



CAMHS Transformation Engagement
Experience Based Design Planning Workshop

Monday 18th April 2016

Experience Based Design (EBD) is a methodology for working with patients, families, carers and staff to improve services. The approach has been specifically developed for use within health care settings

Experience Based Design allows us to gather insight into how services are experienced based on the person's emotional response to the interaction. It helps individuals and teams to challenge assumptions and perceptions about what we think the patient or family member feels and needs.

The involvement of patients and staff throughout EBD projects is more profound than that in traditional patient involvement approaches. Using the insights that are captured, patients, families and staff work together to 'co-design' improvements to the services. The co-design approach assures that improvements made are aligned to patient, carer and staff experience and truly add value by ensuring that the services provided better meet the needs of those who access them, and those who provide them.

EBD is an approach that can neatly dovetail with other improvement or innovation approaches. It helps to ensure that any initiative does not purely focus on the technical or efficiency related components of service delivery, but that the experience of those using the service is always considered.

The CCG are committed to using this approach to co-design services with our stakeholders, staff, patients and the public.