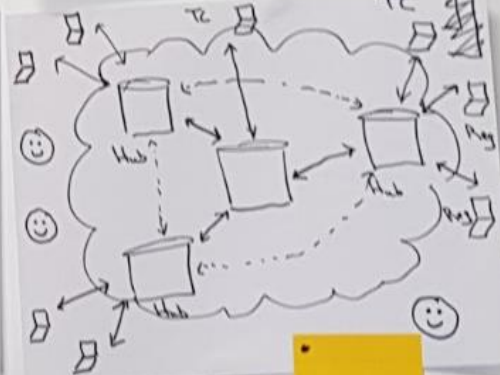
Ideation

Rapid sketching enabled us to quickly ideate and prioritise potential solutions.

The outputs were then used to collaboratively define an outlined proof of concept which could be validated technically.

To-be service map

This is an outline of what a new solution could look like, as well as how it integrates with existing services. By starting with the user jobs and then moving into technical touchpoints we remained focused on user value and experience.
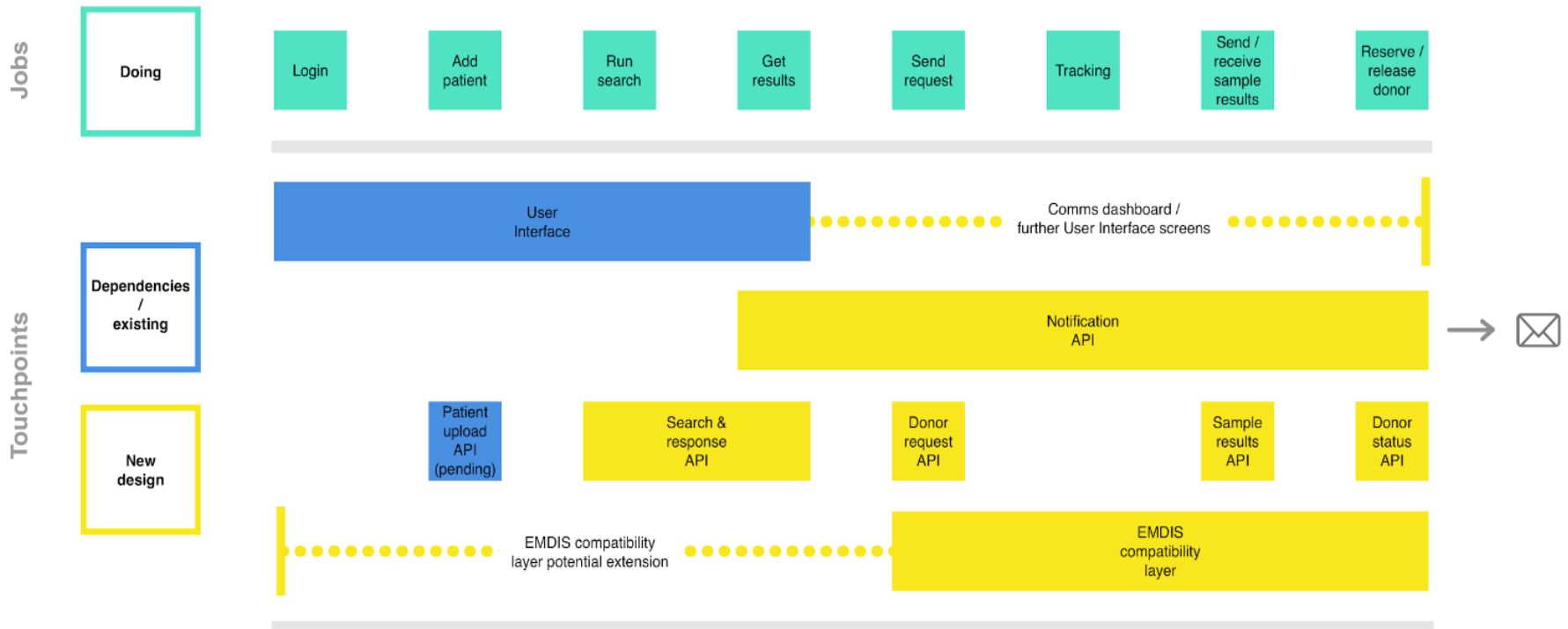
To-be service map - explained

Requirements

We listed all the features and attributes that we take for granted. Whether they are non-feature specific, or non-functional, they would be key to realising the vision.
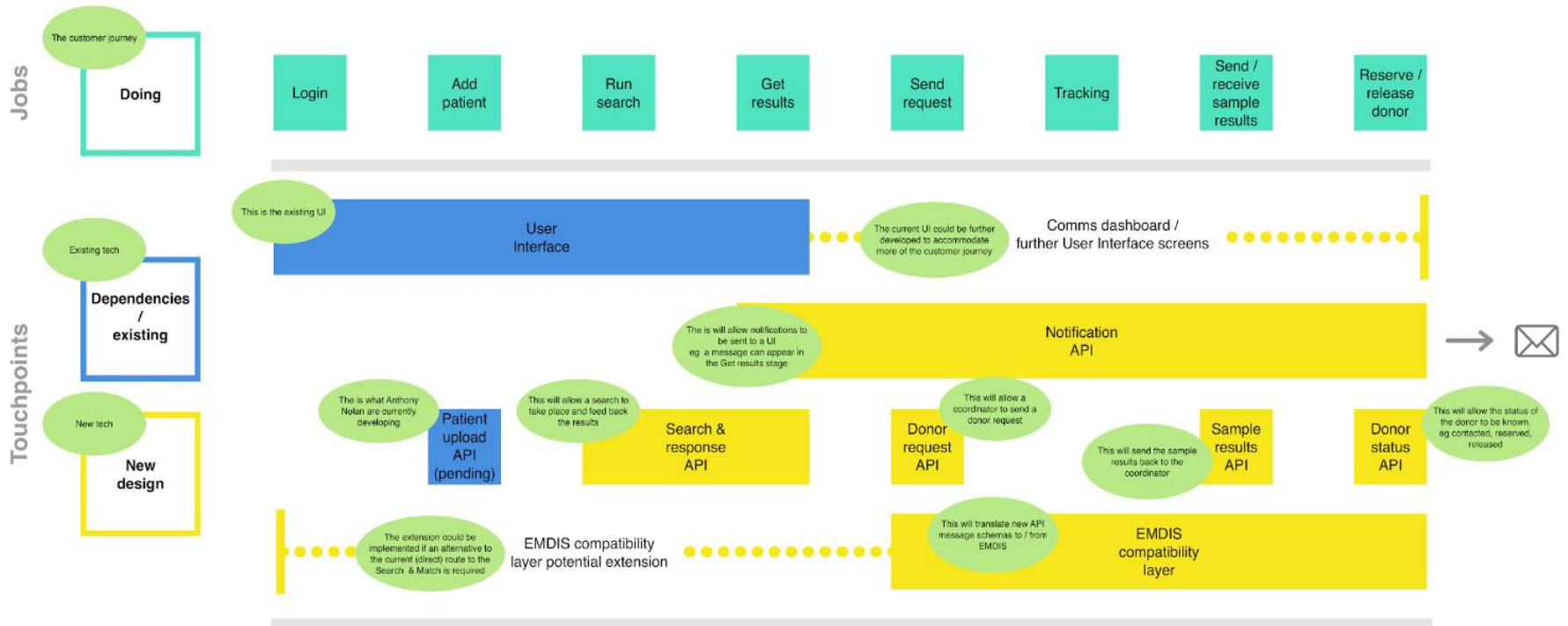
1. Data quality and timeliness

2. Performance capability and response time

3. Security and authentication

4. Privacy & compliance (e.g. GDPR)

5. Agility and flexibility

6. Governance

7. Browser/device support

8. National requirements consolidated

9. Support and maintenance provision

Registry Communications Workshop

Engaging the community

1. Communication recommendations

2. User Survey suggestion

Recommendations

In order to gain good engagement and alignment around the proposal, we suggest you position it carefully in order to minimise any potential alienation from within the community.

Initial framing
- We listened to user feedback from previous meetings about this challenge, that is why we decided to escalate the issue
- Participants which represent both the business and search coordinator roles, from a range small and large registries, have fed into this idea

Presentation
- In order to ensure that no single registry is seen as 'owning' this solution, we recommend that multiple registries should jointly present it

Engagement
- Attendees should be asked for input, this could involve a survey or vote (see next slide)

Engaging the community

A survey to involve attendees and drive priority.

Engagement can be leveraged for recruitment of a User Group to input into requirements, product development and usability testing.

Thanks for taking the time to complete our quick survey, we'll use your responses to help direct which areas to start working on first. You will also have the opportunity to input into development and help with testing.

- Think about your registry-to-registry communication experience. Rank the following in order of where you experience the most pain (in relation to registry-to-registry communication).
    - No single source of truth
    - Response time slow
    - Data quality (not up to date)
    - Too many communication paths
    - ---

- Become more involved in improving your registry-to-registry communication experience. Enter your email address and we'll contact you about how you can get involved