

Leuven 2015-06-10 : "zorgeconomie - een leesbaar voorschrift"

www.flanderscare.be/nl/evenementen/congres-zorgeconomie-een-leesbaar-voorschrift

Intro

- **Toolboxkit** is hulpmiddel om te leren wat je moet onderzoeken. Er rolt een pdf uit die aangeeft wat voor onderzoek je voor jouw project nodig hebt.
- **Dokz** is databank die actoren in de zorg inventariseert. Na registratie en invullen is er nog validering voor het online komt. Tool is niet bedoeld voor commerciële informatie.

Guido Hattink

- ILoZ integrale lijnoverschrijdende zorg
- 10 persona's.

Clement Decoster

- Care4safety demonstratieproject + onderzoeksproject van actieve naar passieve alarmering (op initiatief van de technologie ipv op initiatief van de betrokkene) door technologie toe te voegen.
- Leren van de gebruikers, trial and error.

Jo Ravelingien

- Remedus geïntegreerd aanbod voor de coördinatie van extramurale zorgpaden.
- Hartfalen en Muco, en zelfde manier van data verzamelen voor andere domeinen.
- Belangrijkste focus = configureerbaarheid van de software zonder dat er nog IT'ers nodig zijn.
- Er is altijd wel enige begeleiding nodig.
- Smartphone begeleidt patiënt bij medicatie-inname.
- Meer tijd investeren bij de start = tijd winnen op het einde van de ontwikkelingen.

Annita & Jannelien van U-Sentric

- **u-sentric** in 2007 geboren uit het Centre for User Experience (KU Leuven). Begeleiding van demonstratieprojecten.
- Human centered design research = outside-in approach.
- Evidence based, bv. niet geloven wat gebruikers zeggen maar kijken wat ze doen.
- Niet de gebruiker is dom, maar de ontwikkelaar.
- Assumptions are the mother of all fuckups.
- Facts & figures verzamelen.
- 70% van innovatieve projecten faalt door niet-acceptatie bij eindgebruikers!
- UCD-proces is geen lineair proces.
- Faal vaak, faal vroeg! Hoe vroeger in het proces, hoe beter.
- Piramide : plezier in gebruik / makkelijk in gebruik / noden (basis van de piramide).
- "You can't think your way through every problem ; trying things and engaging people helps you get unstuck".
- "Een handleiding voor een succesvolle marktaanpak gebaseerd op gebruikersinzichten", opgedeeld in 3 fasen.
- Breng behalve de functionele ook de emotionele noden in kaart om een meerwaarde te kunnen bepalen. Help een nood op te lossen, of een goed gevoel te creëren.
- Vervolgens fast prototyping.

- Slotfase : customer experience mapping, feedback uit aftersales.

Pelle Guldborg Hansen

- head of Inudgeyou team @peguha, pelle@inudgeyou.com & <http://inudgeyou.com>
- Deens netwerk met ook ziekenhuizen, supermarkten, ...
- Order effect : the tendency to take more and eat more of what is put in front.
- Descriptive norm : the tendency to perceive the dominating impression as a norm.
- Unit bias : the tendency to perceive the unit of a given product as of the suitable and optimal size / amount.
- Apple vs cake : people tend to avoid apples because eating them makes noise. So present them cut up.
- Kilojoules zijn geen duidelijk begrip.
- Short definition: a nudge is any intervention that shouldn't matter in principle ... but does in praxis.
- Long definition : see slide! A nudge is a function of (1) any attempt at influencing people's judgment ... The nudges amongst other things work independently of (i) (ii) (iii) ... Source: Hansen, PG (2014) "Nudge and libertarian paternalism: does the hand fit the glove" (2015, forthcoming)
- Person on a diet often does well in the morning but then rewards himself for his good behaviour in the afternoon.
- Dual process theory. Applied behavioural science = behavioural economics + cognitive psychology + social psychology + user-centered design.
- Decision making and behavioural biases : anchoring, attentional bias, backfire effect, bandwagon effect, ... Hele lijst A-Z !
- 50 small interventions in supermarkets fighting obesitas. Taking the supermarket as a user interface in order to promote health. (Compared to benchmark supermarkets.)
- Going undercover in the airport : 1323 smokers were followed by people from the Inudgeyou team. What do they do, what do they wear, carry, ... Interesting conclusions : 48% smoked in the non smoking zone (higher than regular), X% lit up >, Y% lit up <, 85% came from inside to the outside (airport personnel), etc. Substituting injunction for prohibition decreases inconsiderate smoking by more than 50%,(Hansen, Schmidet, Andersen & Skov, 2015, forthcoming)
- BASIS : from what to why via
 - behavioural mapping (identification, behavioural reduction, behavioural patterns)
 - analysis (diagnosis)
 - solution mapping (...)
 - interventions (prototyping, lab experiments, field experiments, implementation)
 - strategies (of implementation, of monitoring, of learning)..
- Teeth : brushing and flossing. The history of the toothbrush learns us why so many technologies failed. The main function of toothpaste was to get us to brush our teeth, because the brush itself is a flawed design. When you move your fingers across your teeth, you feel defensive, protective film but it was framed as dirty film. Then they added foam to tell us the product is working, essential for us to pick up a habit. Finally, they added the mint breath. Cognitive closure telling the brain the action has succeeded. When the mouth begins to tickle, you know you're finished. With kid's paste, people tend to brush longer because there's less chemicals in there.
- *Trigger > routine feedback > success feedback : three mechanisms essential for user adaptation which is sustainable.*

- Flossing was a failed design because it didn't have those three. We have difficulties adopting a cheap and simple technique because of that.
- *Whenever people are bragging about using a product, it's dysfunctional, because other people can't use it.*
- The health app: a complete failure funded by public money in Denmark for people to register the amount of alcohol they're drinking. One had to scan products in the supermarket, a concrete building which doesn't have internet connection. And only 4% of people use the QR code. Later on, there were no reminders. Etc.
- *Essentials for the toolbox :*
 1. *Motivational issues vs. cognitive effort issues. When it comes to behaviour, the hill is a psychological thing. Making things more intuitive, more easy helps.*
 2. *Triggers, timing & choice are essential in making things more intuitive.*
 3. *Avoid psychological barriers, cf. vb. zolder leegmaken met oog op dakisolatie.*
 4. *Reduce complexity. Don't make people make too many choices. Coach them through a decision tree. When people become happier about the registration system, they also become happier about the rest.*
 5. *Expectation & experience management. Service principle : service satisfaction equals experience minus expectation. If you're told the waiting period will be ten minutes, and it takes only seven, then you'll be happier. Cf. David Maister, 1985.*
 6. *Rewards. Prospect theory. Kinder eggs, Facebook.*
 - *Feedback = a basic ingredient of service ! Why is the meter (feedback on energy consumption) placed in the basement and not where we can see it more often? Apps or other solutions ?*
 - *Communicate the peer group's social norm, cf. Martin, BAssi & Dunbar-Rees (2012): "Commitments, norms and custard creams - a social influence approach to reducing did not attends", JOuranl of the Roayl Society of Medicine 2012 105 p. 101-104.*
 7. *Experience in memory. Cf. pain intensity experiment: people preferred not A (two short bursts of pain) but B (more bursts but ending in a low peak) because the low end left them with a better feeling. Compare to how a visit at Ikea ends with cheap junk food to compensate for the less pleasurable experience and the expenses made ...*

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