

FROM THE EDITOR

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SUMMARY

The *Journal of Health Design (JHD)* has entered its second year of publication. Learn what's new in this issue and on The JHD website.

Key Words

Health design; patient experience; patient knowledge

Over the past several months since our launch, we have been working on building *The JHD* brand. This has entailed publishing three issues in 2016, launching a podcast series, and developing our “Insights” papers. The *Journal of Health Design (JHD)* has now entered its second year of publication!

In this issue, we bring you “Precision medicine, imprecision medicine—two ends of a biological telescope.” In this editorial, MC McGrath eloquently discusses how precision medicine holds the potential of personalised, patient-centred and patient-centric approach to health care, a departure from what he characterises as the “imprecision medicine” of present day health care. He differentiates between *patient-centred* versus *patient-centric* care—the latter may encourage patient engagement by placing the patient at the centre of the dialogue.

“Clinical and Research Insights to get you started on the road to thoughtful practice” by Moyez Jiwa, The JHD’s editor-in-chief, discusses the challenges primary care providers face with regard to ensuring an optimal patient experience. Faced with time pressures associated with the day-to-day operation of a clinic and the patient load, clinicians may feel there is little or no time for research and development. In his editorial, Jiwa posits that small

changes can have a big impact—and provides a few examples to hit home that point. To that end, he highlights The JHD’s Clinical Insights and Research Insights papers. Clinical Insights offers clinicians a chance to share insights about changes or approaches to primary care that have helped shape the patient experience, while Research Insights offers researchers a space to share why their study failed to recruit, how they might tweak their research plan, or how their results differed from their intuition.

Our intuition might lead us to surmise that dog owners are healthier than non-dog owners—but are they? “The association between dog ownership and physical activity in adults—a brief review” by Lara Eldering and Sarah Martin suggests the research is inconclusive. Dog owners would be healthier than non-dog owners if they walked their dog regularly, but many, in fact, do not.

Upcoming podcast interviews will feature Dr. Joyce Lee, the Robert P. Kelch, MD, Research Professor of Pediatrics at the University of Michigan in Ann Arbor, Michigan, USA. On her website, [Doctor as Designer](#), she describes herself as a physician, designer and researcher. Haidee Thanda, founder of [Hacking Health Ottawa](#), will talk about how hackathons are held with the goal of improving the healthcare system. Hacking Health has a presence in 21 countries; its vision is to transform health care by connecting healthcare professionals with designers, developers and innovators “to build realist solutions to frontline healthcare problems”.

Our ultimate goal is to provide healthcare practitioners with ideas and information that will help them improve the patient experience, and also to create a wider dialogue about how shaping the patient experience involves many contributors. We have started small, but plan to make a big impact.

As always, we appreciate your interest in our work. If you have an idea, know someone who would be an excellent interviewee for our podcast series, would like to submit a manuscript, or would like to be involved, please [email us](#). Help spread the word about *The Journal of Health Design*. Visit [The JHD website](#) and follow us on Twitter, LinkedIn, and Facebook.