

Applying Logic to the Healthcare Journey

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Abstract. Cross-disciplinary approaches to remediate complex healthcare service delivery issues may have merit. This study aims to establish the potential benefits of applying service design and evaluative research concepts in healthcare. Specifically, this study aims to demonstrate how a Customer Journey Map and a Logic Model could be used in unison to identify and remedy service delivery gaps to reduce barriers to care. This study provides systems thinking approach to solving operational issues in healthcare.

Keywords. customer journey map, logic model, healthcare service delivery

1. Introduction and Methods

Value-based care requires patient and provider-centric approaches to the institutional planning of healthcare organizations. Delivering high-quality and cost-effective care is vital. Thus, applying journey map techniques with logic models could identify and solve organizational barriers to care facilitation. This study uses a high-level Customer Journey Map to illustrate a patient's experience in an Emergency Department (ED) from a consumer of healthcare services lens [1]. The Journey Map Evaluation Guide and Decision Support Tool determined the appropriate technique selection for the study [1]. A complimentary Logic Model [2] also provided an organizational roadmap to solve the gaps identified by the journey map.

2. Results and Conclusion

The Customer Journey Map (Figure 1) illustrated a patient's experience visiting an ED and highlighted organizational issues in patient triage and delays in service delivery. Although hypothetical, likened scenarios are common occurrences in healthcare settings, many perceive ED crowding and wait times as significant problems [3]. Extended wait times are associated with increased mortality and morbidity, reduced patient satisfaction, and increased frequency of patients leaving without being seen [3]. Thus, the Logic Model (Figure 2) was created to evaluate the resources and activities that impacted the patient's experience. Further, it assesses how an organization could create an actionable

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plan in evaluating its current resources and activities to improve outcomes. Moreover, it provides an overview and illustrates the benefit of viewing contextual factors holistically.

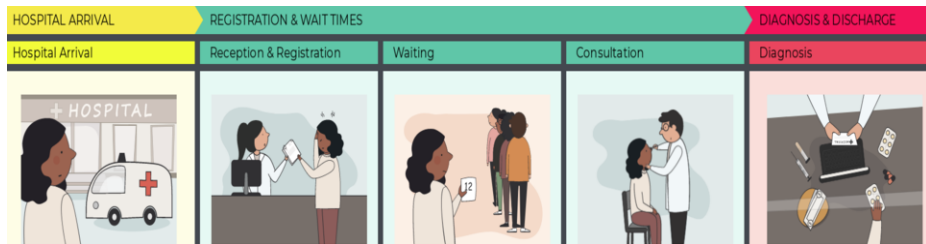


Figure 1. Customer Journey Map depicting the end-to-end healthcare consumer experience.

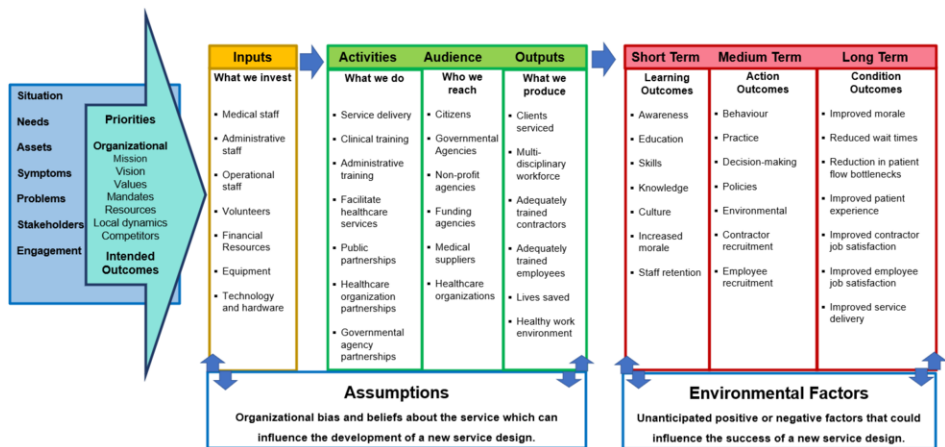


Figure 2. Application of the Customer Journey Map data to inform the Logic Model adapted from [4].

The study demonstrated how these tools could be used together to evaluate and remediate bottlenecks in service delivery. Combining journey maps and logic models holds promise to facilitate value-based care and improve organizational outcomes.

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