



Strategic Design

Creative innovation for healthcare environments, services, and experiences

Leveraging strategic healthcare design thinking to create innovative and efficient environments and services for an exceptional experience focused on workflow efficiency. We inform strategic vision and planning by using e.g. experience flow mapping and stakeholder co-creation methodology.

Subsequently, we create world-class design solutions for a department or an entire health campus with a clinical performance and patient satisfaction perspective.

Key benefits

- Experience flow mapping for a shared understanding, identifying key themes and opportunity areas
- Strategic and collaborative methodologies facilitate stakeholder buy-in
- Consultants with expertise in designing efficient and effective clinical environments

Typical client needs

As part of expansions, mergers, or renovation plans, hospitals need to (re)evaluate the strategic fit of their services and environments. Our unique strategic and innovative approach as well as insights into clinical workflow, technology trends, and patient and staff experience enrich traditional facility design architects solutions and support longer term strategic planning and future proofed flexibility.

A strategic approach

A multidisciplinary team of experts will collaborate with patients, staff and key stakeholders to create exceptional healthcare solutions with a people-centric focus.

Analysis: A department or facility is assessed in terms of layout, clinical workflow, and performance. Market demands, qualitative and quantitative data, and patient and staff insights are gathered and analyzed for metrics-based change recommendations.

Strategy: We work with clients to understand their key transformational requirements and also bring data-informed and evidence-based external expertise into consideration. We create design directions that will help create a positive and efficient patient care environment.

Design: We collaborate with client teams to develop design recommendations that support clinical efficiency and help enhance the experience for patients, family, and staff. Our co-creation process helps customers adopt change initiatives for new design solutions and processes. Our visualization and simulation tools help clients interpret transformational benefits.

Realization: Following the detailed specifications, steps will be carried out towards implementation including planning, creative direction, installation, technology implementation and support. For the physical environment we can provide our Ambient Experience room solutions.

Proven results*

Our consultants have helped hospitals and healthcare systems leverage design thinking to develop innovative solutions for an enhanced environment for patients and staff:

- The Broward Health Infusion Center was redesigned for modernized care and won the healthcare Avatar Award for continued experience improvements over a sustained period.
- At MedAustron, an ion beam therapy center in Austria, we evaluated the daily experiences of patients and staff and proposed an experience concept for the entire facility including the ion beam therapy treatment rooms. Our consultants focused on soft aspects of the patient journey and offered solutions for various spaces, making the treatment areas less clinical and more comforting and relaxing.

Learn more

Through collaborative and people-focused engagements, Philips Healthcare Consulting Services can help develop innovative solutions to solve your most complex challenges of care delivery. We can help you achieve meaningful and sustainable improvements in clinical excellence, operational efficiency, care delivery, and financial performance to improve value to your patients.

For more information, please visit www.philips.com/healthcareconsulting.