



# Succeed with Digital Innovation in Five Days

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# Presented by:



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# Session Outline and Learning Objectives

- ✓ Why Human-Centered Design Approach?
- ✓ How to Place “experience” at the Center of Improvement Process
- ✓ Accelerate Using a Sprint Process
- ✓ Articulate an Experience Vision
- ✓ Integrate and Operationalize the Vision

## Learning Objectives

1



### Empowered Collaboration

Learn how to break down silos and foster a culture of shared innovation across teams.

2



### The Role of Experience in Digital Innovation

Understand how centering user experience drives meaningful, patient-focused digital change.

3



### Practical Sprint Process Insights

Take away actionable lessons on adapting the Sprint process to unite stakeholders and achieve results quickly.

What does it mean to be the most people-centric health system in the nation?

We must become architects of the best patient experiences.

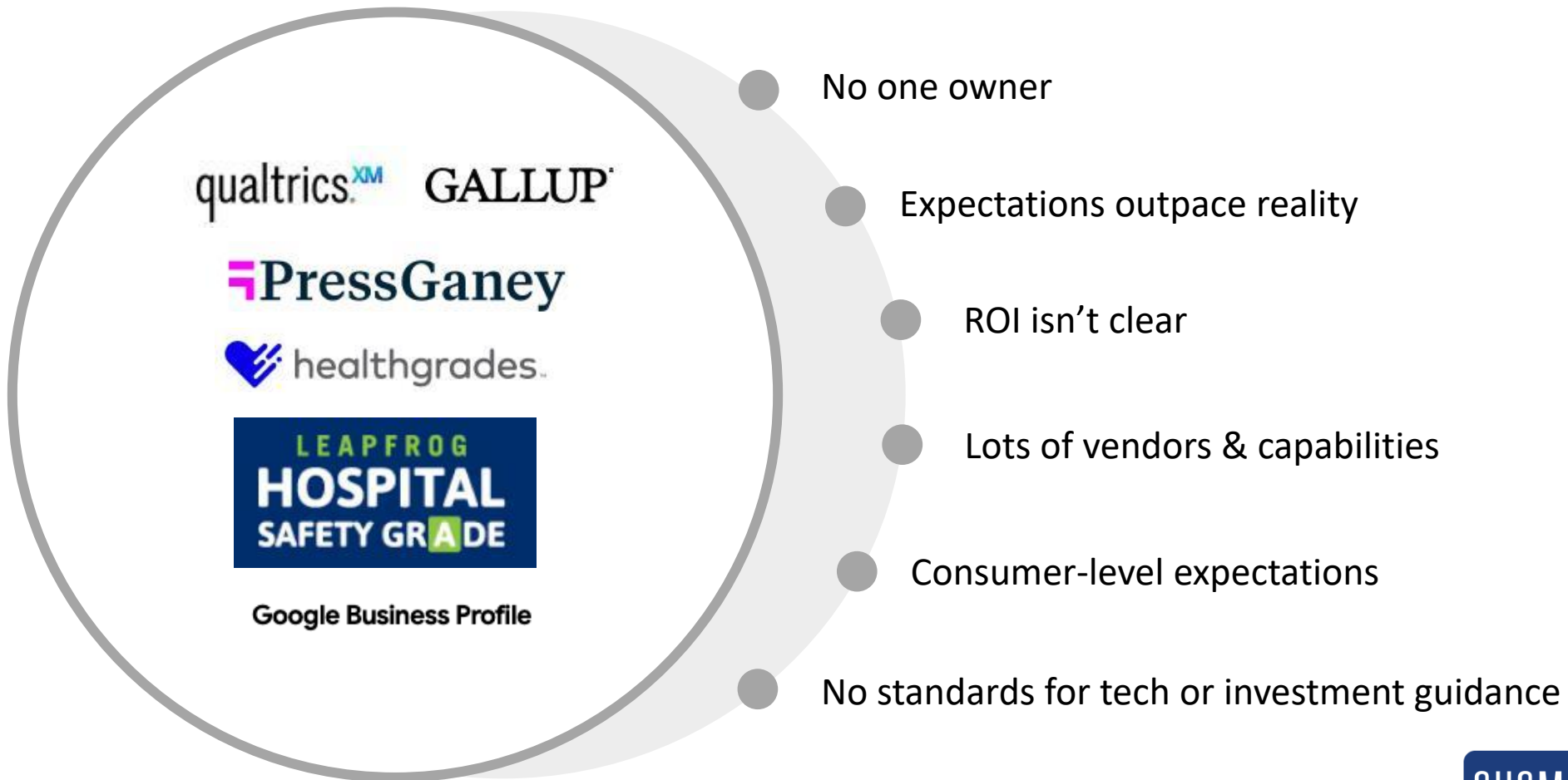
# What Patients Say About Experience

96% of all patient healthcare complaints are service quality related\*



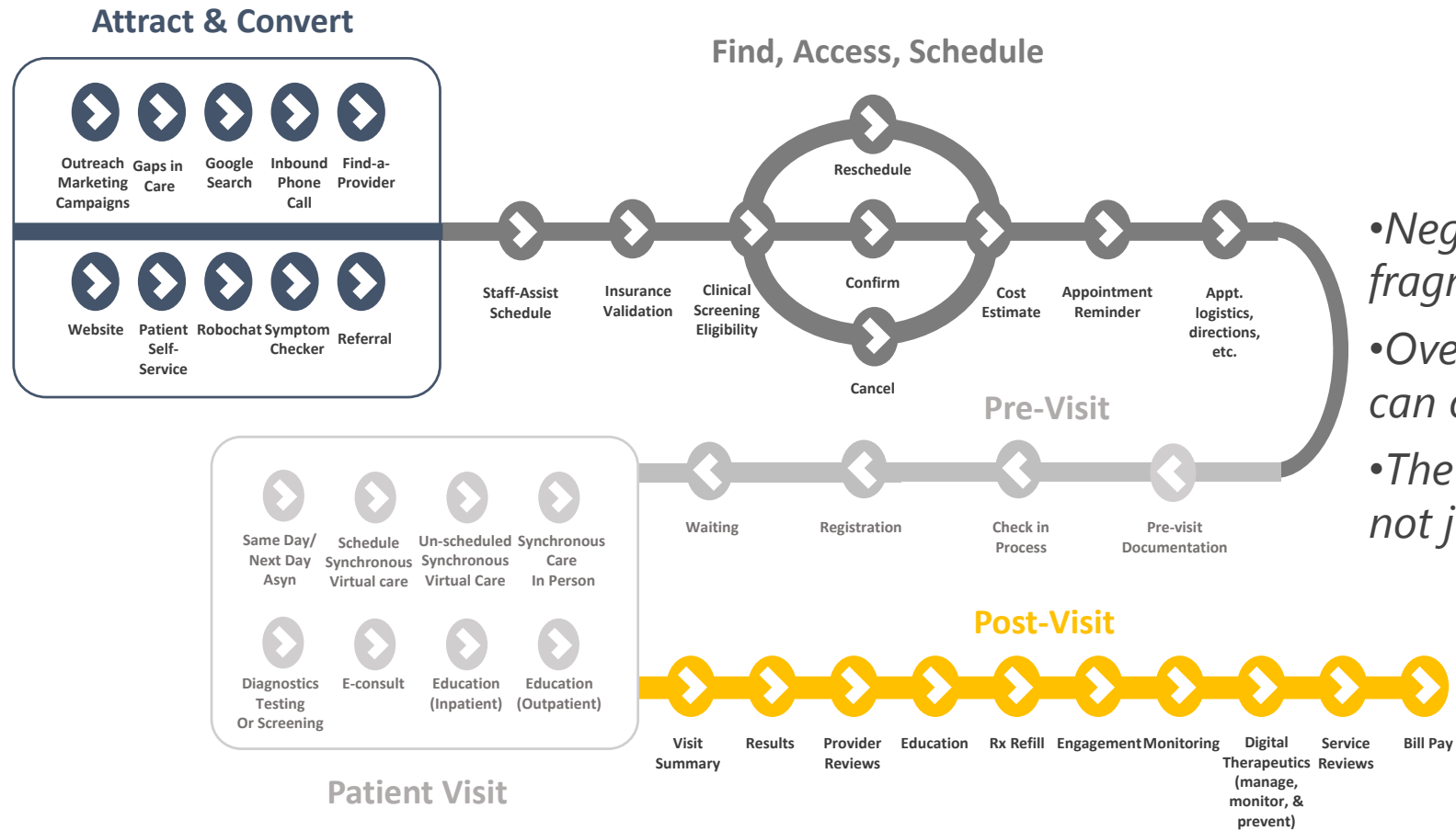
\*[enverahealth.com](http://enverahealth.com), 2025

# Current Challenges around Patient Experience



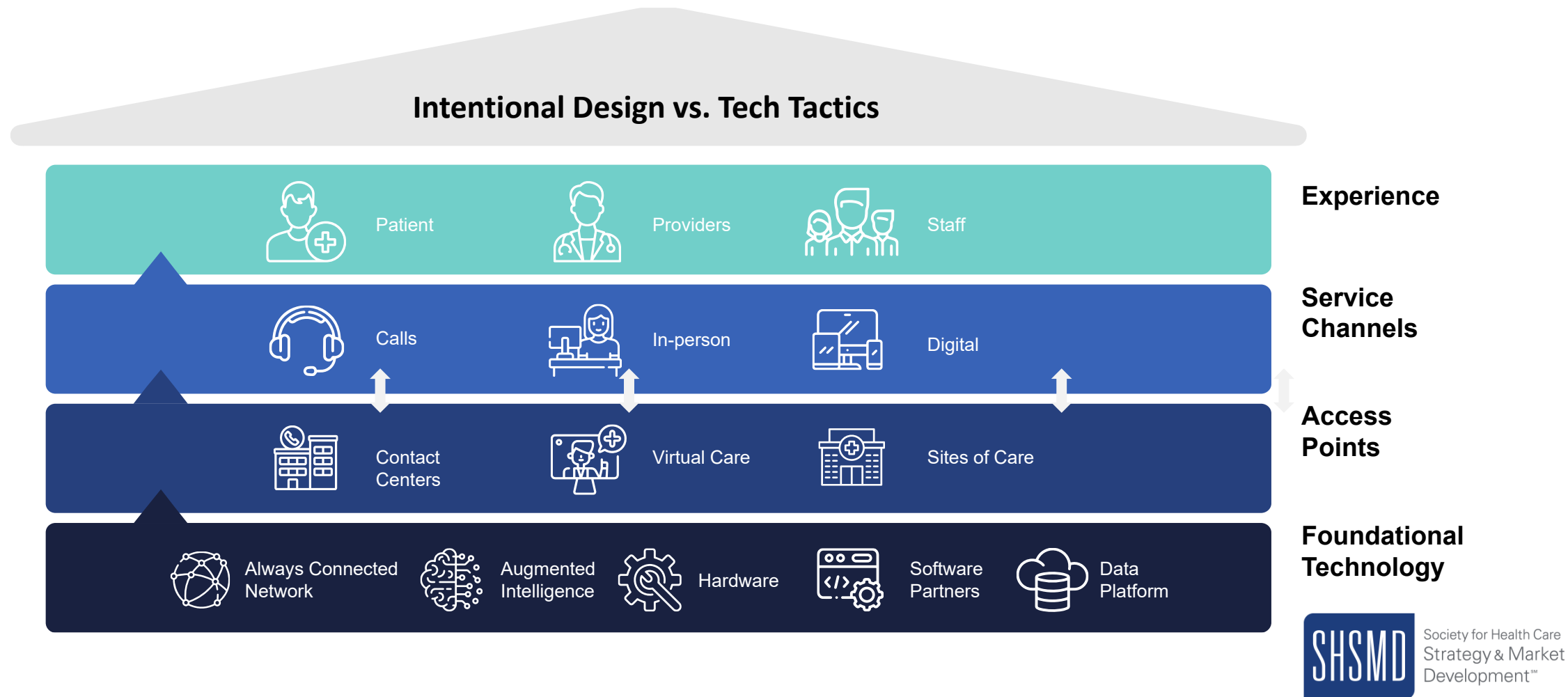
# Patient journeys cross every touchpoint...

## We need a human-centered design approach



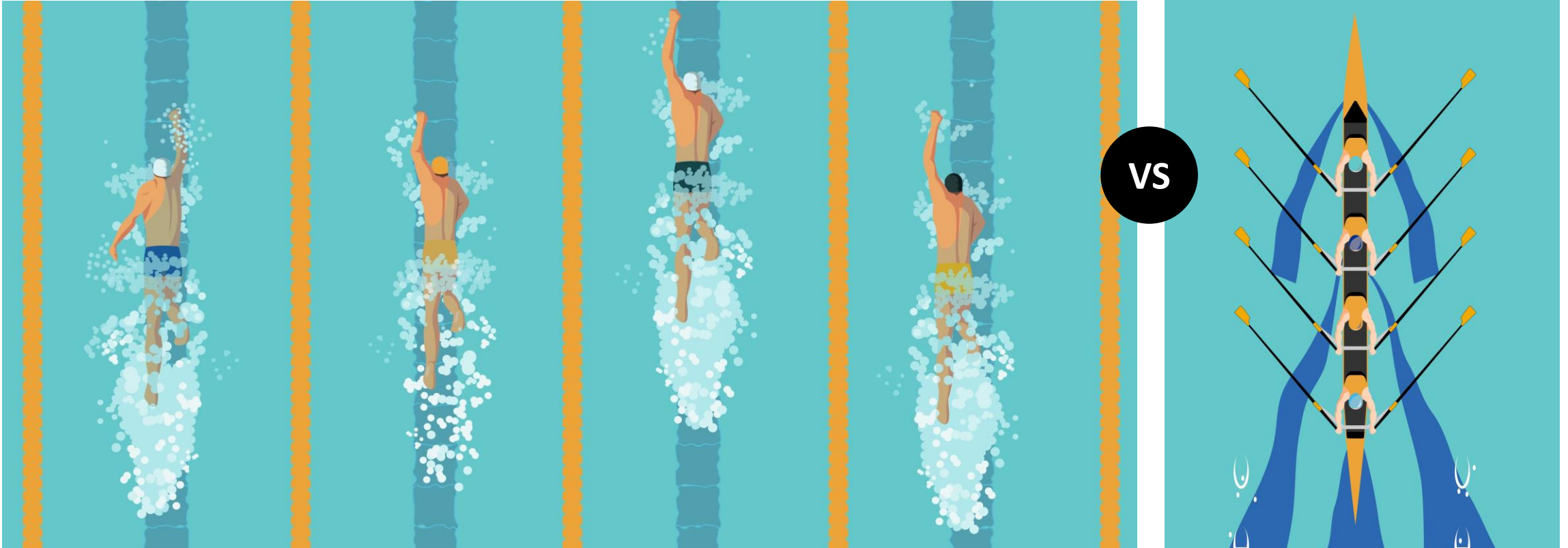
- Neglected touchpoints create friction and fragmentation.
- Over-investment in isolated enhancement can create noise instead of clarity.
- The opportunity: design for seamlessness not just function.

# To Succeed with Digital, We Must Design for Experience





# A Clear Execution Plan



**Experience articulation creates a clearer execution plan,  
aligned with a well-defined end goal.**

# Why Focus on End-User Experience

## Experience is the Language Everyone Can Understand



### Drive alignment and momentum around a vision

*Higher adoption, capacity for innovation and satisfaction*



### Prioritize investments

*Solve for highest pain points and greatest opportunities*



### Mitigate risk

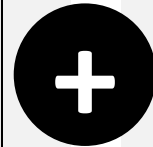
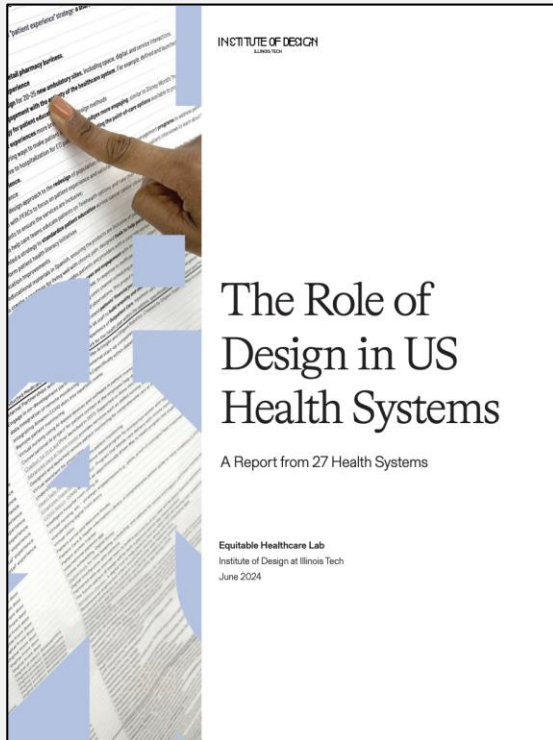
*Rework, project failures*

# Power of Experience Visioning

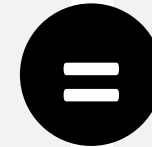
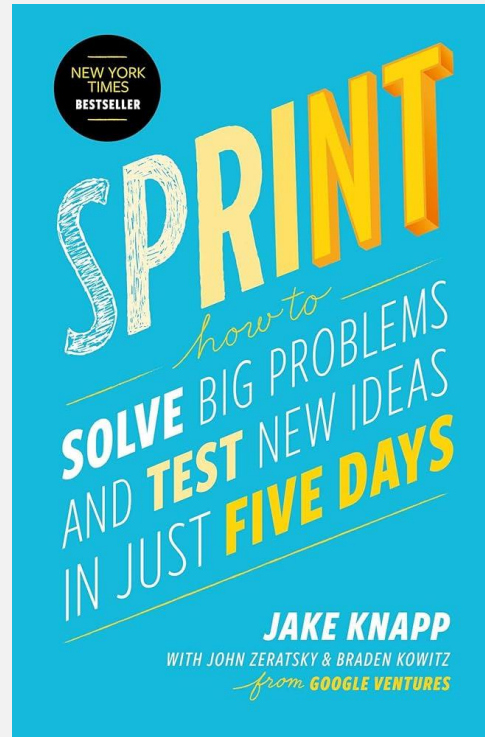
## Case Study

# A Proven Methodology

## Discipline of Human Centered Design



## Structure of SPRINT



## Sprint Topics

- Digital Patient Journey
- Digital Transformation
- Digital Patient Access Model Design
- Digital Experience of Space & Facilities

# Experience Vision Beyond the Building

**Start with  
Champion(s)**



**Engage  
stakeholders early**



**Align with new  
building vision**



**Focus on key  
experience  
moments**



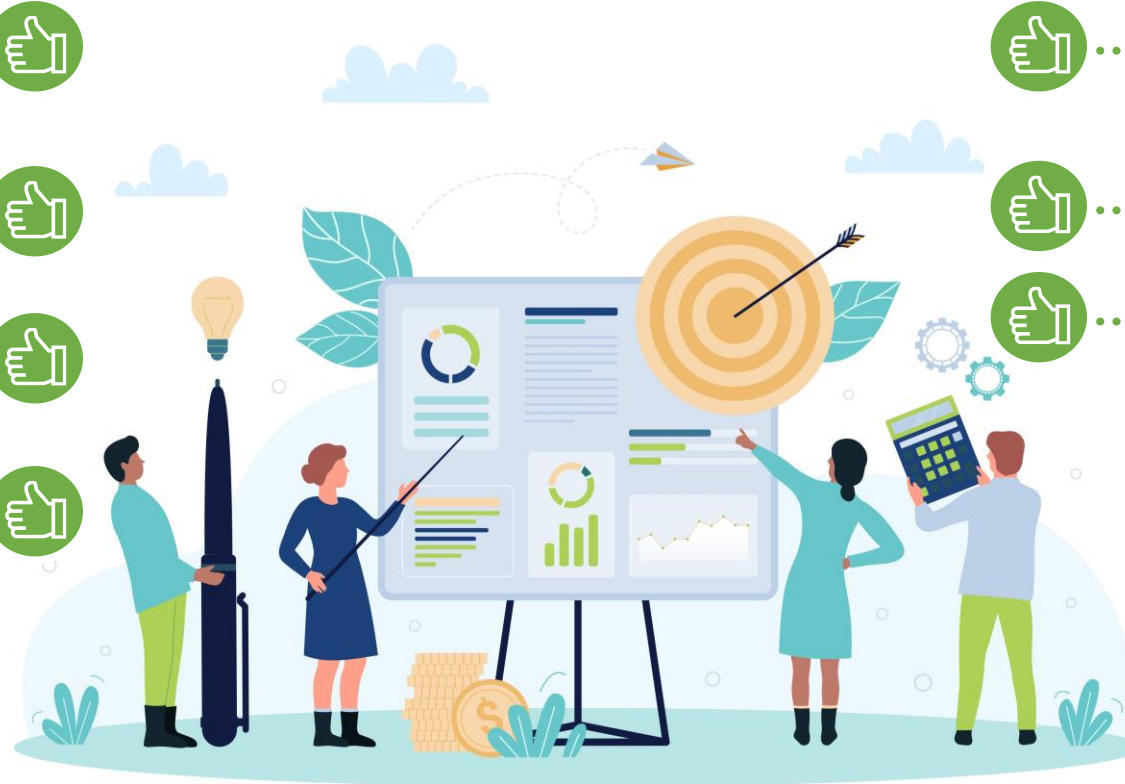
**Avoid groupthink,  
surface bold ideas**



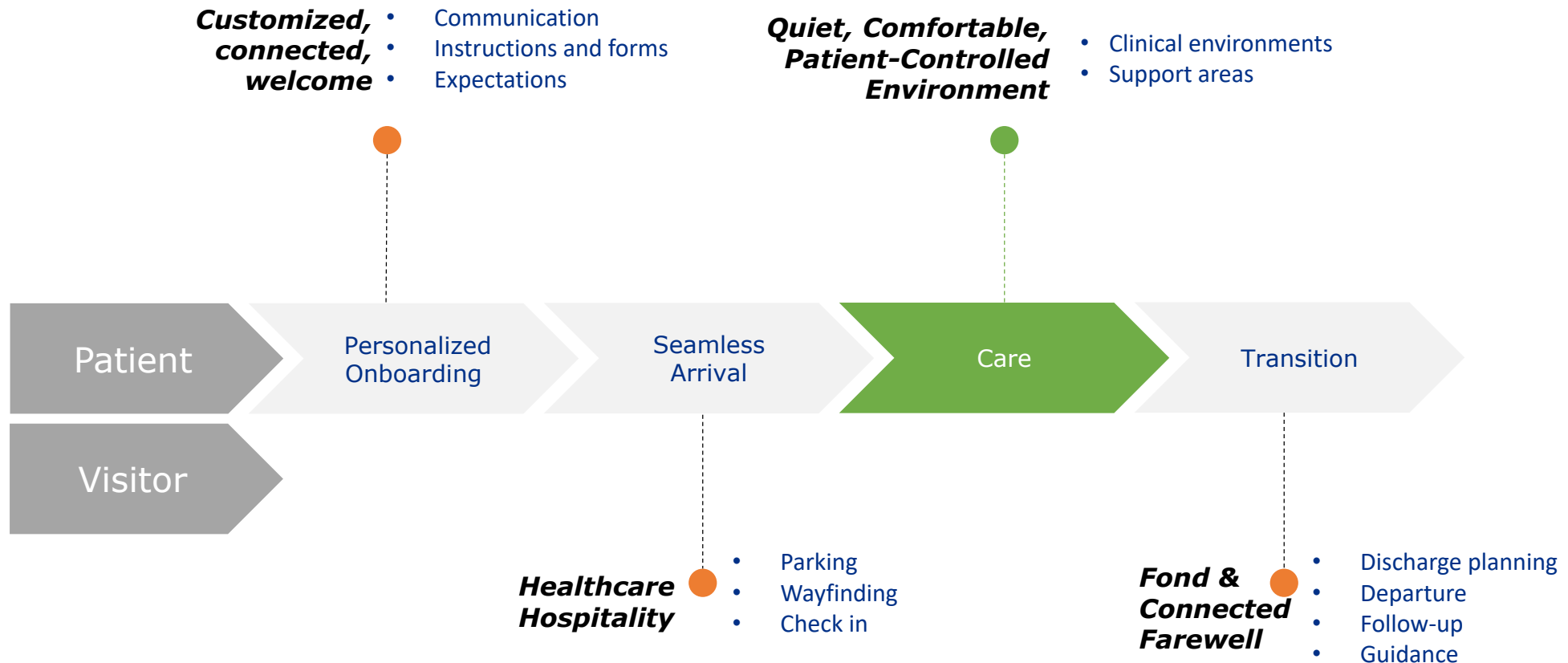
**Validate quickly**



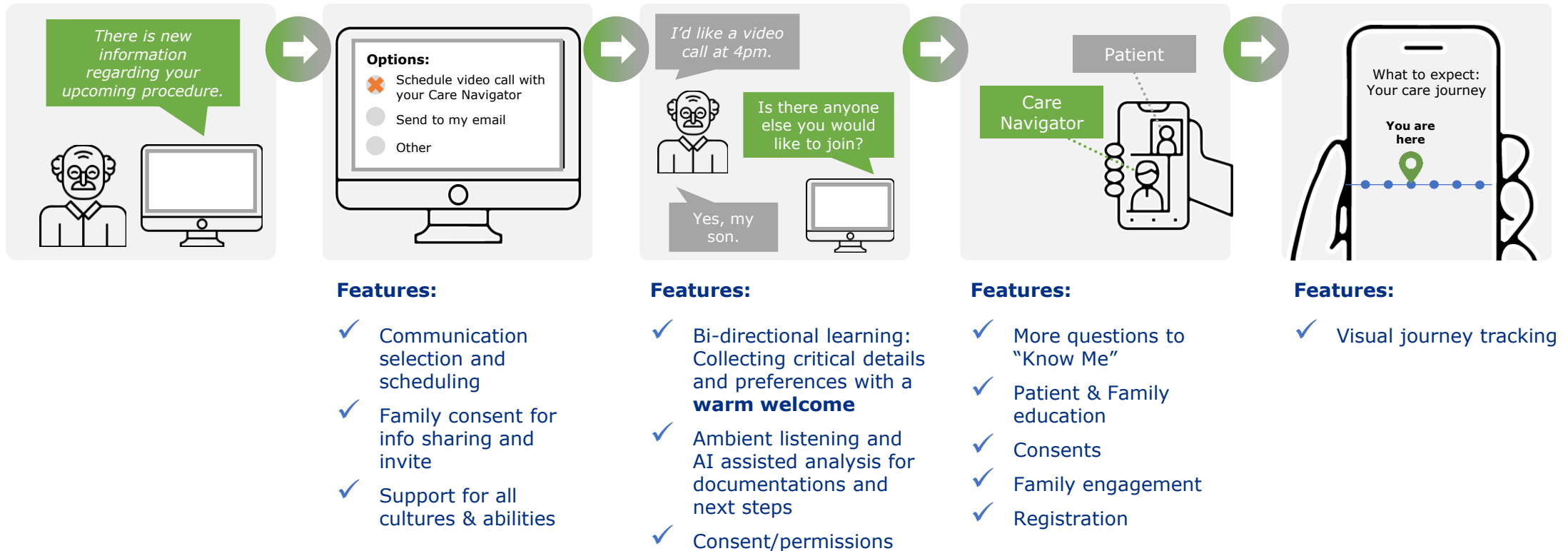
**Share direction,  
build momentum**



# Describe the whole journey. Focus on moments that matter.



# Example: Detailed Journey Mapping & Technology Enablement



## Technology:

- 1 Digital Health Companion(Operating System):**
  - Integration into the EMR
  - Mobile app with step-by-step guides
- 2 Virtual Health**
- 3 Digital Apps**

# Experience Design From Vision to Execution



## Phase 1: Define the Experience Vision

- Stakeholder Interviews
- Experience Vision Session
- Test & Align

### Deliverables

- Experience Brief and Design Principles
- Storyboard for Prioritized Journeys



## Phase 2: Integrate & Operationalize the Vision

- Assign program leadership
- Align/spin up design teams
- Embed in construction and tech planning
- Translate into requirements
- Monitor, prioritize, coordinate
- Integrate into governance

### Deliverables

- Service Blueprints
- Workflow Diagrams
- Requirements Documentation
- Vendor Alignment & RFP Support



# An Experience Vision



## Drives Alignment & Momentum

- Executive buy-in across functions
- Connected siloed initiatives
- Boosted innovation and engagement



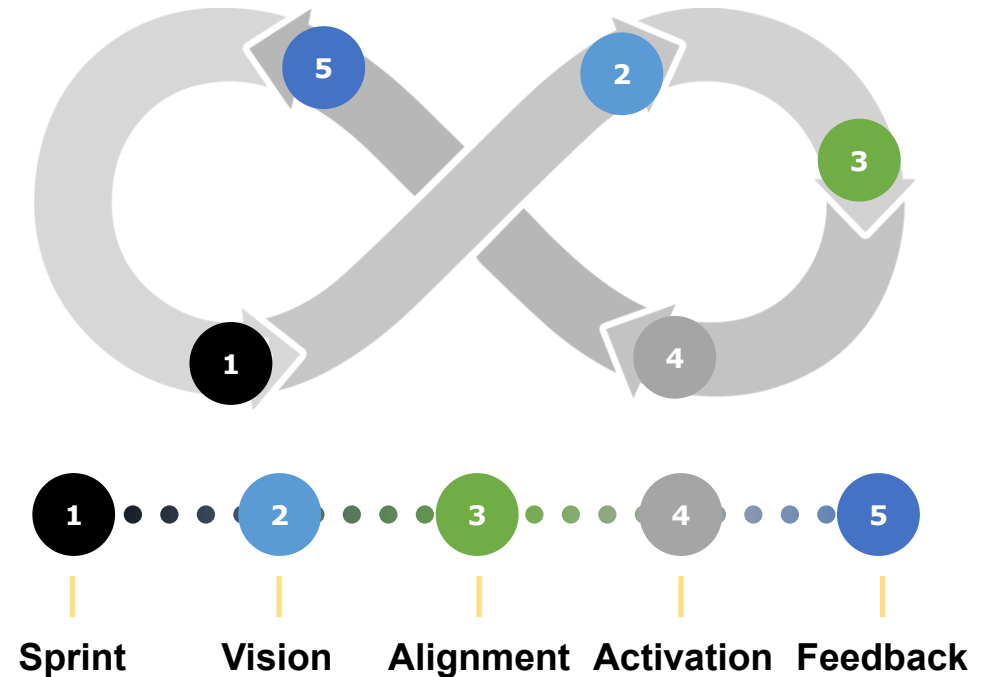
## Prioritizes Investments

- Unlocked funding
- Focused on highest-impact opportunities



## Mitigates Risk

- Built confidence through early validation



# Three Key Take-Aways

1 Experience articulation is the first step for digital improvement or transformation

2 The sprint process drives alignment around a shared vision, breaks down silos and fosters a culture of shared innovation

3 An experience vision without implementation is just imagination — to realize it, you must activate leadership, align design, embed in planning, translate into requirements, and integrate into governance

# Questions, Ideas... Let's Talk



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