LTEN®

LEVEL UP

YOUR LEARNING, LEADERSHIP & IMPACT

READY PLAYER 1 ▶

WELCOME

AGENDA

TIME	TOPIC
5 min	Introduction
15 min	Patient Journey
15 min	Activity: Building Blocks of Your Patient's Journey
10 min	Game Framework
20 min	Activity: Applying the Framework
20 min	Teach-back
5 min	Taking Your Game to Level 2 – Action Plan

Total: 90 min

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PATIENT JOURNEY

GEORGE WITTER

Why a Patient Journey?

- Provides insights into the patient experience
- Builds empathy with and understanding of what patients are dealing with
- Deepens how customer-facing personnel interact with HCPs
- Improves customer-facing personnel's clinical knowledge and confidence when addressing patient related issues

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CASE STUDY

Challenge:

How to get cross-functional teams to work together to understand the patient's challenges, treatment process and foster a collaborative, coordinated, and cross-functional approach to accounts and treatment

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Two-Part Solution

Part 1: ERS created a digital Patient Journey resource

- Delivered as part of initial training
- Explored the complexity of the disease, ineffectiveness of current treatments, and impact on quality of life
- Content organized by key age milestones
- Showcased the physical, emotional, and psychosocial challenges patients and families endure
- Shifted the patient experience from abstract to tangible
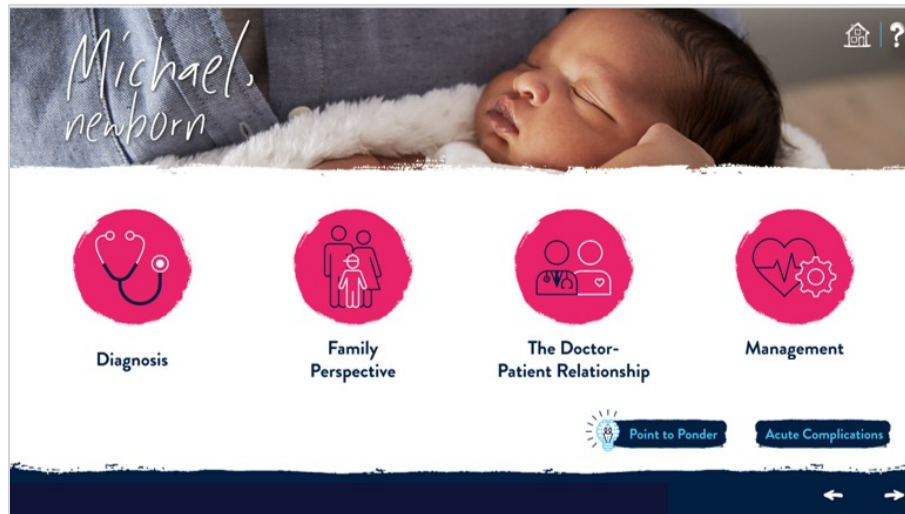
Provided a realistic view of what patients go through and the challenges patients face when dealing with HCPs

Two-Part Solution

Part 2

- ERS created a 75-minute Patient Journey Workshop using the Game of Life theme
- Learners worked through challenges the patient faced as a youth,
young adult, and adult
- Along the way we introduced Challenge questions to test knowledge and prompt the team to discuss how they would handle problems
- Cross-functional teams worked together as they progressed through different stages of the journey, understanding their roles and how to offer seamless and comprehensive services and support

Benefits

- **Understand the emotional and physical challenges patients deal with**

- **Used the Patient Journey to map out the steps office personnel and the patient go through to begin treatment**

- **Helped teams align on cross-functional roles, responsibilities, and when best to leverage resources and cross-functional partners**

Takeaways

- **Helped customer-facing teams understand and relate to the patient's unique challenges**

- **Prepared customer-facing teams to convey empathy and compassion to the HCP**

- **Established greater credibility with HCPs**

- **Helped customer-facing teams better understand what's behind the "why" HCPs care for this patient population**

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ACTIVITY: BUILDING BLOCKS OF YOUR PATIENT JOURNEY

Activity: Building Blocks of Your Patient's Journey

Using the Patient Journey Worksheet at your tables:

15 min

Step 1: Identify the 3 to 5 building blocks of your Patient Journey

- Write them as circles on the timeline
- For example, early, mid, late or 30 years, 50 years, 70 years

Step 2: Identify POSITIVE and NEGATIVE key events for the patient

- Clustered around or in between the building blocks
- For example, initial symptoms, diagnosis, treatment, recovery

Step 3: Identify POSITIVE and NEGATIVE quality of life events that impact the patient

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GAME FRAMEWORK

MICHAEL WALLACE

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Game Framework

1 **Define Objectives**
Decide on your educational goals and learning outcomes

2 **Conceptualize the Game**
Choose your storyline, game mechanics, and player roles

3 **Design the Game Components**
Create the board design, develop game pieces, and write instructions

4 **Develop the Game Content**
Write your educational content, design challenges, and rewards; incorporate interaction and collaboration

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Objectives

Define Objectives

Educational Goals: Clearly outline what the learners should achieve by playing the game. These could be skill based (eg, critical thinking, teamwork) or knowledge based (eg, understanding a concept or process).

Learning Outcomes: Establish specific, measurable outcomes that align with the educational goals.

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Conceptualize the Game

Theme & Storyline

- Theme must relate to learners
- Develop an immersive storyline

Game Mechanics

- Turn-based play
- Resource management
- Task completion
- Challenge and risk elements

Player Roles & Objectives

- Roles – patient, caregiver, HCP, etc
- Primary and secondary objectives

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Design the Game Components

Board Design

Intuitive and clear

Game Pieces

Cards, tokens, markers, progress, or position

Instructions

Objective, setup, rules, how to win

Educational Integration

Reflect real world

Interaction and Collaboration

Work together, input from others

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Develop the Game Content

Educational Content
Tasks, challenges, requests, events

Simplify Game Complexity
Clear instructions

**Incorporate Tools to
Drive Participation**
Random challenges or opportunities

Foster Engagement
Challenges and rewards

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ACTIVITY: APPLYING THE FRAMEWORK

MICHAEL WALLACE

The Game Framework

In your table groups (or small working groups)

20 min ▶

- Step 1: Choose only 1 Patient Journey from your table for this activity

- Step 2: Using that completed Patient Journey, complete the Overview Worksheet first

- Step 3: Complete the Tasks, Events, and Resources Worksheets

Be prepared to share your work with the larger group.

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TAKING YOUR GAME TO LEVEL 2 – ACTION PLAN

MICHAEL WALLACE

5 min ▶

What did I learn from the activity?

What was my greatest takeaway?

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