Service Blueprint for Education and Engagement - COPD Patient from diagnosis to self efficacy over 13 year period

Female, 62 yrs old, stage 3/4 at Carilion Clinic

PRE-DIAGNOSIS | DIAGNOSIS | POST-DIAGNOSIS

2001 | **Today**

Physical Evidence

- Exterior, Parking lot, check- in desk, lobby, physician office, waiting room, educational materials
- Exterior, Parking lot, check- in desk, lobby, physician office, waiting room, educational materials
- Exterior, parking lot, check-in area, lobby, physician office, waiting room, educational materials
- Exterior, parking lot, check-in area, lobby, Pulmonologist, office, waiting room, educational materials
- Pulmonologist, office, waiting room, educational materials
- Pulmonologist and staff, Pulmonologist office, educational materials
- Patient home, appearance of DME staff, oxygen tanks, educational materials
- Patient home, computer
- Exterior, parking lot, check-in area, lobby, Pulmonologist, office, waiting room, educational materials
- Pulmonologist and staff, Pulmonologist office, educational materials
- Appearance of pharmacy, parking lot, pharmacy, appearance of staff
- Patient home, computer
- Exterior, ED, Appearance of staff, check-in
- Friendship Manor, Exterior, ED, appearance of staff, check-in
- Patient home, garage, steps leading to house
- Exterior, parking lot, check-in area, lobby, Pulmonologist, office, waiting room, educational materials
- Exterior, parking lot, check-in area, lobby, RT and staff, office, waiting area, educational materials
- Exterior, parking lot, lobby, staff, room, educational materials

Customer Actions

- Age 52, Experiences shortness of breath on vacation — "I just thought I was out of shape, I had no symptoms."
- Patient sees doctor
- Patient sees cardiologist
- Patient learns heart is fine. Asked if she wants to see pulmonologist she says no because she doesn't know what one is
- Patient has what she believes is allergy attack
- Patient sees Allergist
- Patient sees pulmonologist
- Patient diagnosed with COPD, becomes anxious, isolated, mad at self — "I wish I had known how bad this was"
- Patient is prescribed oxygen, Atrovent, bronchodilator
- Patient begins oxygen treatment, ADLs limited, mad at self, guilty — "I was just worried about running out of oxygen"
- Patient researches COPD online, reads book, tries to quit smoking on her own — "I'm going to try t find a way out of this!"
- Patient sees Pulmonologist, Atrovent, Albuterol, felt more in control less isolated — "I wished I could have learned from other COPDers"
- Patient prescribed spacer, still smoking, Theo, O2, Albuterol — "I didn't feel like the spacer made a difference." "I didn't feel like I was receiving any education."
- Patient picks up spacer at pharmacy
- Patient buys books online — "I was just one day at a time."
- Patient changes Pulmonologist
- Patient thought she had flu, was admitted to ED, in ICU 10 days, quit smoking
- Patient transferred to Friendship Manor, O2, swollen, weak, scared but positive — "Holy crap! I've got to do something here!"
- Patient discharged home, O2, relieved, determined
- Patient sees Pulmonologist, tries to incorporate learnings into daily life, O2 — "You never totally make peace with this."
- Patient begins Pulmonary Rehab program
- Age 64, Patient joins Better Breathers Groups

Technology

- Computer, Medical Equipment
- Computer, EKG machine
- Computer, Medical Equipment
- Spirometry, EPIC
- Medical Equipment
- Home Computer
- Computer system
- Online ordering websites
- Computer, EPIC, XRay,
- Computer, Medical Equipment
- Home Computer for games and news
- Spirometry, EPIC, Care Notes, Meditronics, Telephone
- EPIC, pulse oximetry, fax, phone, cardiac telemetry monitoring

Education Materials or Facilitation

- 1:1 conversation
- Pulmonologist addressed relationship of COPD to smoking
- 1:1 verbal delivery — "I dont think he ever directly told me to quit smoking"
- Greets and delivers oxygen
- Smell the Rose Blow Out the Candle
- Poster in waiting room — "There were posters on the wall but they didn't register"
- 1:1 verbal delivery
- Reciprocal question & answer session w/ pharmacist — "I knew the pharmacist so I felt comfortable asking him questions."
- Disease specific information readily available
- 1:1 teachings, facilitation, group interaction
- Pulmonologist recommends Pulmonary Rehab, 1:1 verbal
- 1:1 teachings, facilitation, group interaction
- 1:1 teachings, facilitation, group interaction

Line of Interaction

Onstage Contact Employee

- Doctor refers patient to Cardiologist
- Cardiologist tests patient for heart problems
- Cardiologist diagnoses, asks if she want to see Pulmonologist
- Allergist won't perform test, refers to pulmonologist
- Pulmonologist performs PFT tests, spirometry
- Pulmonologist Diagnoses patient
- Pulmonologist prescribes oxygen
- DME delivers oxygen
- Pulmonologist prescribes spacer
- Pharmacist gives spacer, talks about rescue inhaler
- Co delivers book
- Transport team delivers Physician & nurses assess
- Greeted upon entry, Nurse, PTs, RTs, daughter assist
- Nurses, staff checks her out & discharges daughter
- Nurses assess, staff checks her in, daughter supports
- Greeted by RT. RT teaches and rehabs.
- Greeted by other members, staff, RTs

Backstage Contact Employee

- Sets up appt
- Sets up appt
- Lab Tech Nurse
- Prescription delivered to DME
- Nurse advises pt about benefits of using spacer
- Labs, Env. Services, Dining, Billing, Insurance co.
- Env. Services, Dining, Billing, Insurance co.
- preparing bills, Insurance co., RN's, secretary, exercise physiologist, dietician, psychologist, pr. medical director (Dr.
- Env. Services, Cardio-pulmonary Rehabilitation

Support Processes

- Registration process
- Registration process
- Lab, Charted
- Pharmacy, Drug companies
- Oxygen supplier
- COPD Foundation, American Lung Assoc.
- Pharmacy, Drug companies
- Pharmacy, Drug companies
- Pharmacy Technicians, Drug companies
- Online book sale companies
- Nurses, RTs, Pharmacists, Physicians, NPs, Lab Tech, Discharge,etc
- Food prep, Registration process, bags delivered
- Registration process
- Registration process
- Clinical Engineering, Environmental Services, Volunteers, Billing Services, Employee Assistance COPD Foundation
- COPD Foundation, American Lung Assoc.

Overlay

- *Accessibility issues*
- *Lack of community, individual & provider awreness*
- *Ineffective provider communication (content delivery & facilitation*
- *Pulmonary Rehab Clinic Capacity*
- *Lack of ongoing support*
- *Standardization of disease specific materials*
- *Under-utilization of technology*

Highest amount of opportunities

Lowest amount of opportunities