

To Cite: Jiwa M. “Back to the Basics” of health care. *JHD* 2017;2(4):27–28.

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SUMMARY

The cost of health care is growing exponentially and morale within the medical profession is declining. Even though in almost every country the government has reformed the healthcare system on multiple occasions over the past decade, no one can yet claim to have found the answer to what is becoming a political, economic, and social crisis. All the while the enormous creativity of those who choose health care as a career has hardly been leveraged. Within this backdrop 2017 was an exciting year for *The Journal of Health Design*. We published four editions, engaged readers and visitors to our website in multiple ways, and have invited everyone to contribute ideas on improving the patient experience to deliver better outcomes. We will continue this work with you in 2018.

Key Words

Healthcare challenges; design thinking; creativity in health care

INTRODUCTION

By 2017 the challenges we face in health care globally are much the same as they have been over many decades. Those who develop chronic and or life-limiting illness still experience bad outcomes, minor illness is still being managed with inappropriate interventions, doctors still deploy tests more often than is necessary, and Iatrogenesis causes as much morbidity and mortality as many life-limiting illnesses. The cost of health care is exhibiting exponential growth and morale in the medical profession is declining. Even though in almost every country the government has reformed the healthcare system on multiple occasions over the past decade, no one can yet claim to have found the answer to what is

becoming a political, economic, and social crisis.¹ All the while the enormous creativity of those who choose health care as a career has hardly been leveraged. More often framed as technicians or service providers, rather than entrepreneurs or innovators, healthcare providers’ untapped insights could be the salvation of a sector that is in many ways moribund.²

With this backdrop 2017 was an exciting year for *The Journal of Health Design*. We published four editions focusing on the patient experience as the inspiration for the redesign of health care to deliver better outcomes. To make it possible for everyone involved in health care or service /product design to contribute or share their ideas and research, we developed several new ways to publish ideas, including brief research/clinical/design insight papers. The Insight series allows contributors to submit early ideas even before they have been tested in experimental designs. The brevity of these contributions allows the author(s) to focus their writing on the key idea and the early indicators on the scope to improve outcomes. We also welcomed infographics as a way to efficiently communicate ideas in a visually engaging format.

In 2017, the overarching theme of our contributions was “back to basics”. Our basic premise was that to achieve better outcomes we need to consider delivering care that emphasizes excellence in communication, actively examining the patient, negotiating the treatment, and triggering behavior change in teachable moments. The *JHD* introduced many like-minded people to readers in our podcast series. Our guests talked about achieving a balance between the art, science, and business of medicine, as well as the need to boost the time spent with the patient and to create the circumstances in which we harness the creativity of healthcare staff to generate solutions that might work where policymakers are struggling.

In 2018, we will work in an alliance with The Point of Care Foundation, UK, to bring three special editions themed on improving the patient experience by creating

alliances with those who need health care and deploying the insights of those who deliver that care to create new ways of working. The fourth and final special edition of 2018 will feature Grant Taylor from New Zealand as a guest editor. That edition poses a specific question: Improved access to health information, cultural changes in the patient-healthcare provider relationship, and the growing significance of chronic disease management has challenged healthcare providers to respond to patients' needs and expectations for greater control over decision making. How can they best do this? ³

Next year we will continue with the podcast series and look forward to introducing readers to many more authors and innovators who also believe that the future of health care is bright and that better outcomes are achievable without bankrupting the economy. We offer The JHD as a platform for those who want to develop their ideas with an eye to scientific methods and who wish to boost the prospects of such ideas being developed by engaging with the community of like-minded people. At that same time as we will continue to offer new ways to engage with the journal. In particular, we look forward to offering a section on video abstracts, which will facilitate the use of multimedia to frame your ideas. Also in 2018 The JHD will be submitted for listing on journal databases and we will continue to promote and extend our links with social media to increase the profile of our contributors.

On behalf of the team at The Journal of Health Design, I thank the contributors to the journal and the guests who gave so generously to share their insights and innovations in our podcast series. We also owe a great debt of thanks to the editorial board who have been a great source of support to the team as they have developed this new platform celebrating innovations that can be deployed immediately to improve the patient experience. My special thanks to Tammy McCausland, the managing editor, for expertly steering us through the four excellent editions now in press.

Most especially we thank you—the readers of The JHD. On behalf of the team, I wish you a peaceful holiday and a wonderful start to 2018. As always, we look forward to your contributions and to the many ways in which you are changing the healthcare experience for the better. It

is possible to make healthcare a key contributor to wellbeing, but also wealth wherever you work.

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3. Call for papers: <https://cms.journalofhealthdesign.com/sites/default/files/content/pdfs/Download%20File1.pdf>