



EASIER Service Design

Creating simple service designs that work



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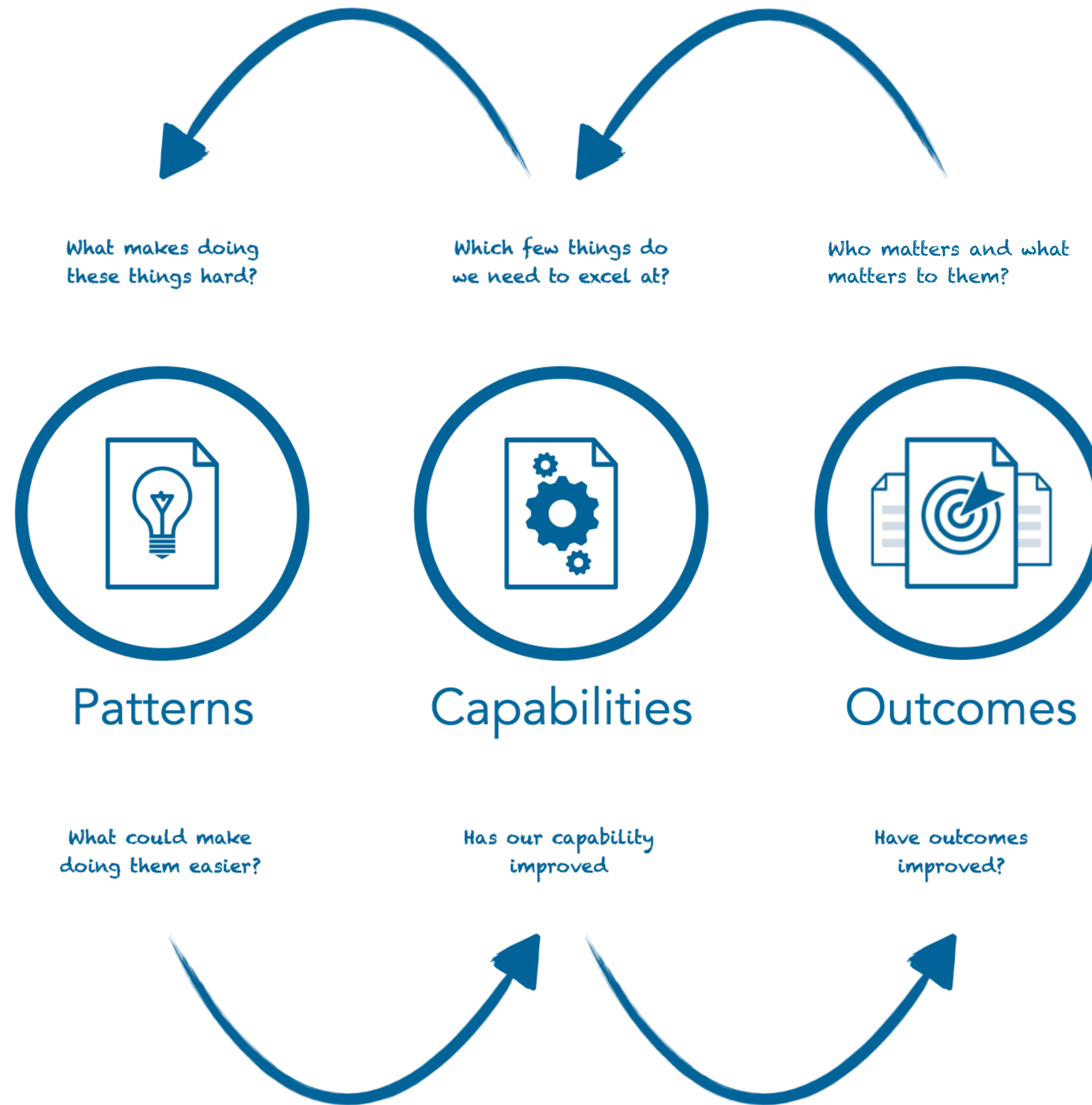
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 @AndyTBrogan

with Andy Brogan (Founding Partner @ Easier Inc.)

Overview

- The world is **complex**; so complex as to be **unmanageable**.
- But we **don't need to manage** complexity; we need to **organise for value**.
- When we take this focus clear and **enduring points of leverage** crystallise; things that anchor us to value, galvanise effort and enable great outcomes.
- Finding these points of leverage is **not an abstract, analytic exercise**; it is **a practical, action-led one**.
- As we do it **context and relationships** are critical; making service design primarily **a social process of action-empathy**, not a technical process of action-learning.





Service Design As Action Empathy

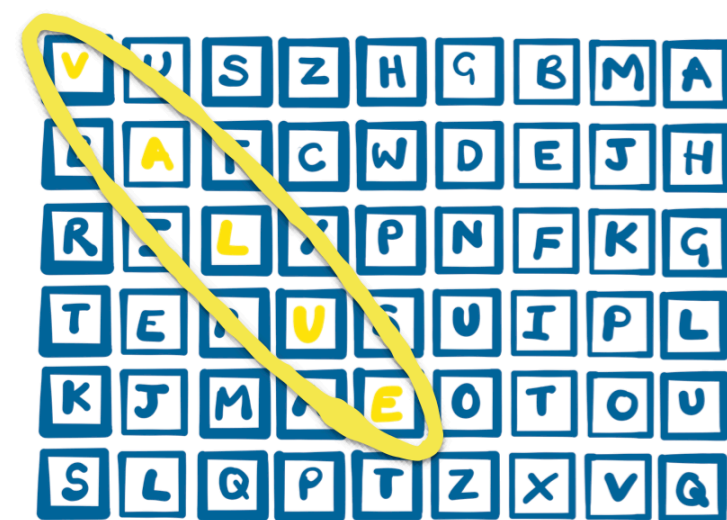
3 Simple Frameworks

- Take 1, Do 1
- Clean In > Through > Out
- Effective > Efficient > Scalable

Some examples...

Memory Assessment Service	Planning Applications	Underwriting	Responsive Repairs	SIPS Investments
Selling Advertising	Glaucoma	Medical Letters	Pathology	Food Standards

Service Design As Action Empathy



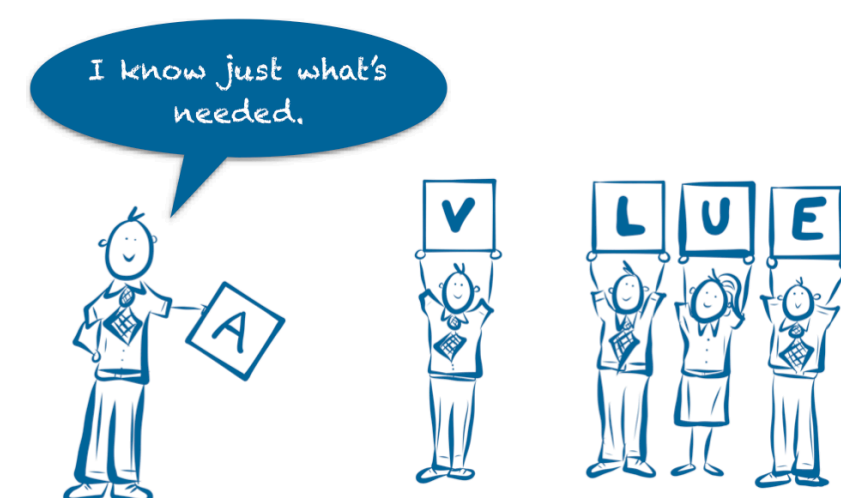
1. See past complexity to discover what really matters.



2. Understand how their work fits with other people's.



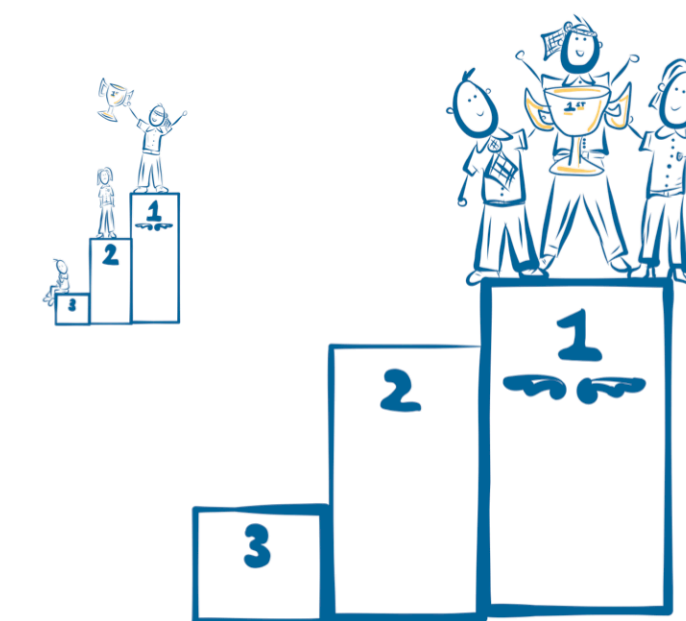
3. Learn from tight, rapid feedback loops.



4. Do the right thing without having to seek permission and...

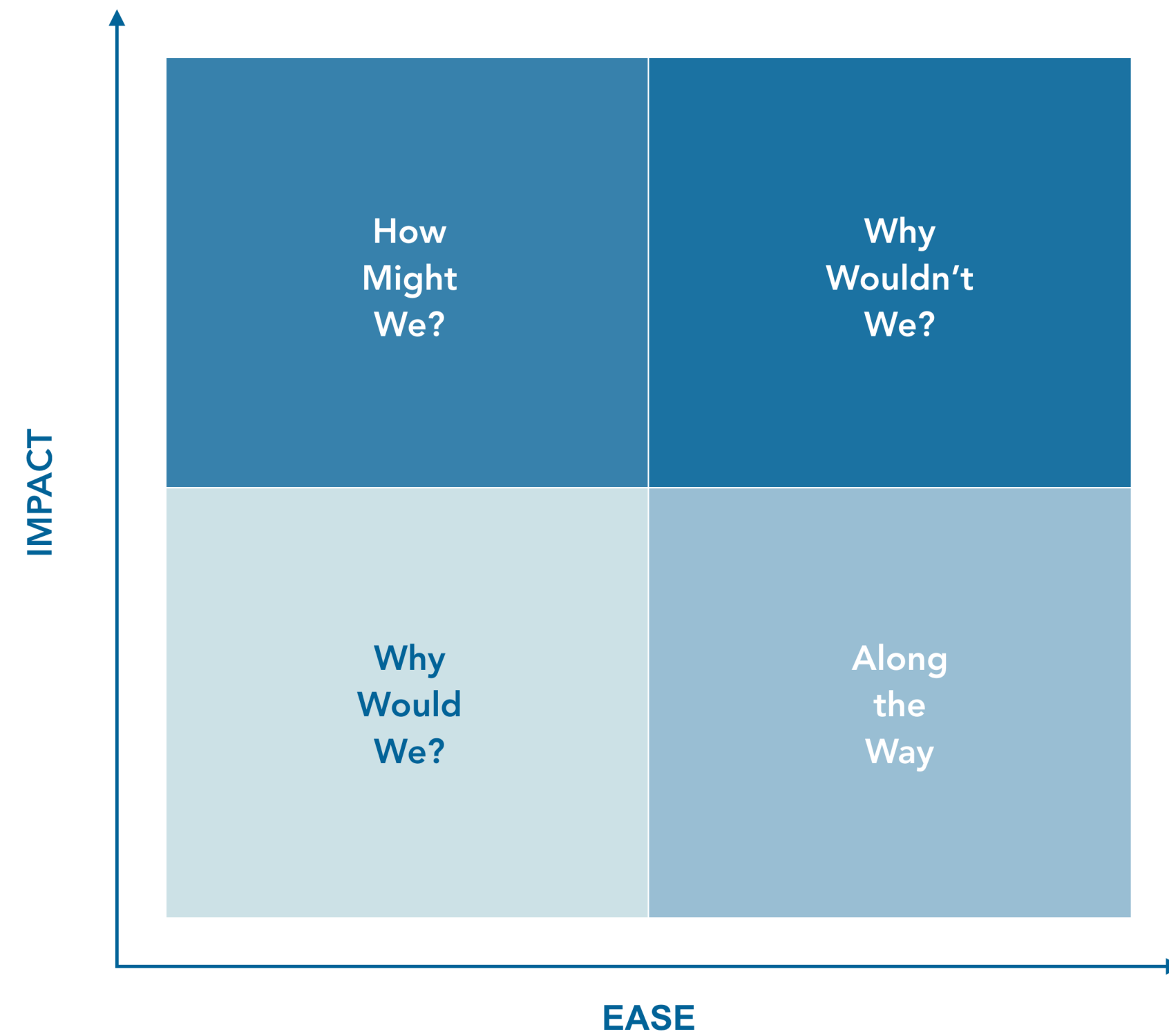


5. Get help when they need it.



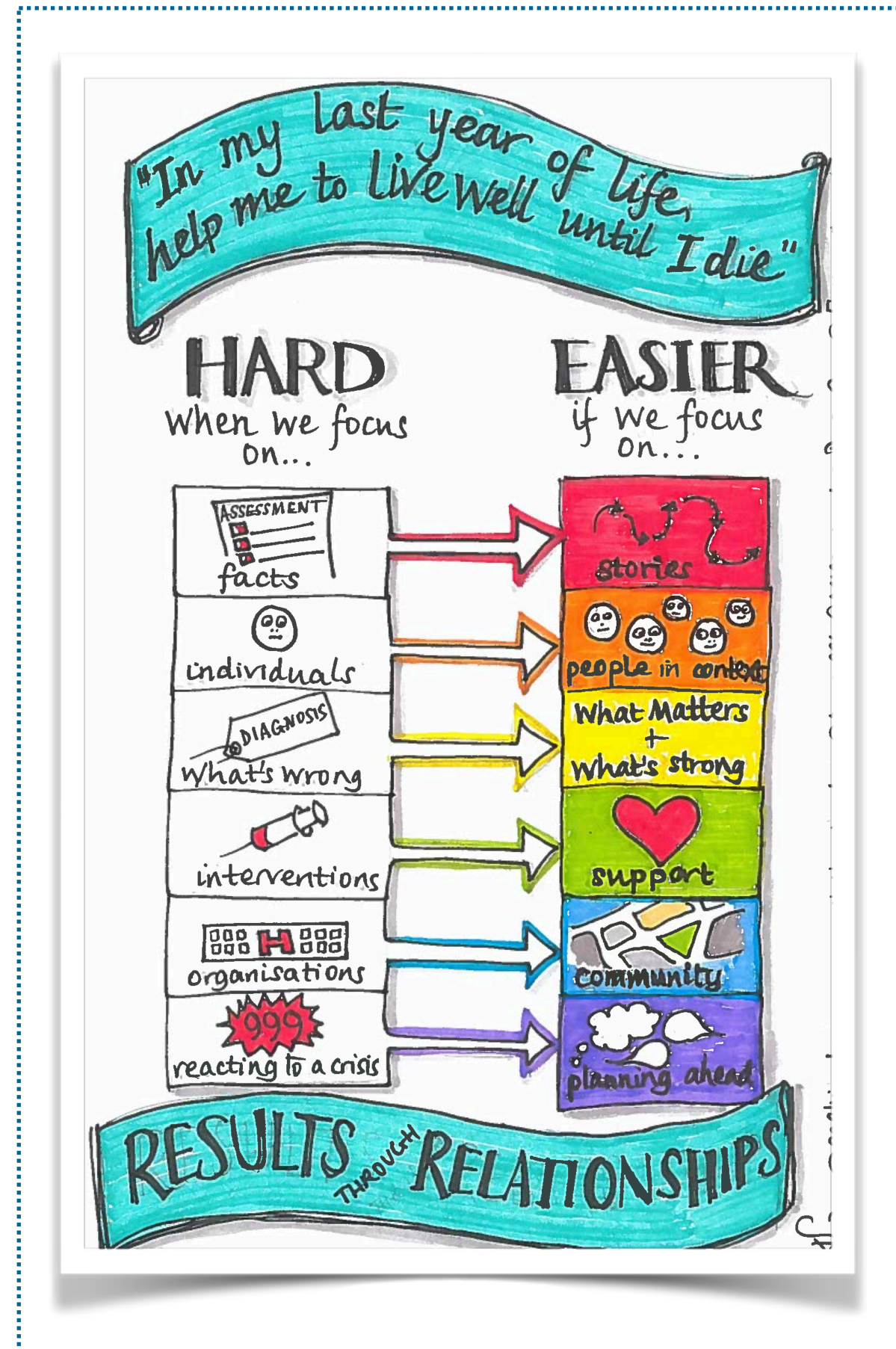
6. Always win together.

Direct Action or Prototype?

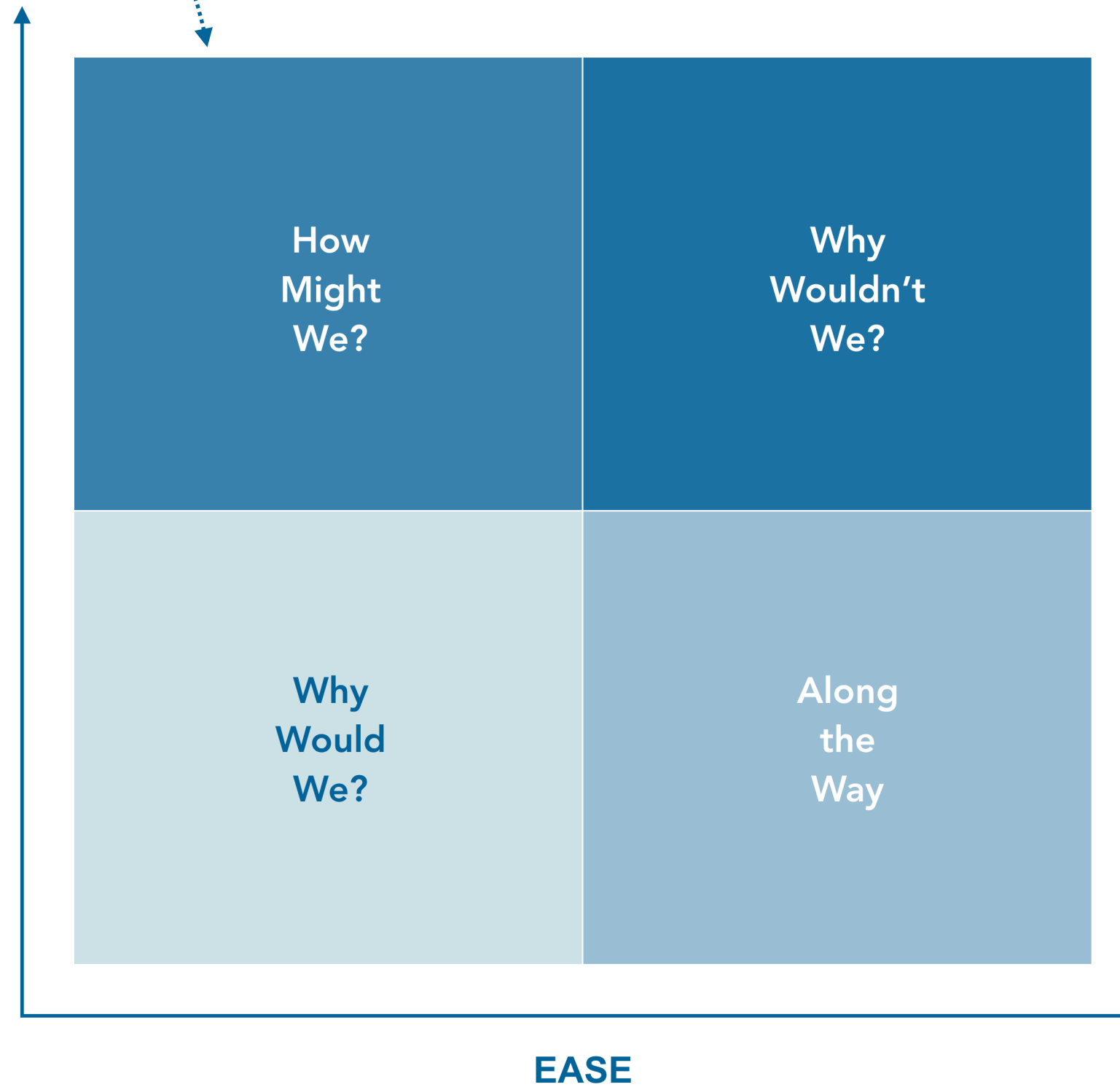


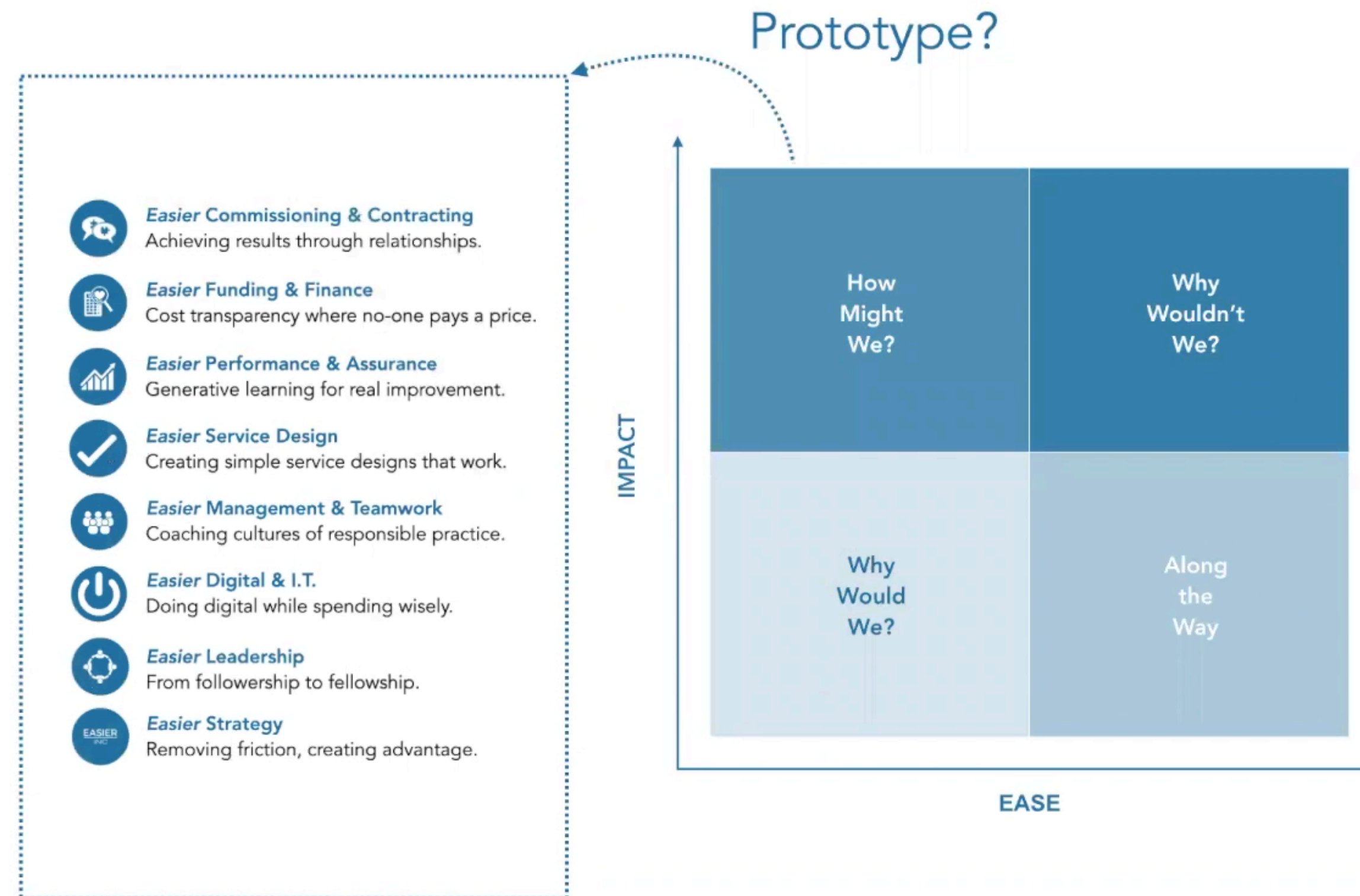
The *EASIER* Impact Matrix

Prototype?



IMPACT





In Summary

- There is **simplicity** on the other side of complexity; enduring points of leverage.
- These can be found quickly through **action**, using simple frameworks.
- Treating this work as a process of **action-empathy** creates a basis for work (and workplaces) that work better.



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Free resources to help
anyone 'Make Work
Work Better'



People we work with to
help others 'Make Work
Work Better'



Clients, collaborators
and cool people who are
'Exploring Aloud'



Framing a new paradigm for
public service; sharing 'Learning.
To Help The World Work'





Memory Assessment Service

“We discovered that of the people who came to us asking for help only 30% of them were requesting a diagnosis, and the other 70% were requesting practical help and support with living with either memory problems or dementia.

This was a big surprise to us as our service had been designed to assess, diagnosis, and then offer practical support and help.”

Zoe Nicholson, Chief Executive, Here (Care Unbound)

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Glaucoma Clinic

	Nurse	Optom	Senior Optom	Reg	Senior Reg	Asto	Senior Fellow	Consult
Occular Hypertension	C	C	E	E	E	E	E	E
Glaucoma Suspect	C	C	E	E	E	E	E	E
Stable Glau	L	C	E	C	E	E	E	E
Early/Moderate Glaucoma	L	C	E	C	E	E	E	E
Complex Glaucoma	L	L	L	L	L	C	C	E
Advanced Glaucoma	L	L	L	L	L	C	E	E
Progressive Glaucoma	L	L	E	L	C	C	E	E
Post-Ops	N/A	N/A	L	L	L	C	E	E
Complex New Patients	N/A	L	L	L	L	L	C	E
Simple New Patients	L	C	E	L	C	E	E	E

L = Capable of Learning to handle the demand type

C = Already Competent to handle the demand type

E = Expert. Capable of training others to handle the demand type

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Pathology (Medical Diagnostics)

"We were able to manage change across organisations seemingly easily, helping us transform performance in some areas more-or-less overnight."

Dr Darunee Whiting, GP & Commissioning Lead for Pathology, NEW Devon CCG

- *Reduced demand into pathology to pre-2004 levels where it has stabilised despite previously growing at 5% per year.*
- *Achieved with no reduction in pathology detected (i.e. sick patients were still being identified, not ignored).*
- *Testing costs reduced by £200,000 across a population of around 180,000 people, with downstream referral costs reducing by a similar amount.*

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Underwriting

“From fear of missing something important, underwriters were gathering enormous quantities of customer information that they predicted would have no bearing on the eventual customer risk rating and quote. This was driving wide variations in underwriting practice and increasing costs, delays, hassle and lost business. It was also undermining the underwriters’ sense of purposeful work.”

- *Quote on demand increased from 46% of cases to 87%, and to 96% following a short supplementary phone call which previously would have been done in writing.*
- *This translated into €2m of additional new business that would previously have been lost.*

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