

Patient-Centred Retail Health in China

Guangzhou, China

ROBERTS SPACES TEAM

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ABSTRACT

FRAMEWORK

A patient-centred approach to care, instead of a top-down clinician's perspective, is a driving factor behind a transformation taking place in the global healthcare industry. However, limited research exists on how this approach affects patient and staff outcomes in China. This paper addresses the impact of the integration of design and technology on enhancing the human experience. It aims to challenge traditional clinic models in China. The design presents a contrast to the traditional top-down approach, which gives little thought to individual patient-doctor interactions, a common practice which is slowly changing with the entry of private investment in the Chinese healthcare boom.

DESCRIPTION OF PRACTICAL APPLICATION

Bupa Guangzhou is the first clinic to bring Bupa's international-quality, clinical model into Mainland China. The 900m² clinic is based on a 'Healthy Workforce' model, providing comprehensive checkups tailored for corporate healthcare in an outpatient clinic where user wellbeing is the focus. The clinic focuses on prevention, ensuring a high level of safety and value for patients. Collaboratively designed with Bupa management, it pursues the vision of creating a 'Clinic of the Future', adapting international benchmarks and research to a local, Chinese market.

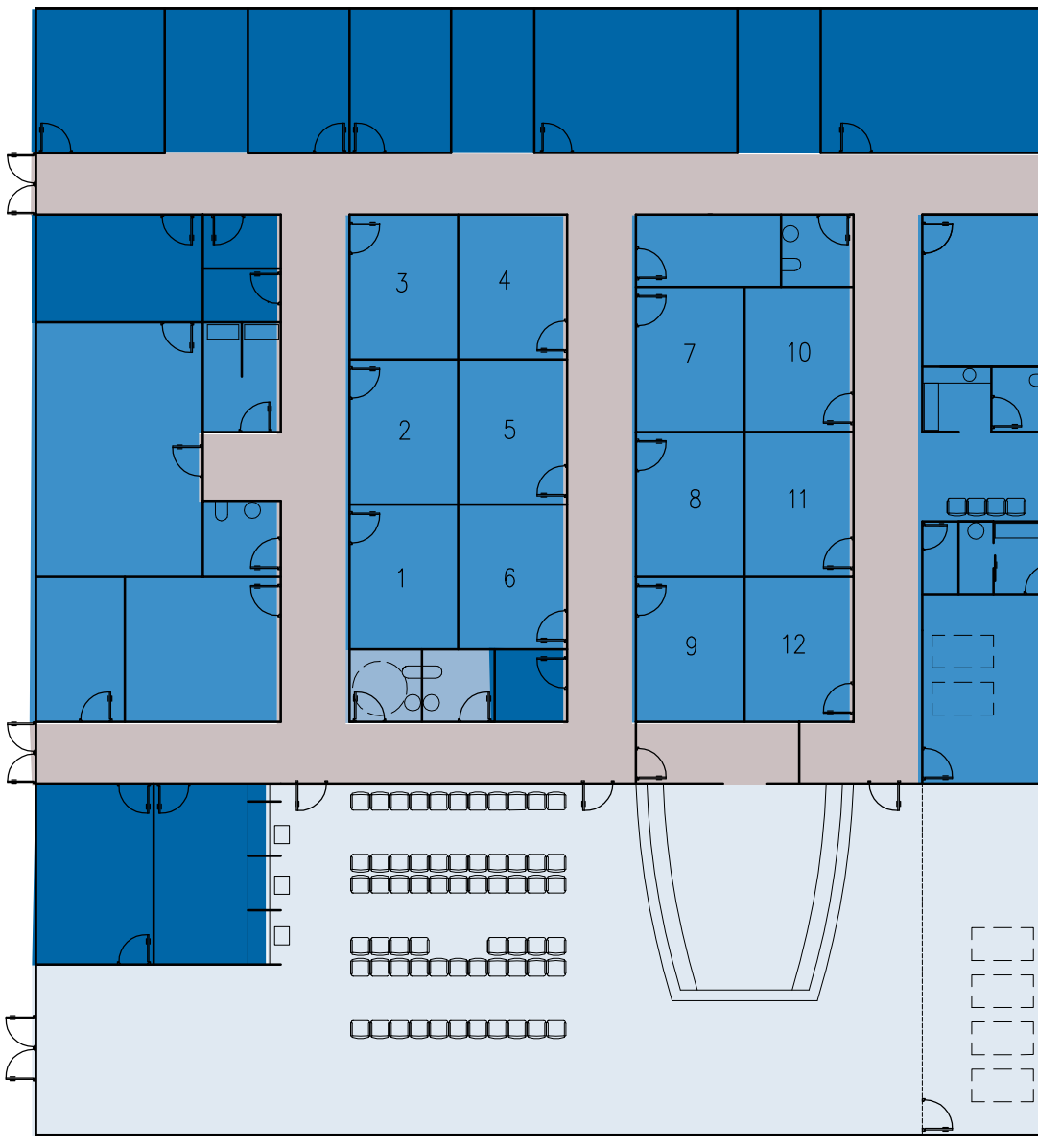
OUTCOMES

Its location in the bustling CBD retail area inspired us to create a space that eschewed the traditional clinic aesthetic in favour of a vibrant, relaxed atmosphere inspired by local retail and hospitality practices. Patient-centered considerations were made in the separate entrance for the privacy of high-profile executives and by replacing the traditional reception with roaming service ambassadors to provide more individualized care. A combination of open, socializing environments and private, quiet areas continue the hospitality-inspired experience with custom-made service pods serving teas and light refreshments. The personalized service extends to the exam room layout where furniture selection promotes eye-to-eye interactions, mutual participation and family engagement with the consultation process. The clinic has video-conferencing capabilities which offer a new level of communication between doctors and patients in China and internationally, providing patients and clinicians access to global clinical expertise which can be lacking within China.

IMPLICATIONS AND NEXT STEPS

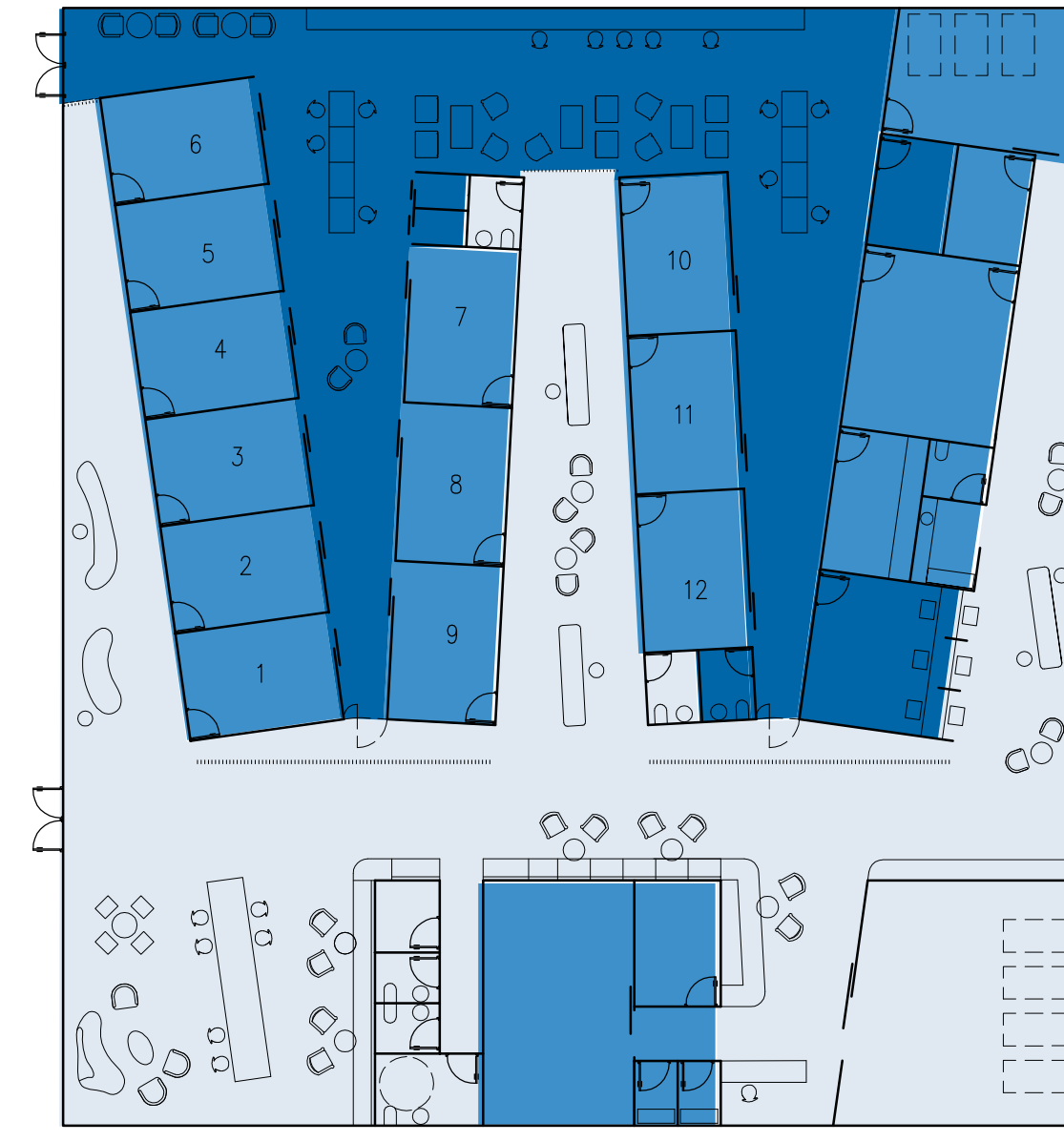
Bupa intends to expand this clinical model and conceptual approach throughout a network of clinics across China. It is crucial that we gain insight into how the staff and patients respond to design features that so far have only been widely studied outside of China. Therefore, to assist the wider adoption of this new model of care, a post-occupancy evaluation is being planned to provide a stronger evidence base so that future projects can better understand the needs and perspectives of the Chinese patient clientele.

CONCEPT FUNCTION PLANS



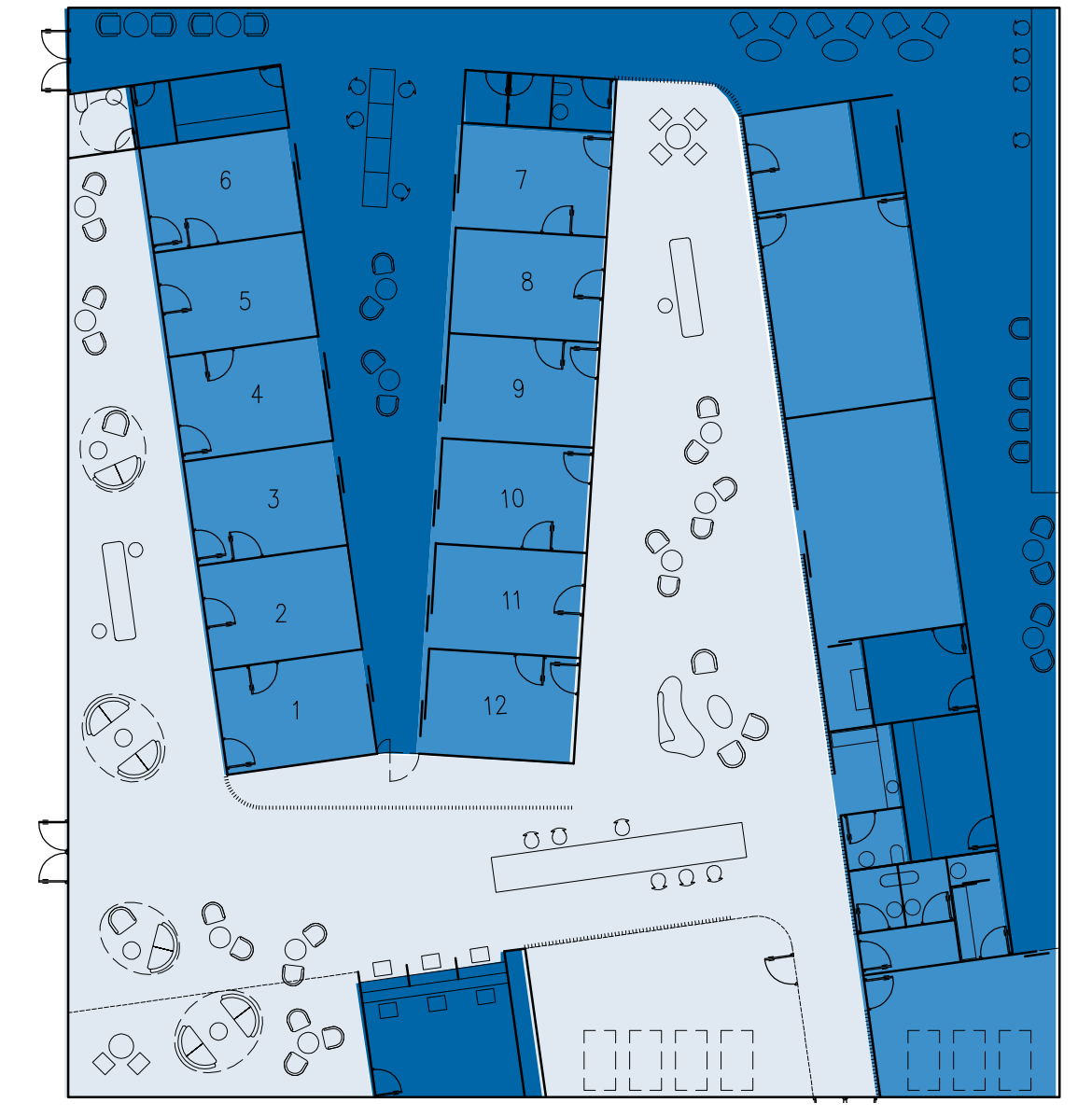
TRADITIONAL LAYOUT

In the traditional layout, corridors are used for circulation only. Rooms are occupied separately by doctors and patients usually sit passively in a large, communal area to wait for their appointment.



TRANSITIONAL LAYOUT

In the transitional layout, corridors become 'galleries', mixing circulation with usable functions. Doctors are not limited to stay separated in their rooms now there is an addition of a back of house 'knowledge centre', accessible from all rooms for doctors to collaborate and relax.



FUTURE LAYOUT

In the future layout, 'virtual rooms' (i.e. not fully compartmented or closed) are added into the gallery spaces to add more functions and improve efficiency. These areas mimic a retail consultation both allowing patients to have private one-on-one conversations with nurses or pharmacists or to relax privately with their family members. Patient rooms are organised in a 'three-room suite' model, with two consultation rooms sharing a treatment room to reduce the clinical feel.

FOYER / PATIENT AREAS CIRCULATION ONLY TREATMENT / CONSULTATION KNOWLEDGE CENTRE / DOCTOR'S AREA



Floor plan layout



A larger VIP Treatment Room with a more relaxed consultation-style seating and video conferencing capabilities. Patients have their own wardrobe for belongings.



Typical Treatment Room. A glass panel was introduced above the partition walls to bring natural light in from the corridors without compromising patient privacy.

VARIETY OF ROOMS

A number of rooms are made larger than typical treatment rooms to account for future-growth. A separate consultation room was added for appointments that don't require treatment beds.



FAMILIAR ENVIRONMENT



HOLISTIC APPROACH



SALUTOGENIC



SUSTAINABLE



VARIETY



EXCELLENT IAQ

BUILDING THE BUPA CLINIC OF THE FUTURE

GENERAL - SPACES	
TRADITIONAL CLINIC	BUPA CLINIC OF THE FUTURE
Straight lines and rigid/static spaces	Curved lines and dynamic/flexible spaces
Looks like a hospital waiting room for sick people	Looks like a home/a cafe/a spa/a hotel/a gallery/a learning centre/etc. for healthy people
Limited types and number of physical spaces / environments trying to accommodate all activities	Variety of physical spaces/ environments designed to support a variety of activities.
Orthogonal corridor - creates intimidation	No corridor for flexible movement to suit different functions
Pathogenic (focus on disease / illness)	Salutogenic (focus on creating health)
Depressing	Uplifting
Rigid and limited uses	Flexible uses
Energy consuming and without regard for environmental sustainability	Energy efficient and highly sustainable
Poor indoor air quality (page 66 image)	Excellent indoor air quality

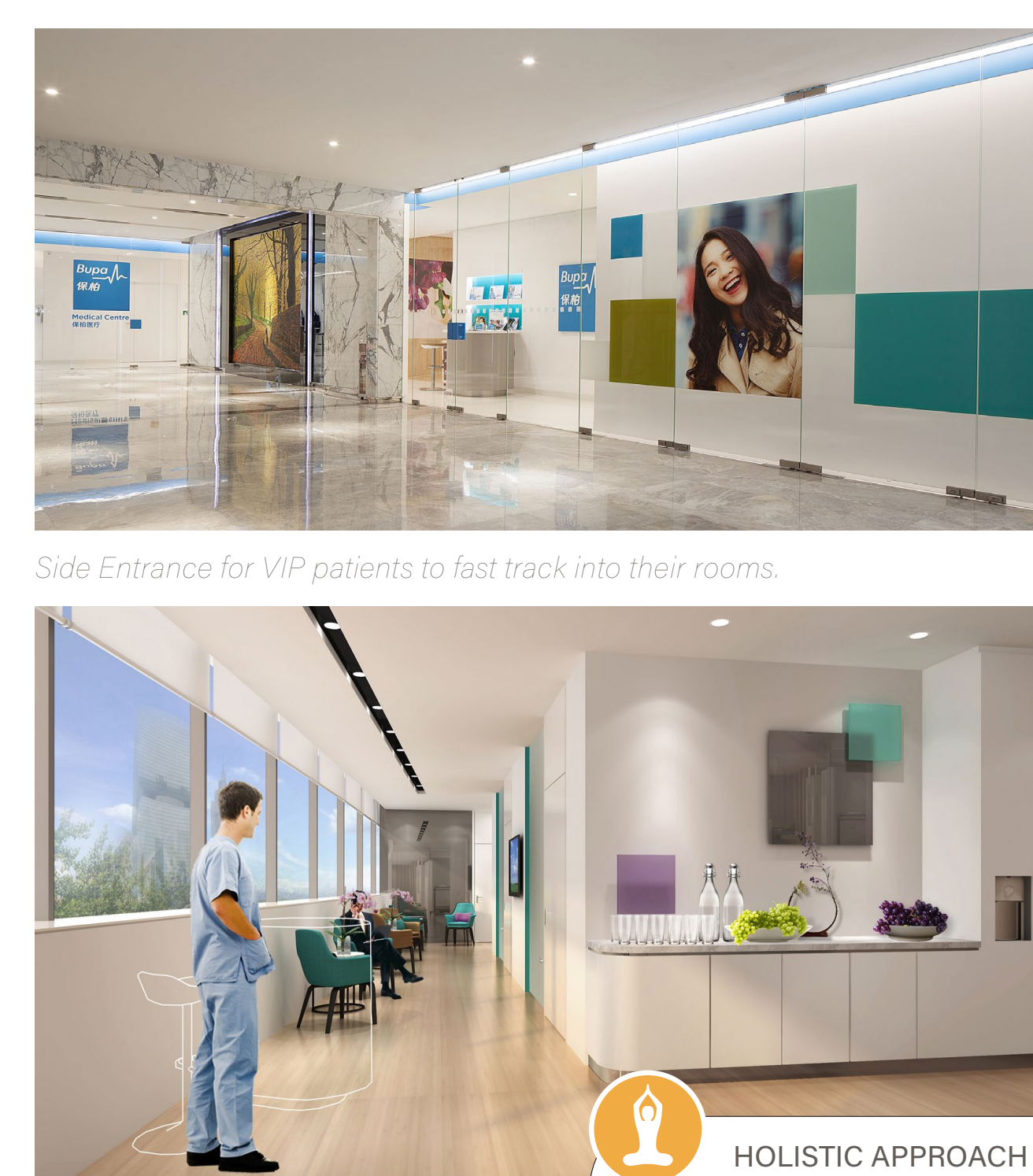
GENERAL - PROCESSES	
TRADITIONAL CLINIC	BUPA CLINIC OF THE FUTURE
Focus on diagnostic / treatment of patient	Focus on prevention and education
Doctor at centre	Patient at centre
Patient moves to doctor	Doctor moves to patient
Low technology / analogue (i.e. Whiteboards, pin boards, posters, x-ray film)	High technology/digital (screens, interactive patient technology)
Fixed technology devices	Mobile technology devices
Patient as passive recipient of expertise/instruction	Patient as active participant in learning/solving
Focus only on physical wellbeing	Wellness is seen as holistic (mind, body and spirit)
Formal, hierarchical, controlled	Informal, varied, allows patient choices
Poor visual/acoustic privacy	Allows good visual/acoustic privacy
Passive waiting for patients	Actively enabled opportunities for patient learning & working

STAFF	
TRADITIONAL CLINIC	BUPA CLINIC OF THE FUTURE
Have no alternative recharge spaces (image of corridors of closed offices)	Invigorating, refreshing, collaborating opportunities in recharge spaces
Doctors working in predominantly static spaces	Doctors working in a range of different spaces to support collaboration and variety of work performed in the course of the day

NURSE STATION	
TRADITIONAL CLINIC	BUPA CLINIC OF THE FUTURE
Central control tower plus long corridors	Nurse as service ambassador, nursing staff work and walk efficiently
Patient goes to nurse station	Nurse goes to patient



A view of the Bupa Cube Wall in the reception space looking in to the pharmacy. To the right, service ambassadors stand behind non-traditional service pods to greet guests.



Side Entrance for VIP patients to fast track into their rooms.

VIP refreshment and waiting area.

HOLISTIC APPROACH

As a primary care clinic focused on salutogenic principles, healthy refreshment options as well as a palette of wellness graphics were used throughout the clinic to inspire conversations about healthy lifestyle choices.



Opaque graphics provide privacy to the stress-test room, while the glass walls still allow light through.



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