

**Post Graduate Diploma in Management (Hospital & Health Management)  
PGDM – 2022-24 Batch**

**2<sup>nd</sup> Year - 5<sup>th</sup> Term Examination**

|                          |  |                   |                     |
|--------------------------|--|-------------------|---------------------|
| <b>Course &amp; Code</b> | : <b>Design Thinking and Implementation of Digital Interventions-HIT 716</b> | <b>Reg. No.</b>   | :                   |
| <b>Term &amp; Batch</b>  | : <b>V, 2022-24</b>  | <b>Date</b>       | : <b>30-12-2023</b> |
| <b>Duration</b>          | : <b>3 Hrs.</b>  | <b>Max. Marks</b> | : <b>70</b>         |

**Instructions:**

- Budget your time as per the marks given for each question and write your answer accordingly.
- Don't write anything on the Question Paper except writing your Registration No.
- Mobile Phones are not allowed even for computations.

**Part A: Q.1 to Q.10 (10 questions\*2 marks = 20 marks). All are compulsory.**

**Match the following:**

| S.No. | Column X             | S.No. | Column Y   |
|-------|----------------------|-------|--|
| 1     | Empathy Map          | A     | Movement of a patient through healthcare service process |
| 2     | Prototype            | B     | Exploratory innovation                                   |
| 3     | Patient Journey      | C     | Generating ideas   |
| 4     | Value Stream Mapping | D     | Visualizing behavioral aspects                           |
| 5     | Design thinking      | E     | Ideas to concrete thinking                               |
| 6     | Defining             | F     | Understanding behaviors                                  |
| 7     | Ideating             | G     | Identify waste   |
| 8     | Ethnography          | H     | Interpret and analyzing                                  |
| 9     | Affinity Map         | I     | Visualizing complex data                                 |
| 10    | Concept Map          | J     | Group ideas that are similar                             |

**Contd...2..**

**Part B: Q.11 to Q.15 (4 questions \*5 Marks = 20 Marks) Attempt any four.**

11. What is value stream mapping. How can you provide value to the existing healthcare service delivery for ANC in PHCs?
12. The value of ABDM comes from its actual usage. For example if ABHA is used for referrals and follow ups done after telemedicine consultation. How can you understand the requirements and gaps using empathy phase of design thinking?
13. Develop a patient journey map for a breast cancer patient.
14. Plotis clinic is a health and wellness centre focused on reversing diabetes through life style changes counselling and treatment. As a part of its program they are planning to use a self – management application that can be utilized by the patients. The app can also be used for interacting with the physician. Develop prototype through wireframes showing at least 1 important feature of the app.
15. Big brand is developing a dental EMR for its patients. Develop a mind mapping template for gathering the requirement.

**Part C: Long Questions (Any two)**

**(2 x 15 = 30)**

16. Design thinking involves 5 steps of asking questions, creating prototype, testing, evaluation and conclusion. Considering this answer the following case.  
The Brazil hospital complex consists of three units in which about 600 thousand procedures are made a year. Most of these are made by the Unified Public Health System (SUS). With around 1000 workers and 260 doctors in its staff, the hospital holds 25 thousand chemotherapy procedures, 32 thousand hemodialysis sessions and over 27 thousand pediatric appointments. The management is interested in identifying the gaps in the three wings of Hemodialysis, the Volunteering and the Wing of the Terminal Patients and improving the same. Develop a Design Thinking matrix identifying the key stakeholders to be addressed, goals of each phase of design thinking and the tools to be utilized in each phase.
17. The govt of MIMAS is interested in creating a digital app for promoting awareness related to adolescent nutrition in its urban slum areas. This it is proposing to do through design sprint event. Identify and illustrate the steps you will adopt for the same with deliverables (outcomes) and tools listed for each phase/ stage.
18. Develop a root cause analysis diagram for low level of preventive screening for ovarian and cervical cancer in the country.