

# Hassle Map Thinkings

**“We cannot solve our problems with the same thinking  
we used when we created them.”**

**Albert Einstein**

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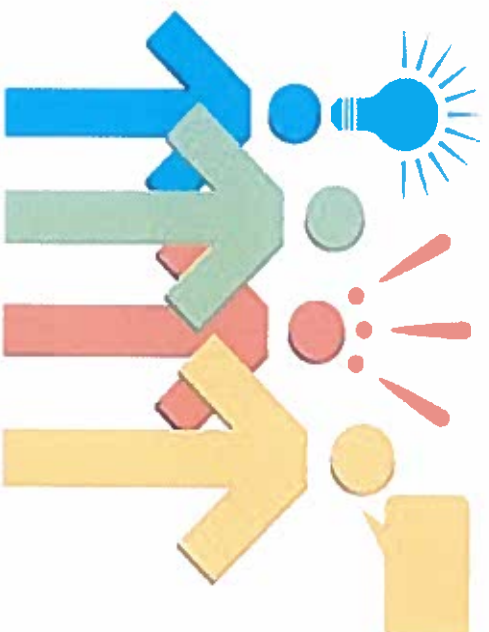
# Why does patient experience matter?

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# Hassle Mapping

It's really just brainstorming...



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# Hassle Map

*noun.* 1. a diagram of the characteristics of existing products, services, and systems that cause people to waste time, energy, money

2. (from a customer's perspective) a litany of the headaches, disappointments, and frustrations one experiences

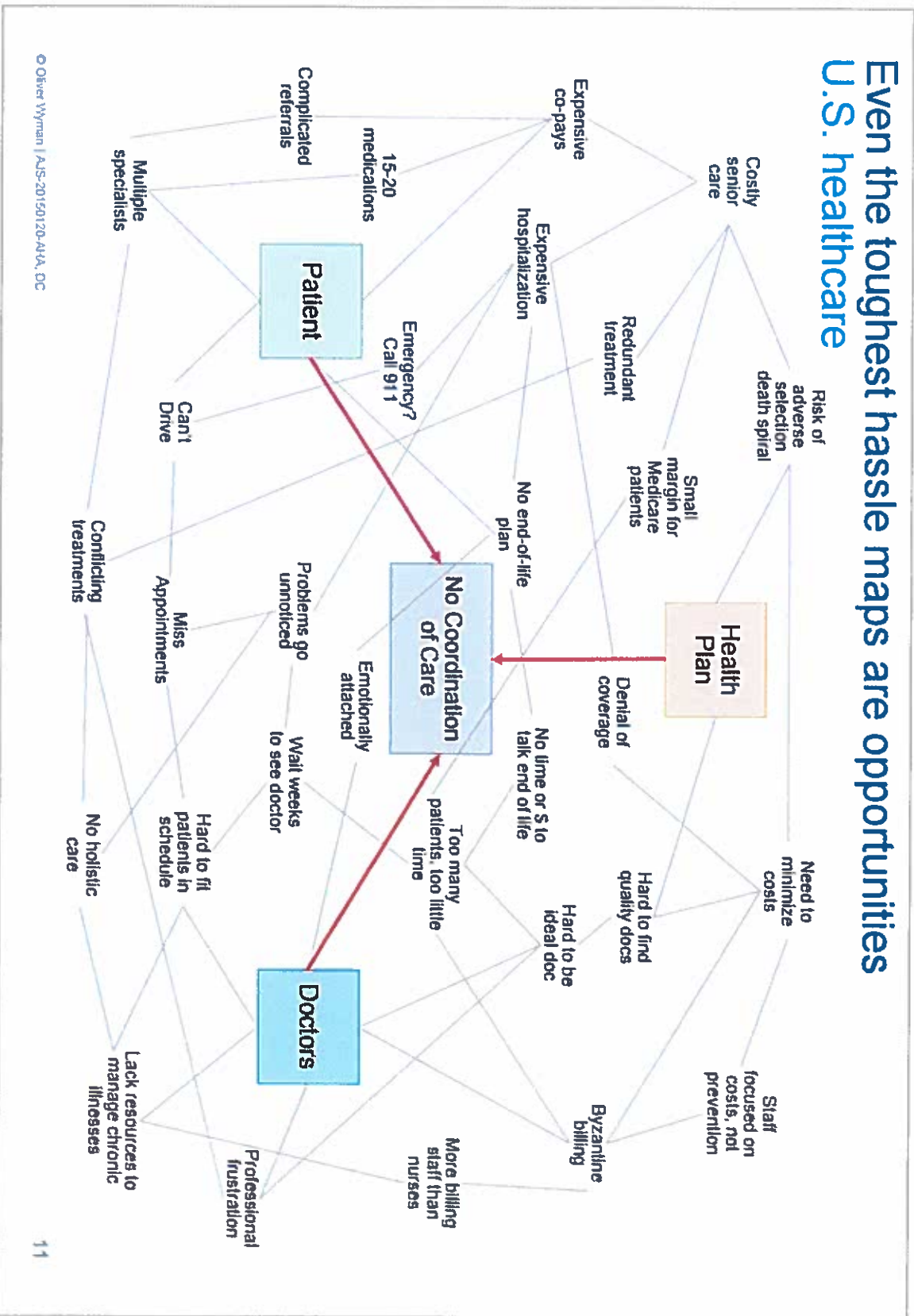
3. (from a demand creator's perspective) an array of tantalizing opportunities

Source: Demand: Creating What People Love Before They Know They Want It

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# Even the toughest hassle maps are opportunities U.S. healthcare



# A Hassle Map...

IS NOT...	IS...
All About the <b>Process</b>	All About How <b>People Use</b> Our Products & Services
A Traditional Process Map Showing <b>Sequence of Steps</b>	Diagram Showing <b>Challenges &amp; Complications</b> Patients Face in Utilizing Our Services
Tool to Identify <b>Waste and Complexities</b> in a Process	Tool to Identify <b>Frustrations &amp; Pain Points</b> from Customer Perspective
Key First Step is <b>Observing the Process</b> to Better Understand It	Start by <b>Talking, Listening &amp; Empathizing</b> with Customers
<b>Incremental Change</b> to Steps in a Process	Opportunity to <b>Significantly Redesign</b> a Process... <b>Disruptive Innovation</b>

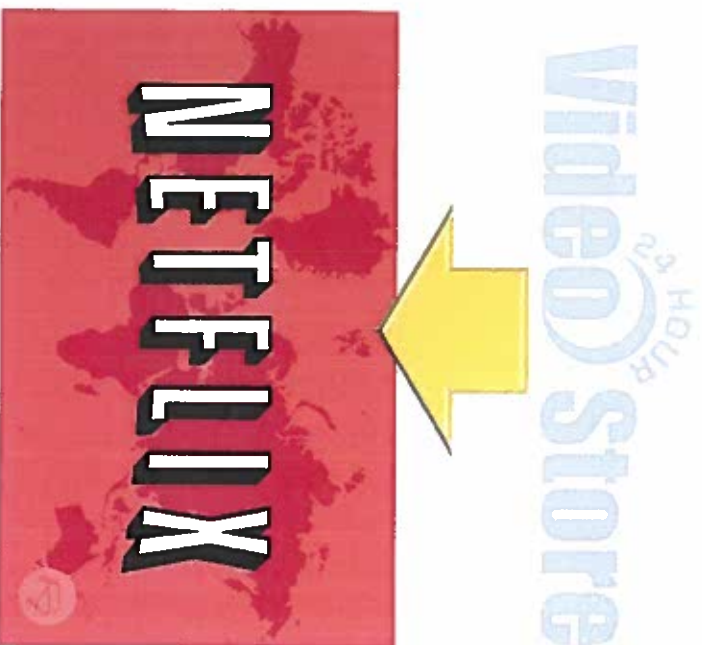


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# The Netflix Story



*"I had a big late fee for Apollo 13.*

*It was six weeks late, and I owed the video store \$40.*

*I had misplaced the cassette.*

*I didn't want to tell my wife about it.*

*And I said to myself, "I'm going to compromise the integrity of my marriage over a late fee?"*"

*Reed Hastings, CEO and founder of Netflix*

Source: The Art of Hassle Map Thinking

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# More Disruptive Innovation



wheels when you want them



CAREMORE

It's what we do.™

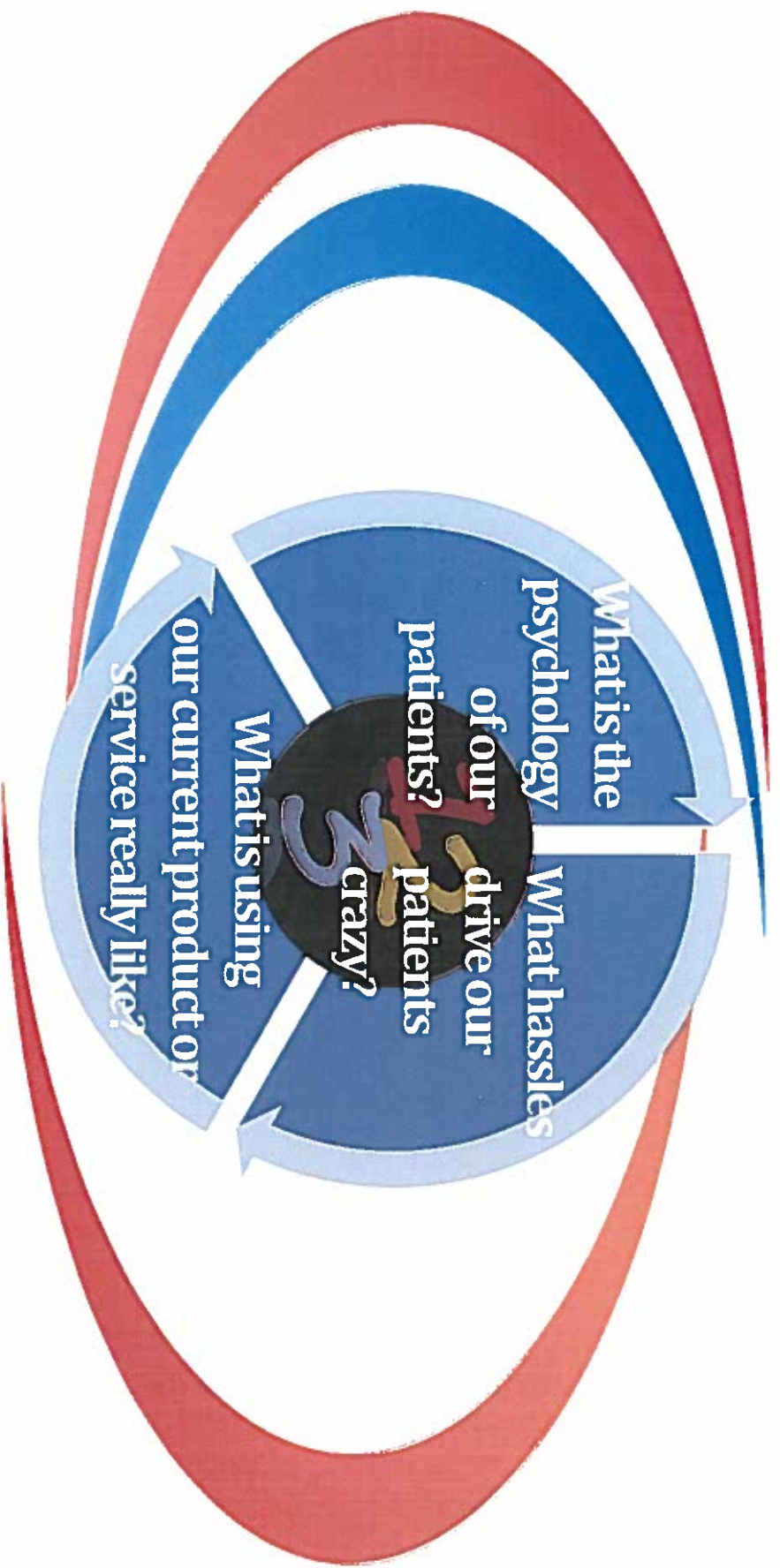


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# Three Questions to Get Started



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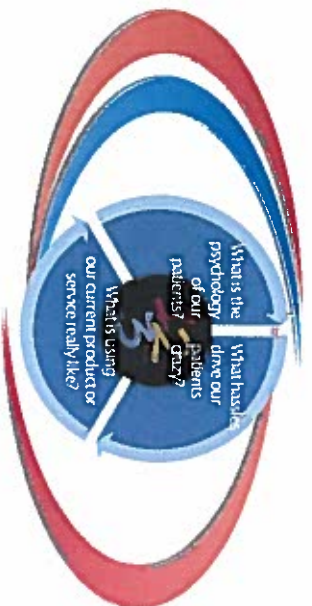
# Three Questions to Get Started

## What is the psychology of our patients?

What do they want out of life? How do existing products and services meet those desires? And if they don't, why not?

## Which hassles really frustrate patients?

Are there hassles they barely notice because they're so familiar—but which we might be able to fix?



## What is using our current product/service really like?

What are its strengths? Its weaknesses? Where does it waste patients' time? Where does it squander their money? Where does it create needless confusion? Where does it require extra steps? Where does it generate avoidable risks?

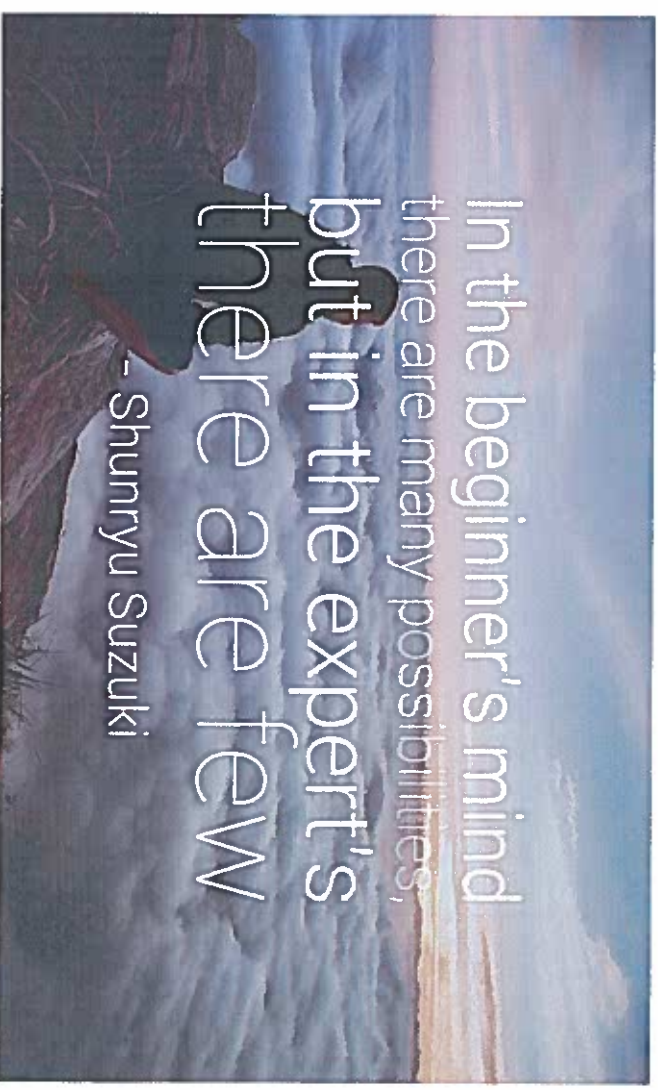
Source: The Art of Hassle Map Thinking

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# Beginner's Mind

Holding an attitude of  
openness and willingness,  
not allowing  
preconceptions to have  
power over present  
moment, task or lesson.

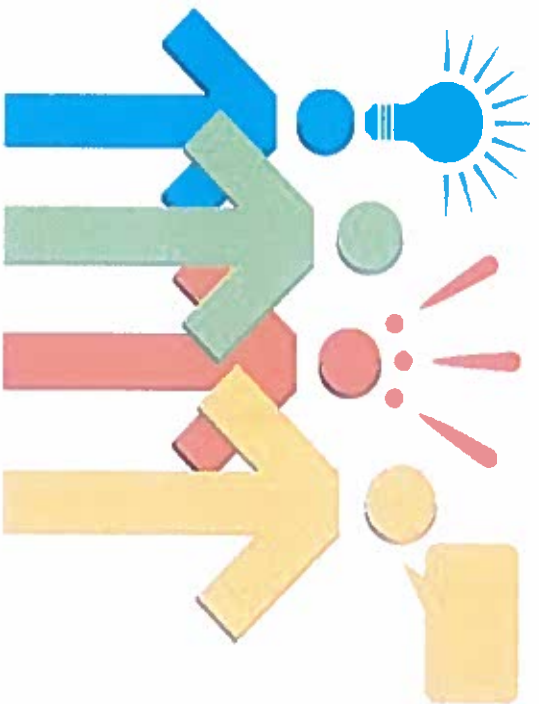


Source: Wikipedia

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# Your Assignment



- Engage a Small Team of Employees, Physicians, Patients, Customers
- Create a Hassle Map from Customer Perspective for your Collaborative
  - Electronically in PowerPoint
  - Or Just Draw It... Legibly 😊
- Send it to Kristen by January 31<sup>st</sup>