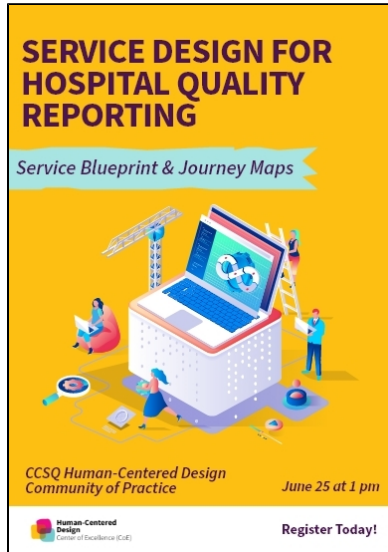


# Service Design for Hospital Quality Reporting



Join us on Friday, June 25, for a case study about understanding Hospital Quality Reporting (HQR) as a multifaceted service.

Service design requires understanding the customer experience and how an organization's resources (people, processes, and systems) affect the customer journey. Two critical service design tools are journey maps, which visualize a customer's experience of a product or service from their vantage point, and service blueprints, which allow you to understand and imagine all the intricate components that make up the service.

In this joint presentation, three HQR Human-Centered Design User Research team members will share the service blueprint and user journey maps they created to understand how healthcare providers and quality improvement stakeholders experience CMS's HQR system.

Human-Centered Design Lead **Lesley Humphreys** with Bellese Technologies and UX Researchers **Fan Huang** and **Tyreek Houston** from Ad Hoc will describe what they learned, what they are still curious about, and how this work can influence product process, goals, and decision-making.

The presentation will include:

- Why service design methods are essential.
- Their service design process.
- How service design can integrate with SAFe processes and a product mindset.

[Register now.](#)