How a Three-Pronged Approach to Innovation Can Enhance a Consumer Experience

Chaitenya Razdan
Disclosures

- Founder and CEO of Care+Wear
- Board member of:
  - AVA – Director at Large
  - Ronald McDonald House – New York
  - NYU Langone Patient Research Advisory Council
  - McIntire School of Commerce Advisory Board
  - UVA Reunions Co-Chair
- Professor, Parsons Entrepreneur Academy
- Advisor and Investor to numerous startups
Learning Objectives

1st Learning Objective:
Understand the importance of both consumer and clinician feedback in the development process and how to obtain critical information

2nd Learning Objective:
How to set up and implement a three-pronged approach to create products that enhance consumer experience

3rd Learning Objective:
Develop an understanding of a seven-step design process
Historically, what we wear in and out of the hospital has been designed for function, not how it makes us look or feel.
A consumer-centric brand that creates Healthwear™ products for and by consumers and clinicians

- Proprietary design approach engages the people who wear and evangelize our patented products
- Best-in-class fabrics/technologies to ensure max comfort in and out of the hospital
- Unique flywheel model leverages the best of both direct-to-consumer channels and enterprise sales positioning Care+Wear as the “one-stop shop” for Healthwear™ needs and community
Allowing consumers and clinicians to feel like themselves inside and outside of the hospital
Historically, Consumer Feedback and Experience Has Not Been Considered in Product Development

Current healthcare products are focused on function and not on how they look or make consumers feel.
Ensure Consumer Voices Are Heard!
As a clinician, truly listen to your consumers, their feedback, and their needs. And, as a consumer always advocate for your needs.
No One Can Work Alone
Utilize a Three-Pronged Approach
Incorporating All Parties

WORKING ALONE VS. WORKING TOGETHER

End users
Design is practical, but may not meet providers’ needs

Clinicians
Design is compliant, but may not be attractive or practical

Designers
Design is attractive, but may be expensive or unscalable

Collaborative process
Ensures the needs of all parties are met to improve the patient experience
How?
Follow Our 7-Step Design Process

1. Identify
2. Brainstorm
3. Design
4. Build
5. Test and evaluate
6. Iterate and redesign
7. Go to market!
1. Identify a Problem

- What are current issues impacting you?
- What would you be thrilled to have and be able to create?

The “best-in-class” solution for PICC line protection
2. Brainstorm

- In a dream world, what are you looking to solve for?
- What are the key characteristics of a potential solution?
3. Design

- Start from scratch without limitations
  - What would you want in a dream scenario?
  - What problems are you looking to solve for?
- Solve for functional issues
- Utilize technologies to create better solutions
- Collaborate to create products that consumers actually want to wear
4. Build

- Work with manufacturers to create something unique and scalable
- Determine unique characteristics of product and fabric composition
- Get buy in from clinicians, consumers and manufacturers from the beginning by building collaboratively

- Antimicrobial fabric
- Breathability and visibility
- Machine washable
- Fun colors and designs
5. Test and Evaluate

- Pilot initial product
- Develop surveys that ensure strong feedback and ensure opportunities to improve the products
- Communicate clearly so all involved parties are aware they are part of the product design process
6. Iterate and Redesign

- Utilize feedback to create improved products or alternate solutions for specific needs
- Always be looking to improve the products!
- Iterative design – you can never stop building better products
- Never stop questioning how to improve

“Long” version co-developed with UNC Wayne Memorial for extended lumens
7. Go to Market

- Bring the tested products out to market
- Work with hospital staff and administration to start buying the products and to use them in the hospital setting
Throughout The Process, What Should You Be Aware Of?

- Important to get buy-in from administration from the beginning
- Use pilots and tests to determine impact (consumer experience, cost savings, time reduction, etc.) of the new product
- Continue communicating and utilizing feedback to iterate on the products
- Try and get budget for the product ahead of development to ensure a successful launch
- Educate the team to ensure success through the process
How To Receive More Feedback

Conduct Surveys, Interviews, Focus Groups
How To Receive More Feedback

- Focus groups
  - Get to know your audience! Hear from them, what they like and what they want to see improved
How To Receive More Feedback

- Product testing
  - Test the product! Steps 5 and 6 of the 7 steps: test & evaluate, iterate and redesign
How To Receive More Feedback

- Surveys
  - Continuously conduct surveys with your key audience!
  - They are the people receiving the product, how can you make it better for them?
  - ASK!
  - Continue surveys in an enterprise environment
Q & A
Thank you.