

SHADOWING



UPMC Innovation Center

www.discoverdrd.com

InnovationCenter@upmc.edu

412.450.6041

WHAT IS SHADOWING?

Shadowing is a tool that helps all caregivers see any care experience from the patient's and families' points of view. It is the direct, real-time observation of patients and families as they move through each step of a care experience. Through observation and discussion with patients and families, shadowers collect objective and subjective information: where the family goes, who they interact with and for how long, as well as their impressions, feelings, and reactions. Shadowing is truly the first step of co-designing care as it provides an accurate picture of the current state from the patient's perspective.

WHAT'S IN IT FOR ME?

Shadowing is a tool designed to engage patients, families, and all of the caregivers who impact their experience. It gives a voice to all those who affect or are affected by the care experience and encourages each participant to share their individual insight, to collaborate, and to catalyze change. Shadowing allows you and the patients you care for to co-design the ideal care experience.

SHADOWING LEADS TO EMPATHY AND GIVES INSIGHT.

When we truly identify and communicate with patients and families, we feel empathy. Shadowing leads to empathy. Empathy leads to insight. Together, empathy and insight create an urgency to drive and sustain change. By giving a voice to any and all stakeholders – from executives to patients, clinicians to families – shadowing captures qualitative and quantitative data. When this data is merged with the powerful human voice, you can pinpoint opportunities for improvement, build teams, accelerate change, and co-design care pathways.

SHADOWING BUILDS TARGETED AND IMPACTFUL TEAMS.

Each person is integral in providing suggestions for, or co-designing, the ideal. Shadowing captures valuable input from patients, families, and caregivers. Using this input, Project Teams are formed under the leadership of a Guiding Council and Working Groups. These collaborative Project Teams create and implement changes that reflect the perspectives of all stakeholders. Repeated over time, shadowing provides continuous data collection, allowing teams to measure change in action.

HOW DO YOU SHADOW?

You may wonder why shadowers are on their phones. Don't worry, they're not texting or emailing! We have adopted the use of goShadow to help to make qualitative and quantitative data collection and aggregation easier.

