

Program Glossary of Terms

Definitions

This glossary of terms provides definitions for all Health+ program cycles facilitated by Coforma. It aligns team members and program partners around key components and common terms used by Health+, and aims to help ensure everyone working on Health+ utilizes a common language, promoting clarity, consistency, and understanding.

A

- **Award:** At the Healthathon Finale event, select entries are awarded opportunities to participate in programs and promotions sponsored by partner organizations. In the past, these opportunities have included innovation and clinical validation, membership in mentorship programs, policy solution white paper publication, marketing spotlights, and more.

C

- **Cycle:** Each Health+ engagement is part of an ongoing series of research and Healthathon cycles. Each cycle of the program has its own focus on a high-impact health area and consists of four phases: intake, discovery, ideation, and implementation.

D

- **Discovery:** Discovery consists of a series of workshops and interviews that serve as the kickoff for each Health+ cycle. We conduct landscape research to ensure desired outputs are identified, intake is fine-tuned, affected audiences are recruited and engaged for research, and findings are synthesized. This phase of work ensures that the working team, leadership, and stakeholders are in alignment, and that the proper problems have been defined.
 - **Archetypes:** Archetypes are a distillation of design discovery insights meant to describe user needs, goals, pain points, and habits—a communication tool that helps teams build empathy towards end users and address all use cases. They are developed through analyzing qualitative and quantitative data, and are useful when different types of users behave differently, and their various use cases and needs have to be addressed.
 - **Desk research:** Desk research is performed by our team at the start of each engagement. It involves reading critical papers, studies, and other select publications to develop a comprehensive understanding of the landscape around the health issue in focus. Desk research helps our researchers formulate objectives, questions, and goals for their interviews, workshops, and diary studies with patients and other people affected by the disease.

- **Diary study:** A diary study follows a research participant for a period of time, providing researchers with the opportunity to observe behaviors over time and capture qualitative insights without actually being in someone's space, where bias (and COVID germs!) can get in the way.

H

- **Human-Centered Design (HCD) Report:** This report is a detailed set of recommendations and opportunity areas on improving the quality of life for patients with the high-impact health issue that's the focus of the cycle. It is composed of personas and journey maps that represent the diverse set of perspectives from patients and caregivers obtained via unstructured interviews. From this data, we outline a roadmap for achieving health outcomes in the areas of user and customer experience, diagnostics, and education and prevention.
- **Healthathon:** Healthathons are weeks-long remote challenges bringing together individuals and teams from across industries and geographies to craft solutions based on identified problems in the healthcare delivery space. They utilize prior research findings, data, collaboration, design, technology, and creative problem solving to craft solutions to the most pressing care-related challenges that patients living with the disease in focus face today. These solutions vary based on needs and can range from marketing needs to policy adjustments to new technology.
 - **Healthathon Finale:** This is the last event of the Healthathon. The Finale is traditionally a live streamed public celebration of selected Healthathon participant solutions and it is where awards are given.
 - **Healthathon Kickoff:** This optional event is the first event of the Healthathon. The Kickoff is traditionally a live-streamed public promotion of the start of the Healthathon during which information is presented to support participants in getting inspired and started.
 - **Healthathon Participants:** These are the individuals and groups who are actively participating in crafting solutions during the Healthathon, utilizing the theme packaged provided.
- **Human-Centered Design:** Human-Centered Design (HCD) is a problem-solving approach focused on the needs, contexts, behaviors, and emotions of the people that will be served by a product. It involves incorporating user research in every step of the design process.

I

- **Ideation:** During the ideation phase, we work hand-in-hand with our project partners to execute workshops with identified stakeholders. We work with subject matter experts and target audiences to validate discovery findings, and identify and prioritize possible solutions.

We match emerging themes to data sets and prepare the necessary artifacts so that teams are able to execute on different strategies during the Healthathon.

- **Intake:** To participate in Health+, candidate themes are evaluated by HHS for fit and budget. HHS then gathers the information necessary to kickstart the process. Intake is composed of activities that feed into the kick-off for each Health+ cycle, and it ensures that the working team, leadership, and stakeholders are in alignment.
- **Implementation:** Each cycle of Health+ has an implementation phase. See Healthathon. During this phase, we help organize a gathering of cross-discipline SMEs where they're provided with the necessary information and guidance to create solutions that address the challenge identified and fulfill the vision at the cycle's outset.

J

- **Journey Map:** A journey map is a visual representation of the patient's experience from beginning to end. It documents the steps they take across the course of the experience, the tools and resources they use to complete certain steps, the challenges or pain points that pose obstacles along the way, and the opportunities for enhancing or improving the experience.

O

- **Opportunity Areas:** Synthesized from our HCD research, we identify the major issues faced by the disease community and separate them into specific opportunity areas for improvement. These opportunity areas encompass what work needs to be done to improve healthcare experiences, the highest priority issues for the disease community, and what solutions will have the most impact from a user perspective.

P

- **Personas:** Personas are detailed fictional characters created based on our team's research. Each persona represents a different user type, and reflects that user's needs, experiences, behaviors, and goals. Personas are used to illustrate findings and journeys in a human way, fostering empathy and understanding with stakeholders.
- **Health+:** Health+ ("health plus") is a program by Coforma and an ongoing series of research and prototyping cycles aimed at providing insights, stories, and journeys around the experiences of people living with high-impact health issues. Each Health+ cycle includes key phases and components that are as essential to the program's success as is our close collaboration with cycle partners and our human-centered approach.

R

- **Recommendations:** Based on the synthesis of our HCD research, we produce a set of recommendations that outline a roadmap for achieving health outcomes in the areas of user and customer experience, diagnostics, and education and prevention.

- **Recruiting:** We aim to collect and interview a diverse set of stakeholders who may be able to offer perspectives on their experience. This includes advertising over Twitter and social media, using standardized email templates to obtain responses, developing a survey and collecting data, and selecting a cross section across patients, caregivers, demographics, and geography. The goal is not quantity of recruitment, but quality and diverse experiences across the spectrum.
- **Roundtable:** This is a single or multi-day event gathering participants to validate the themes, recommendations and available data sets to improve the lives of patients living with the disease in focus. The organizers facilitate conversation, drive discussion, and transcribe speaking points that occur during breakout sessions between small groups of participants. The event also includes keynotes and lightning talks. The day culminates in a summary discussion and communication of next steps.
- **Roundtable Summary Report:** The roundtable summary report is a public facing view of the roundtable event, with key recommendations on policy, data, diagnostics, awareness, education, and prevention.

T

- **Theme:** Researchers synthesize their interviews with patients and affected groups, and then categorize interview segments according to their content and identifying trends into themes. Researchers extract key quotes from the interviews and use them to form the basis of a narrative to elevate recurrent trends and common experiences.
- **Theme Package:** A concise collection of themes from the Health+ HCD Report, each integrated with key data sets, recommended reading, and inspirational areas of opportunity that are together meant to spur innovation during the implementation phase.