## Rush Fellowships

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<th>Community Health Equity: Co-designing a Dementia-Friendly IL and Chicago Departments of Public Health</th>
<th>Project Purpose</th>
<th>Details and Intended Outcomes</th>
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<td><strong>Julia Rochlin, Rodrigo Dyer, Alexandria Rengifo</strong></td>
<td>To imagine a dementia-friendly Department of Public Health in Illinois and Chicago, a comprehensive orchestrator of efforts across the fight against dementia ecosystem.</td>
<td>Facilitated an ideation workshop with public health officials, physicians and social workers. Created a roadmap for the DPH to prioritize, design and prototype initiatives in this realm.</td>
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| **New Clinical Concepts for Community Health Equity** **Brian Siegfried, Tanvi Ranka and Yuan Feng** | To re-envision a more equitable state of Primary Care Clinics. To increase the access to healthcare in the communities that Rush serves and create a seamless experience for both; the patients and the provider. | Created a prototype for an idea aiming to improve health equity. The idea includes:  
- Decentralising care through a community care representative  
- Creating an inclusive platform of all the existing support resources |
| **Future of Primary Care Clinics especially Family Medicine Clinics** **Alvin Jin, Wanshan Wu, Zixuan Zhao** | To discover the possible pain points in current primary care experience (especially in pandemic situation) / To imagine a possibility that make the experience easier to access through exploring the balance between the capability of doctor and patients | Prototyped two touch points in the service for improved primary care experience:  
1) Establishing library that empower patients with access to reliable medical information  
2) Introducing a physical medical station to magnify doctor’s capability in remote situation  
Created a roadmap for the concept to explore and demonstrate the feasibility |
| **Healthcare Science and Clinical Trial Design** **Anna Olszyńska, Heather Smith, Katie Petersen and Omkar Todkar** | To innovate the current process for clinical trials so that stakeholders (sponsors, sites, patients and families) co-design clinical trials together. | Created two deliverables for Rush’s design team to test and evolve:  
1) Field guide to Do-Designed Clinical Trials  
2) Design Thinking Workshop with a Facilitator's Guide |
## Learning experience

| **Community Health Equity:** Co-designing a Dementia-Friendly IL and Chicago Departments of Public Health | Actively iterating and prototyping workshop with others:  
- There is great power and learning in prototyping your workshops with other stakeholders before it happens, and we continually invited outside support (ID faculty) to test our activity ideas.  
- Engaging stakeholders through beginning to end of project. |
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<td><strong>New Clinical Concepts for Community Health Equity</strong></td>
<td>Covid had put a spotlight on the already existing inequalities in the communities. Through this project we witnessed systemic and institutional practices in primary care that are supporting the inequalities and how, now more than ever, we need to challenge healthcare orthodoxies.</td>
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| **Primary Care in Community Concepts** | “Build to think” -  
Instead of planning for everything, prototyping our ideas and testing them with real user and stakeholders right away brings various new thinking and concepts back to our design process, which is also another way of research and exploration |
| **Healthcare Science and Clinical Trial Design** | Interview with Charlene Gamboa, MPH. Project Director at Rush University College of Nursing  
"Instead of talking to patients about the research and study, I sit down and I try to figure out what's important to them through learning. And what’s important to the individual first helps me to communicate with them.” |
practice ID

UIC - HCD Recruitment + Retention

Chunxuan (Kelvin) Yu, Siwei Sun, Yutian Sun,
UIC - Project Description

Name of organization/department

**UIC Institute for Healthcare Delivery Design:**
*Human-centered recruitment + retention planning*

Project purpose

Support study coordinators to efficiently and effectively plan seamless study experiences during clinical trials.

Details of project/intended outcomes

It's a one-stop internal platform for UI Health’s study coordinators. Support them from the clinical trial’ planning stage to recruitment by providing a toolkit and customizable brochure/poster generator. An interactive phone script to better assist a smooth screening experience between participants and study coordinators. Also, a coordinator’s community for sharing information, experiences, blogs, and articles.
Learning experience

We know more about the importance and complex of clinical trial. Also, we practiced applying application of service design in the healthcare system: literature review, design planning, analysis, synthesis, prototyping, visual communication, applying principles of behavioral economics.
MATTER // Organic Healthcare Innovation

Team: Mark Jones, Mrinali Gokani, Rodrigo Dyer, Tyler Besecker

MATTER is a healthcare startup incubator, community nexus and corporate innovation accelerator.

To identify relevant organic innovations in the healthcare sector, extract learning from their innovations and create a toolkit for the larger healthcare ecosystem to bring products, services and experiences to market more comprehensively and efficiently.
Getting past the process in healthcare innovation

After significant secondary research and practice interviews we started identifying certain patterns of behaviors within innovation teams of corporations, such as:

- Ideas are the most important aspect to innovation
- Process alone can help companies deliver innovative services
- Innovation means new technology, always
- Innovation means speed, outrunning the competition

We decided to write and publish an article that will act as a prologue for our subsequent research of best practices. The article is under review.
practice ID

Experience Summary
The Bronzeville Stories Project

ComEd Bronzeville Walking Tour

The Bronzeville Stories Project is a continuing student practicum to amplify community stories and cultural experiences in the Bronzeville neighborhood. The stories that were shared will become part of a community effort to create an interactive digital service to help residents and visitors tour the Bronzeville neighborhood.

The summer phase of the project involved pop-up community design events at various Bronzeville locations, community prototype testing, and interviews with community members around themes of Bronzeville’s history, food culture, and dreams for the future of the neighborhood.
Community Pop-ups

Practicum Team
Jiani Sapathy
Julian Walker
Jessica Nelson
Levi Goldberg
Shuyi Liu

Advisors
Jeremy Alexis
Chris Rudd
Learning experience

Understanding the **designers role as a facilitator of community vision** rather than passive researcher / observer or expert.

The co-design process requires **trust building and active interaction between end-beneficiaries and designers**. Co-design facilitation requires the designer to prioritise the expressed experiences and desires of the community.

The process requires the designer to **bring genuine curiosity and their own personality and experiences** to create authentic connections and relationships within the community.
practice ID

Experience Summary
Sweet Water Foundation Fellowship

What can neighborhood development policy, like the Green Healthy Neighborhood Plan, learn from Sweet Water Foundation and other value based-partners?

Outcomes:

- A policy analysis and critique of the Green Healthy Neighborhood Plan
- A designed narrative that SweetWater foundation can use to present their work and how it relates and informs better policy
SWF’s practice of *Regenerative Neighborhood Development* offers a solution-oriented response to transforming so-called “blighted” spaces into inspiring, healthy, and intergenerational communities.
Learning experience

- Be honest if the kind of designer they’re looking for originally is not who are -- that conversation can open new and more fitting opportunities (what happened to us, b/c the original brief was MUCH different)
- A valuable role designers play is just reflecting and translating back to the organization who they are
Externship Share-out
8.11.20

Nanxi Yu, Callie Zhou
**Project Timeline**

**Kickoff**
- Get up to speed
  - Probe into the detailed user experience of Lexio
  - Apply the tenets & traps principle to review the end user console
  - Start drafting user journey map

**Heuristic Evaluation**

**Research & hypothesis**
- Plan the research protocol for admin research
- Internal interview about onboarding experience
- Review past research materials and come up with hypothetical insights
- Finish current journey map

**Journey Map**

**Ideation**
- Best practices
  - References
  - Concept development
  - Concept synthesis (in progress)
  - Start drafting persona/user roles

**Mid-point Share Out**

**Research Refinement & Synthesis**
- Interviews with Fike & BYOD
  - Iterate hypothesis and concepts
  - Develop concepts further and prioritization
  - Update persona/user roles

**Final Share Out**
- Final prep

**Presentation**
Project Description

Name of organization/department:
Lendish

Project purpose:
Lendish is a social platform that provides a community focused on improving financial wellness among young adults.

Details of project/intended outcomes:

- Re-identify the user needs and problem space through research (survey, interviews, secondary research) on certain type of demographic (undergraduate).
- Develop a trendy, usable, user-centric applications digital application to help improve financial wellness among young adults especially college students.
Learning experience

- **Learn from failure (launched and failed)**

  This might be common for the startup company. You have an idea and make it become realized and then fail and you want to redesign it. It is really important to make sure that you understand the reason behind the failure and clear about your goal so as not to get lost in many new and unknown directions.

- **To be flexible in design process**

  After the startup team makes plans, it encounters all kinds of unexpected problems because of the resource limitations (e.g. There were not enough participants in the survey; Hard to recruit the interview participants; interviewees did not show up on time)
Experience Summary

Liv Labs - Alvin Jin & Faye Sun
Project Description

Project purpose:

- To establish an conservative care journey for people with incontinence issue by conceiving and iterating service concepts based on a range of tools and feedback

Details of project/intended outcomes:

- Delivered high-resolution branded prototypes of branded website, services, mind maps, and promotional content - new company knowledge, reference material for future hires, minimum viable product, growth ideas
Learning experience

Entrepreneurial approaches in startup

--- Startups cut corners to get into market quickly, we integrated entrepreneurial approaches and ID processes in our work:

- Use framework only as needed (rather than lead with them)
- Build to think and get feedback early and often
- Start with some pre-existing service ideas and work with off-the-shelf software platforms (rather than build from scratch)
- Think big, but act pragmatically
practice ID
Experience Summary of Rare.org
Project Description

Rare.org-- Plant-based Diet Group

**Project purpose:** Our summer project was mainly focus on persuading Americans transit to a more plant-based diet;
#1: There's a general lack of awareness
People may be alarmed and/or concerned about climate change, but most fail to see the direct relationship between climate and food.

#2: Skepticism about impact magnitude
People are not always sure what to believe and are constantly skeptical about the strength of individual efforts against the magnitude of a whole economy.

#3: Make motivation more relevant by revealing facts that people already care about
People feel disconnected from the concept of carbon impact. Showcasing impact in tangible terms, around everyday things like water, can help people be more actively engaged.

#4: People want to be shown not told
Sharp and compelling visual language can be a powerful reflection tool. When people have the autonomy to learn and understand through self-discovery, they feel more empowered to make a change in their behavior.

#5: There's a clear need for diversity in motivation
Even the biggest advocates of climate change want more personal reasons to make a change. Health has come to be a strong motivator for most of the participants, more than environmental impact.

#6: Action amplifies with a sense of adventure
Change is emotional. Layering a sense of adventure makes the action more compelling. Getting people excited about the journey of change is crucial and can be achieved through rewards they care about.
Learning experience

- We had weekly stand-up meetings, that was a really good experience for us to keep in touch with colleagues and get to know the company.
- Colleagues at Rare.org were helpful. They gave us many meaningful suggestions on prototype testing, which led us to a good test and helped us analyzed and synthesized many insightful ideas.
practice ID

Water Resilience in Ojai, CA

J. Sapathy, M. Sherrod, A. Rengifo and J. Walker
Project Description

**Company name:** FlipLabs / California Wildlife Conservation Board

**Project purpose:** Promote understanding of the water system and galvanize sustainable collective action around water scarcity in the Ojai Valley.

**Details of project/intended outcomes:** Develop and prototype a community-led visioning tool that Ojai residents can use to imagine a more equitable future around water use. Ideally, the outcome will allow people to hold self-facilitated visioning sessions within the community.
Learning experience

To design with communities, it is essential to have people from the community on the team.

Our community liaisons connected us with interview participants, acted as sounding boards, alerted us to community context/issues – and became friends and colleagues along the way. Our community co-designers drove the project forward by modeling vulnerability and a willingness to jump into ambiguity.
practice ID
Experience Summary
Chicago Re-entry Project Description

Project purpose

Utilizing design tools and frameworks, the project seeks to contribute to understanding and identifying opportunities to increase the number and quality of employers hiring individuals impacted by the justice system.

Details of project/intended outcomes

Identify potential paths to influence businesses to rethink and redesign their current beliefs and policies around candidates with a record.
Learning experience

Facilitating an in-person workshop in a police station
practice ID
Experience Summary
Project Description

Name of organization/department
City of Chicago

Description of organization’s purpose
Recommend an ERG structure for City of Chicago to help city become more inclusive and an employer of choice.

Details of project/intended outcomes
1. Create case studies of best practices from private & public organizations
2. Facilitate community workshop with City of Chicago
3. Prototype different structures
4. Make recommendation based on prototype
Media

Successful ERGs...

1. Are a win-win: they present both personal and organizational benefits.
2. Need a strong mission that amplifies members' point of view.
3. Empower members to self-select their activities and goals.
4. Have committed employee leaders and a clear leadership structure.
5. Respect employees’ other commitments by allocating time wisely.
6. Cultivate belonging through both formal and informal conversations.
7. Are purposeful about their audience, including ally involvement.
8. Require executive support and targeted resources to effect systemic change.
9. Expand their reach and perspectives through internal and external connections.
Learning experience

- Conducting interviews helped us understand the far-reaching impact of an ERG program
- Facilitating impact requires short-term planning with long-term flexibility
- Developing case studies for an effective workshop
- Collaborating remotely required learning new tools and ways of working