



Perception Mapping:

How to Co-Produce an Ideal State with goShadow's Suite of Tools

What is Perception Mapping?

A technique used to engage, understand and identify:

- ① What stakeholders **believe** the process is in order to measure that against what the process **actually** is
- ① **Identify gaps** in an experience and can help to **generate ideas, discover pain points** or **target areas for improvement**
- ① Facilitate understanding and **bridge** differences between **silos**
- ① Use the difference between the perceived current state and the actual current state to assemble tests of change and **move towards a more ideal state**



Case Story: Chinle Comprehensive Care Facility Outpatient Pharmacy

Client Summary

Chinle Comprehensive Healthcare facility improved patient and care team experiences and efficiency through training and application of co-design tools such as shadowing, perception and ideal state mapping, gap analysis, and by iteratively asking *What Matters to You* to patients and staff in the outpatient pharmacy and outpatient departments.



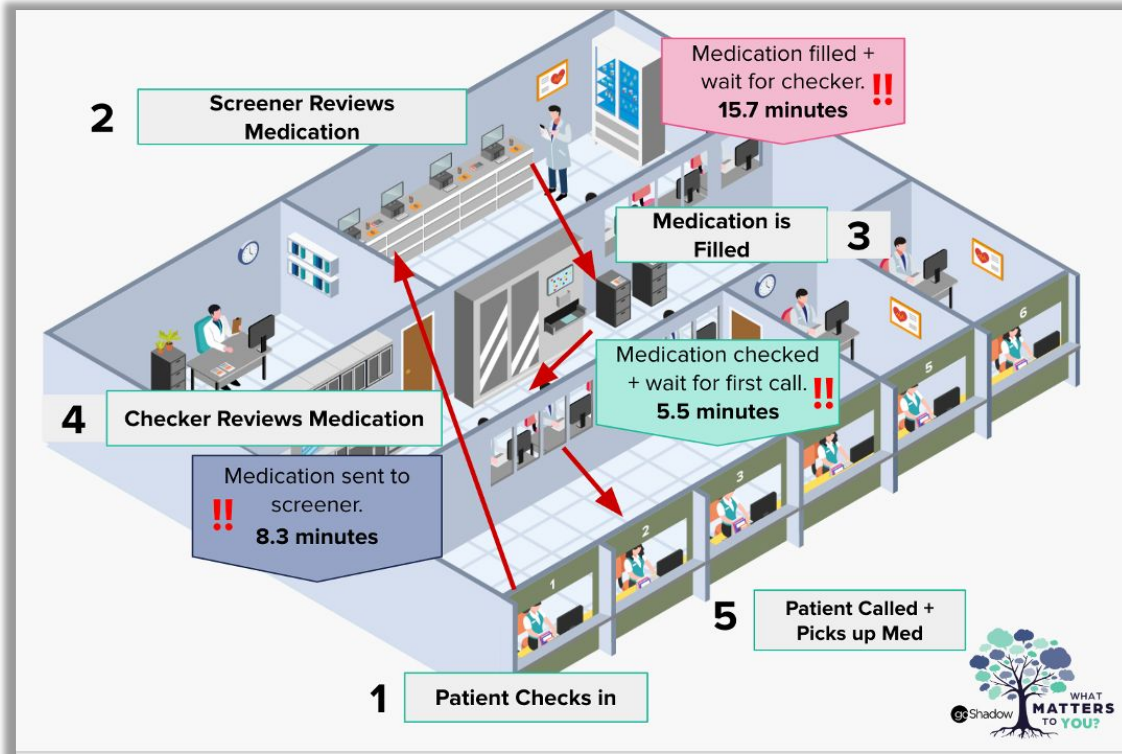
Perception Map of Patients Experience at Chinle Outpatient Pharmacy

Patient Location	Who is interacting with the patient?	What is the patient's experience like?
Check in	Pharmacy technician	Patient checks in after all other appointments. All scripts are put in the single EMR so everyone can view and no paper is used
Medication Counseling	Pharmacist	Patients who are receiving a new medication wait in the waiting room and are then counseled by a pharmacist before leaving with medication
Waiting Room		Patients wait briefly for medications to be refilled

patients are **commonly frustrated because refills are not able to be refilled before the day it is due. Patients who live far away or have transportation barriers must wait long or make frequent visits for medication



Comparing Perceptions to Shadowing Results



Primary Opportunities:

- ⊙ Patients wait an average of **31 minutes** for medication
- ⊙ **Over 70%** of patients shadowed **left without their prescriptions**



Ready to start using our suite of co-design tools to co-produce patient and staff experiences?

Use our perception mapping template included.

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Perception Mapping

Overall Goal:

Choose a care experience. Consider how you *think* a patient flows or moves through that experience.

Name of Organization:**Care Experience:**

Where does the experience start and end and for **how much time** does it last? Ex: When the patient arrives at hospital to when the patient is discharged to home (4 days) **or** when a patient is diagnosed to when they receive treatment (3 months).

What are the segments of the care experience? Ex: emergency department, inpatient ward, outpatient office practice, parking lot, sterile processing department, etc.

Who are the people who interact with the patient/family in each segment? Ex: surgeon, emergency physician, operating room nurse, housekeeping service, sterile tech, medical assistant, etc.



Perception Mapping

Overall Goal:

Choose a care experience. Consider how you *think* a patient flows or moves through that experience.

Name of Segment:

Patient Location

Who is interacting with the patient?





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