

THE SERVICE DESIGN AWARD



Designing a regional approach to chemotherapy services

Client: Grampians Integrated Cancer Services, Ballarat, Victoria

Brief

Design and facilitate a collaborative design forum to develop a new service model.



Process

We designed a forum that brought stakeholders together on neutral ground, equipped them with a series of tools and frameworks that broke the challenge into smaller pieces, then facilitated participants through a process of prototyping a new operational and service model.

Tools and methods

- Participant selection
- Program design
- Activity design
- A knowledge management process and facilitation approach
- Participant experience and environment design



Patient benefit

The growing number of cancer patients in the Grampians region now have access to a much needed new chemotherapy service. A new clinic was established and was fully booked on its first day of opening. It's a truly nimble service, can operate as public or private, and works across organisational boundaries. The service enables patients to be treated closer to home by an oncologist of their choice.

Organisation benefit

The new service can efficiently meet growing demand within existing resources and breaks the cycle of repeated failed attempts to recruit a new oncologist to the region. The success of the project has seen the Grampians region receive \$1 million in grant funding from the Victorian State Government and have since raised \$500,000 from the local community.

Effect

- Participants in the event were able to take the artefacts and outcomes from the event back to their 'home' organisations.
- Agreements were formalised and the new service was launched within months of the event.

