

Laura  
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2 workshops:

- Uncovering Patients' Real-Life Challenges
- Co-Creating Solutions





Getting to  
Know Each  
Other:

Discover the  
unique  
perspectives  
each of us  
brings.

# Laura



Share one **UNIQUE** thing about yourself:

- A place that has had a significant impact on your life;
- An experience you feel proud of;
- Something you enjoy doing in your free time.



**Nice to meet you all.**





# Problem Discovery

The goal is to explore and understand the real-life challenges, and to identify opportunities for improvement.



# Beyond the Hospital walls

- Patient journey outside the clinical environment
- Identifying Pain Points
- Exploring Different Perspectives







# Curiosity

Being genuinely interested in understanding what's happening and why.





# Depth

Dig deeper to find the root cause of the problem.





# Empathy

View the problem from someone else's perspective.



**“Don’t judge a man until you have walked a  
mile in his shoes”**

Cherokee tribe of Native Americans



**Empathy allows us to look beyond the diagnosis or  
treatment and connect with the human experience  
behind it.**

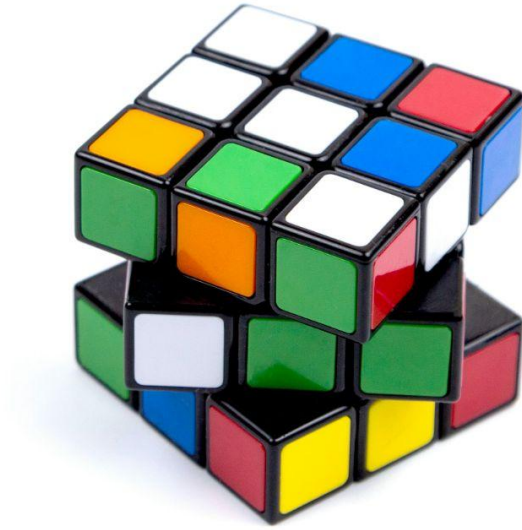
**Write down one  
PROBLEM per  
sticky note.  
Absolutely  
everything!!!**

**Talk to  
your  
teammates**

**20'**







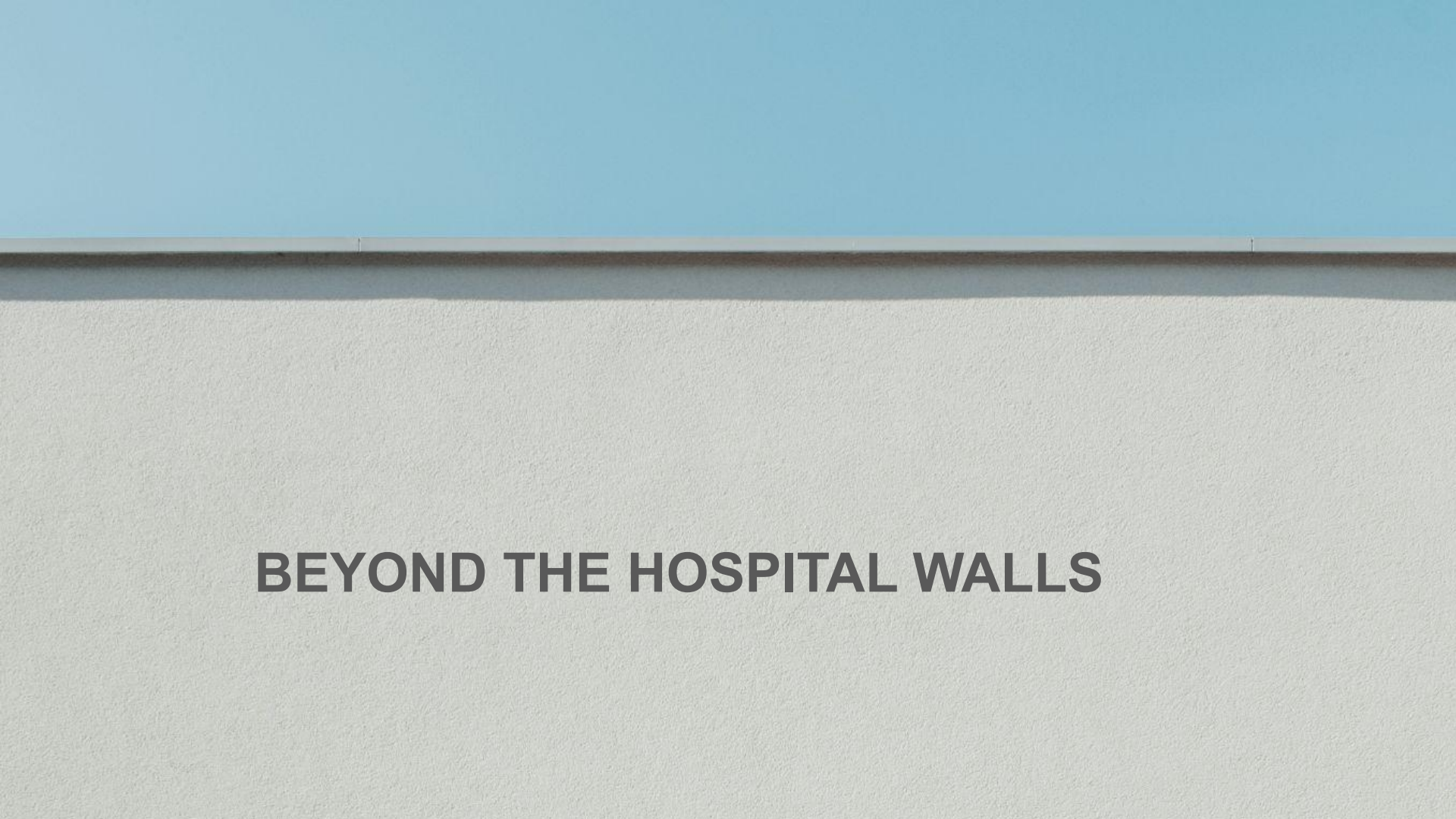
Tell us a **problem** that represents a challenge in patients' lives and that you believe could present valuable opportunities for **solution** development in our next workshop.



## Ideation

The goal is to generate a wide range of ideas in order to develop solutions.





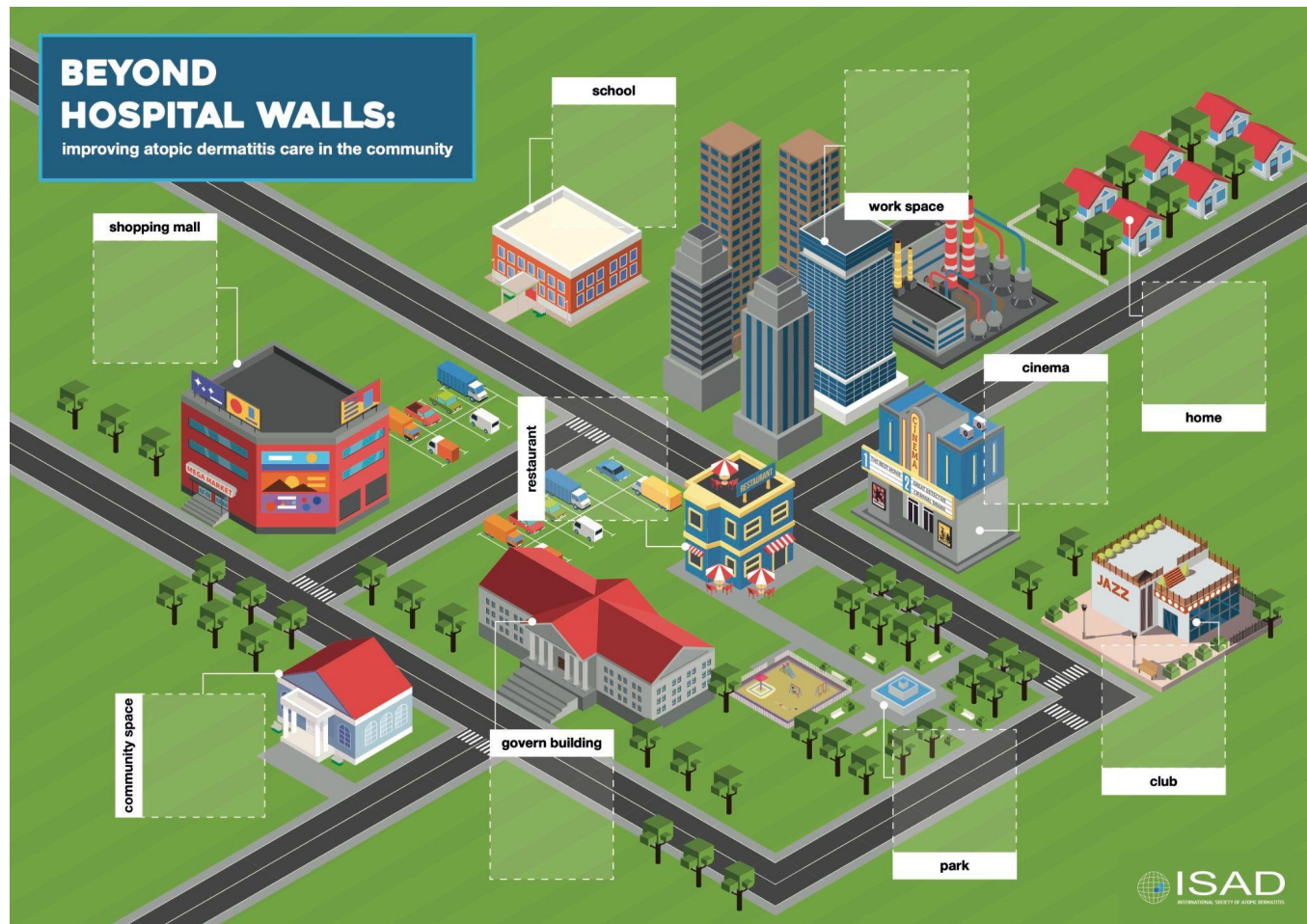
**BEYOND THE HOSPITAL WALLS**

# A Solution for Wandering in Dementia. Senior Center in Dusseldorf, Germany



## BEYOND HOSPITAL WALLS:

improving atopic dermatitis care in the community



How might we  
create  
community-based  
solutions for  
atopic dermatitis?





**100  
ideas**



# No Judgment

Every idea is valid and worth considering.



# Be Bold

Dare to think beyond the obvious.







# Build on Ideas

Collaborate and expand on each other's contributions.

**Write down  
one idea per  
sticky note.  
Absolutely  
everything!!!**

**The goal is  
quantity, not  
perfection**

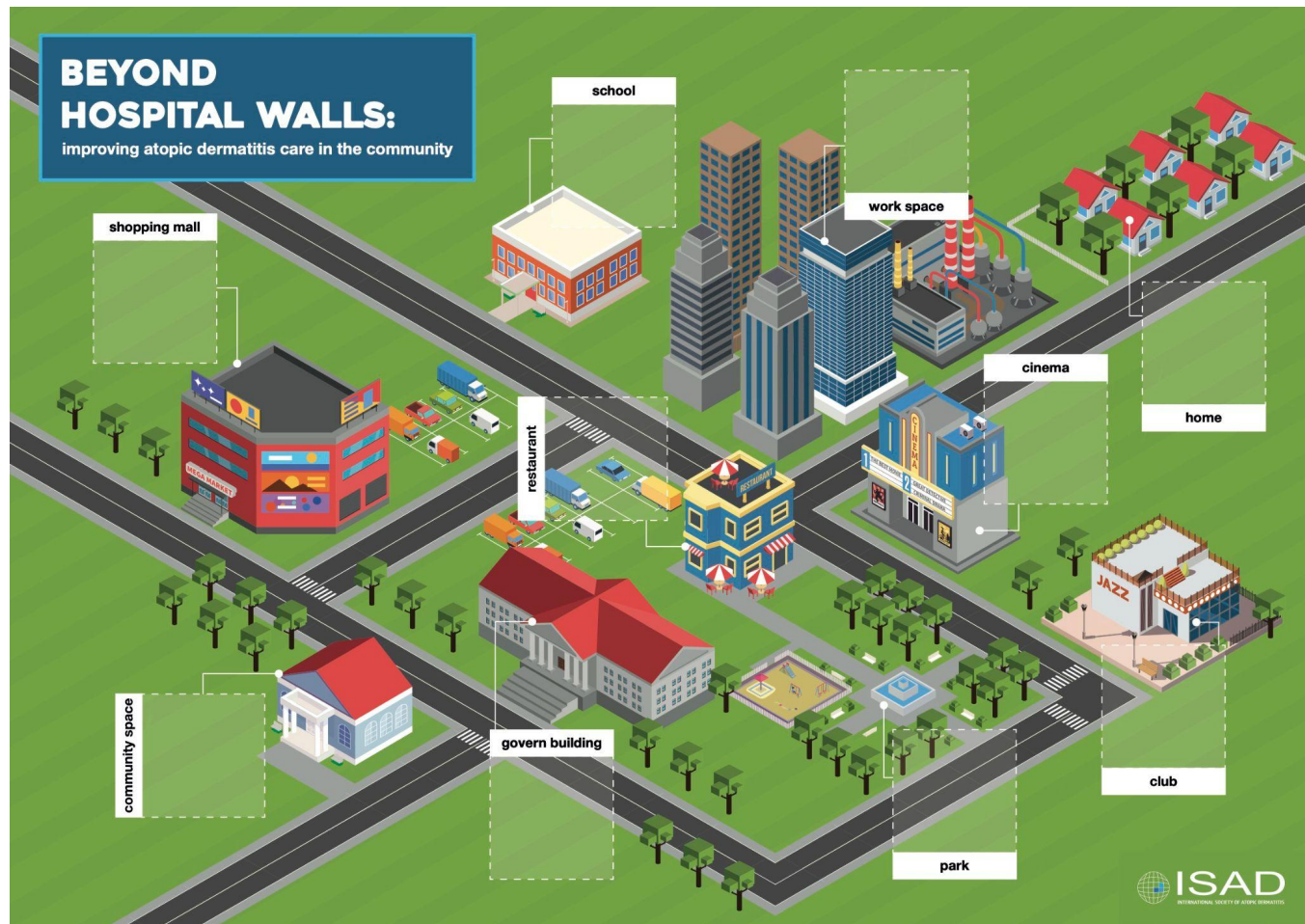
**20'**





## BEYOND HOSPITAL WALLS:

improving atopic dermatitis care in the community



How might we  
create  
community-based  
solutions for  
atopic dermatitis?

What if we had superpowers to  
solve the problem?





A young child with curly hair is seen from the back, looking at a map. The map is titled "ORIENTACIÓI PLAN 200 PLAKIA" and features a compass rose. The map shows a network of roads and green spaces. The child is wearing a green shirt. The background is a blurred outdoor setting.

What if the problem had to be solved by a 5-year-old?



A close-up, low-angle shot of a person's hand raised high in the air, palm facing forward. The hand is positioned on the right side of the frame. The person is wearing a silver-toned watch with a dark, textured face and a ring on their ring finger. The background is dark and out of focus, featuring several warm, glowing string lights that create a bokeh effect. In the center background, a bright, rectangular light source, possibly a screen or a large window, is visible. The overall atmosphere is one of a lively, dimly lit social gathering or event.

**It's showtime!  
Let's share your ideas.**

DANKE!

THANK YOU!

MERCI!

GRAZIE!

GRACIAS!

DANK JE WEL!

Obrigada :)