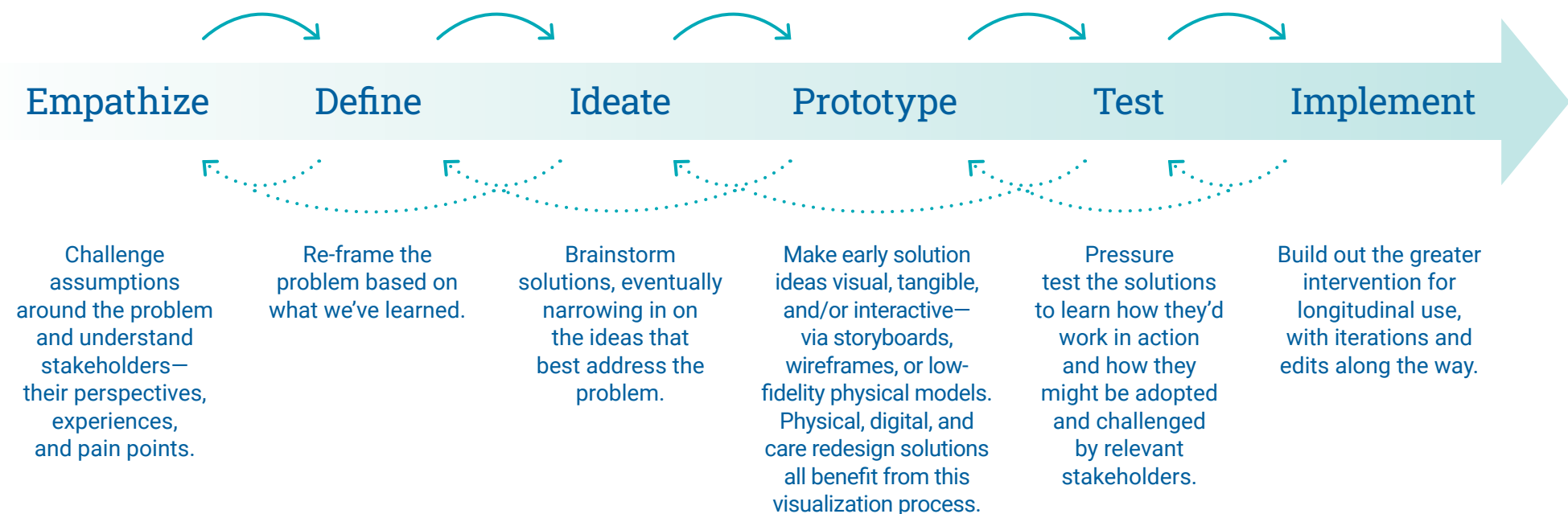


The MGB Springboard Studio is a multidisciplinary team with skills in clinical care, design, healthcare management, public health, and entrepreneurship. Using the tools and methods of design thinking, we activate providers and staff to identify and contribute to solving for their most pressing workplace challenges.

## The Design Thinking Process:

Design thinking is a problem-solving process which emphasizes iteration and empathizing with users. The below illustrates this process in its most straightforward form, but in practice the process is most successful when there is flexibility and willingness to change course and pursue unexpected opportunities. Design thinking allows teams to move their ideas forward collaboratively, while testing ideas with stakeholders along the way. The process adapts to each project's unique challenges, goals, and stakeholders. The MGB Springboard Studio can lead your team's project through this process based on your team's specific needs.



**Experience our case studies to learn more:**  
[www.mgbspringboardstudio.org/case-studies/](http://www.mgbspringboardstudio.org/case-studies/)

Interested in learning more? Reach out to us at [mgbspringboardstudio@mgb.org](mailto:mgbspringboardstudio@mgb.org)

## The unique value we bring to healthcare:

The MGB Springboard Studio works with your team throughout the process to tailor the project based on your team's challenges and needs.



### Healthcare Design Research

We understand the demands on our healthcare providers, and shape our design research methods around those realities.

***Some of the services we offer:***

- Individual interviews with providers, patients, staff, and other relevant stakeholders
- Co-design workshops and focus groups where we work collaboratively to address challenges and solutions
- Market research
- On-site observations



### Prototyping

We are solutions-agnostic, willing to work on physical, digital, and care re-design projects. Regardless of the project type, we believe in visualizing solutions to gather more insights.

***Some of the services we offer:***

- User journey maps and storyboards for visualizing a workflow or process
- Wireframes for digital solutions
- Low-fidelity physical prototypes to understand how a physical product could look and work like



### Practical Implementation Support

We believe for a solution to be effective and sustainable our frontline providers and staff need to lead its implementation. We provide support along the way.

***Some of the services we offer:***

- Creating implementation plans that incorporate stakeholder feedback
- Regular meet-ups to discuss implementation progress and troubleshoot issues



### Measurement & Impact

We assess and measure the impact of our innovations to learn and consider their viability for future development and scaling.

***Some of the services we offer:***

- Identify goals and expected outcomes
- Help construct data collection plans
- Analyze data to assess financial and operating impact
- Gather qualitative data from stakeholders during and after pilot for continued improvement