



Tobias

@designtobias

Collaboratively navigating the complexities of co-design

Jessica Leefe

Principal & Head of Co-design

Tobias



We would like to acknowledge that we meet on the land of the Gadigal people of the Eora Nation. We would also like to pay respect to the Elders both past and present, acknowledging them as the traditional custodians of knowledge for this land.

ACKNOWLEDGEMENT OF COUNTRY



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WHAT IS
**PATIENT
CENTRED
CARE**



WHAT IS

PATIENT CENTRED CARE



"A foundation to safe, high-quality health care. It is care that respects and **responds** to the **preferences**, **needs** and **values** of patients and consumers."

**Australian Commission Safety
Quality Healthcare**

WHAT IS
CO-DESIGN



WHAT IS

CO-DESIGN

Co + Design

- Design tools, methods and skills
- Capability & capacity
- Value based; reciprocity & shared decision making

“ Co-design enhances **participation** and **partnerships**. Better outcomes are achieved when consumers work together with health services and government. Co-design has the capacity to create innovative ideas to **improve systems and services**. ”

Trends affecting our health system



Financial sustainability / economic forces



Equity & access to services



Rising cost and burden of chronic disease & an ageing population



Gaps in workforce infrastructure



Changes in data, & digital technologies



Expectations for seamless integrated care experiences



Who is deciding?



How much time have you got?

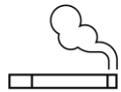
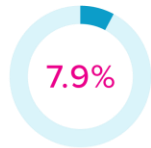


Are you the right people?

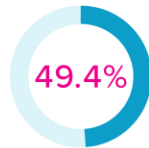
**Co-designing preventative health
services for **mothers** & **babies** in NSW**

Our focus on maternity services

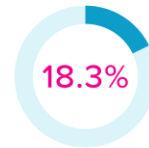
Across the pregnancy continuum, there are opportunities for greater improvement in the health outcomes of mothers, babies and their families through evidence-based interventions.



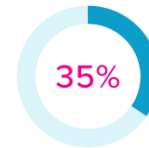
Smoking in pregnancy



Maternal overweight and obesity



Gestational diabetes



Drinking through pregnancy

Improve the health of mothers and babies in NSW through early intervention of modifiable risk factors

Facilitate a co-design process with key stakeholders, to design and test a conceptual, preventive model of care that could be adapted to individual Local Health District's maternity facilities and services



60

PARTICIPANTS

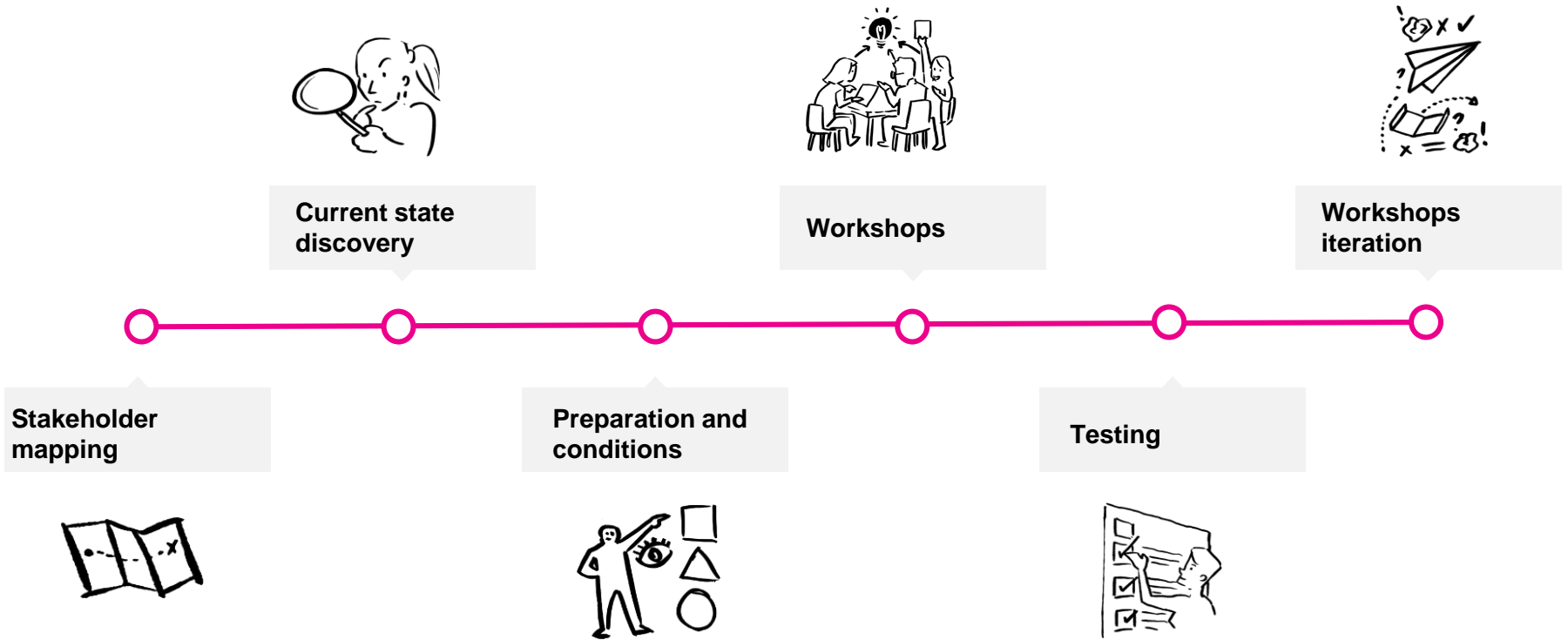


30 WOMEN



30 CLINICIANS /
HEALTH STAFF

THE APPROACH



... inform a model of care and ongoing co-design



Create the conditions for co-design



Be deliberate with tools techniques and methods



Remain outcomes focused

NAVIGATING THE
COMPLEXITIES
OF CO-
DESIGN

"**Doing** co-design involves creating time, space and structures for learning, reciprocity, and power sharing.

Delivering on co-design means allowing for changes to how policy, procurement and services are currently configured."

Auckland Co-design Lab

COMPLEXITIES

GOVERNANCE AND PROJECT MANAGEMENT



- Engagement with Executive & management
- Showcasing executive support
- Customising PMO approaches
- Adapting project governance
- Mapping stakeholders & engagement

COMPLEXITIES
PROJECT
TEAM &
WORKING
STYLE



- Planning ways of working
- Meeting and connecting regularly
- Flexible team mindset

COMPLEXITIES
TIMELINES
AND KEY
RELATIONSHIP



- Partner with cultural expertise
- Partner on the project plan
- Recognise and respect demands on community & advisors
- Consider participants needs in planning
- Allow time for consistent clinician engagement

COMPLEXITIES

WORKSHOP LOGISTICS & DELIVERY



- Deeply consider workshop logistics & environment
- Plan recruitment and remuneration
- Think about power dynamics
- Co-create workshop style

CONSIDERATIONS



Let's work together to **drive**
positive & lasting
change for communities,
companies and future
generations



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REFERENCES

- Auckland Co-Design lab: *Co-design in Aotearoa New Zealand: a snapshot of the literature*
- Commission on Safety & Quality in Healthcare
- Human Centred Design Playbook; Victorian Government
- IAP2 Australia; Spectrum of Public Participation
- McKercher KA; *Beyond Sticky Notes*
- The MRID Co-designKit
- SaferCare Victoria
- World Health Organization

MEDINFO23

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AUSTRALIA

TOBIAS

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THANK YOU

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