Engage and Empower Me!
A Course on Patient Engagement Design from the Stanford School of Medicine
Hosted by Stanford Online on OpenEdX
September 2014

Engage and Empower Me: Patient Engagement Design is an online course brought to you by the Stanford AIM Lab and Medicine X at Stanford University.

Our goal is to educate you about participatory medicine and empower you to create a more inclusive, collaborative healthcare system for patients.

During this course, you will learn the science of habit formation, behavior change, and decision-making. You will gain knowledge about how human-centered design can empower people and help them make healthy choices. Finally, you will discover how social media platforms can be used to create robust patient communities and how self-tracking devices can provide day-to-day data points that motivate people to make positive changes.

Course Faculty & Co-Directors:
Larry Chu, MD, MS
Associate Professor, Stanford School of Medicine
Executive Director, Stanford MedicineX and Stanford AIM Lab

Kyra Bobinet, MD, MPH
CEO, EngagedIN
Stanford AIM Lab Collaborator

Course Operations & Instructional Design:
Amy Ahearn, MA and Nicole Green, BA

Course Outline:

Week 1: Introduction to Patient Engagement Design
- Welcome and Introduction: Speakers: Larry Chu, MD and Kyra Bobinet, MD
- What does patient engagement design mean to you?
- Optional Readings:
Week 2: Design for Habits
- Getting Started with Design for Habits
- Patient Perspective: Dana Lewis, ePatient Guest Speaker
- Guest Lecture: Nir Eyal, author of Hooked
- Assessment

Week 3: Design Thinking for Patient Engagement
- Getting Started with Design Thinking for Patient Engagement
- Patient Perspective: Liza Bernstein, ePatient Guest Speaker
- Guest Lecture: Dennis Boyle, IDEO
- Assessment
- Optional Readings:
  - http://dschool.stanford.edu/dgift/
  - http://thehealthcareblog.com/blog/tag/patient-engagement/
  - http://www.healthcaredesignmagazine.com/article/design-patients-mind
  - http://www.slideshare.net/timbrown/ideo-values-slideshow1

Week 4: The Neuroscience of Engagement
- Getting Started with the Neuroscience of Engagement
- Patient Perspective: Alicia Staley, ePatient Guest Speaker
- Guest Lecture: David Eagleman, Baylor University
- Assessment
- Optional Readings:

Week 5: Participatory Research
- Getting Started with Participatory Research
- Patient Perspective: Brett Adler, ePatient Guest Speaker
- Guest Lecture: Susannah Fox, Pew Research Center
- Assessment
- Optional Readings:
  - http://susannahfox.com/2013/05/10/one-voice-many-inflections-hiv-clinical-trial-communications/
**Week 6: Compassion, Connection and Engagement**
- Getting Started with Compassion, Connection and Engagement
- Patient Perspective: Jody Schoger, ePatient Guest Speaker
- Guest Lecture: Daniel Siegal, UCLA
- Assessment
- Optional Readings:
  - [http://www.drdansiegel.com/books/pocket_guide_to_interpersonal_neurobiology/](http://www.drdansiegel.com/books/pocket_guide_to_interpersonal_neurobiology/)
  - [http://www.drdansiegel.com/books/brainstorm/](http://www.drdansiegel.com/books/brainstorm/)
  - [http://www.drdansiegel.com/books/mindsight/](http://www.drdansiegel.com/books/mindsight/)

**Week 7: Leveraging Social Media**
- Getting Started with Social Media for Patient Engagement
- Patient Perspective: Sarah Kucharski, ePatient Guest Speaker
- Guest Lecture: Roni Zyger and Gilles Frydman, Smart Patients
- Assessment

**Week 8: Using Triggers for Behavior Change**
- Getting Started with Using Triggers for Behavior Change
- Patient Perspective: Britt Johnson, ePatient Guest Speaker
- Guest Lecture: Devin Gross, Emmi Solutions
- Guest Lecture: Henry Albrecht, Limeade
- Assessment
- Optional Readings:
  - [http://engagingthepatient.com/](http://engagingthepatient.com/)
  - [http://connectedthebook.com/](http://connectedthebook.com/)

**Week 9: Self-Tracking, The Quantified Self and Patient Engagement**
- Getting Started with Self-Tracking
- Patient Perspective: Hugo Campos, ePatient Guest Speaker
- Guest Lecture: Ernesto Ramirez, Quantified Self Labs
- Guest Lecture: Chris Hogg, Practice Fusion
- Assessment
- Optional Readings:
  - [https://www.youtube.com/watch?v=oro19-i5M8k](https://www.youtube.com/watch?v=oro19-i5M8k)
  - [http://www.npr.org/blogs/health/2012/05/28/153706099/patients-crusade-for-access-to-their-medical-device-data](http://www.npr.org/blogs/health/2012/05/28/153706099/patients-crusade-for-access-to-their-medical-device-data)
Week 10: Course Wrap-Up

- Course Conclusion with Dr. Larry Chu, MD and Dr. Kyra Bobinet, MD

FAQ

Do I need to buy a textbook?
No, all reading materials are optional and are provided.

What is the purpose of this course?
This is a ten-week course composed of modules that will teach you design theory, consumer and patient psychology, and models for behavior design and habit formation. We aim to build a motivated, inspired, and informed cohort of patients and healthcare innovators by providing a broad spectrum of tools and exposure to experts from various fields who will teach and inspire you.

How is the course structured?
This online course was created based on a lecture course by the same name that was offered at Stanford University last winter. The video footage was filmed in front of a live studio audience and was repurposed for online learning.

Each module will introduce you to an ePatient with a powerful story to share and a unique perspective on the healthcare system. In addition, you will hear from academics, industry leaders, researchers, and healthcare providers.

We have included several opportunities for you to engage in conversations about the topics covered during the course. Please use the discussion boards for reflection, critical analysis, dialogue, brainstorming, and as an outlet for forming social contracts and committing to your goals. The discussion boards are primarily for students to interact with and learn from each other. Due to the large number of students contributing to the discussions, students should not expect responses to each of the comments from course staff. We will read and monitor the boards, and we will contribute as time allows.

You can check your understanding by completing questions embedded in the course and an end-of-module assessment. Only the assessments from the modules will be graded.

We will you to apply the strategies you learn to reach your personal health goals; to improve your relationship with the healthcare system; to create innovative healthcare solutions on a large or small scale; or to be a more empathetic and inclusive care providers.

**Does this course provide a Statement of Accomplishment?**
Yes, this course will provide Statements of Accomplishment to students who pass with a 70 percent or better. Grades will be determined by performance on the end-of-module assessments. All assignments are due by Nov. 15th, 2014.

**How many hours per week will this course take?**
The course will take approximately 3 hours per week.