Super Healthy.
An enabling service to empower patients.

UNISINOS
UNISINOS DESIS Lab
Brazil
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Seja Super Saudável!
Tome uma atitude contra o Diabetes.
É o melhor remédio.

Promoter(s).
UNISINOS e
Sistema de Saúde Mãe de Deus
Context.

Brazilian public healthcare system is not prepared to assist chronic patients mainly because it is based on a value chain model where different experts contribute to patient wellbeing in a restrict manner. The project was developed in a low-income community where one thousand families are registered in healthcare facility. 43 patients had type II diabetes.
The project.
A participatory model of healthcare to empower patients through knowledge and true understanding of their condition and actions needed to deal with it. The designer worked on the development of a new service for patients with diabetes. The concept that guided the new service development was “education as a cornerstone for the self-management of diabetes”.
The design process.
The designer used the Design Council Double Diamond method that recommends passing through 4 main phases:
| discover |
| define |
| develop |
| deliver |
The new service would encourage greater community participation, and not focus only on the Basic Health Centre. The project development involved two service designers, four healthcare employees and seven patients in co-design workshops, thus allowing horizontal relations and interactions and strengthening empathy among them.
The new service would foster different attitudes. Actually, it would stimulated people who interact with diabetic patients in service delivery to be empathetic and caring; to have a respectful and ethical professional attitude; and especially, should know how to listen the patients and to teach them by theirs good example.
The designer created conditions for the system to evolve by providing tools for co-creation, helping the users visualize their treatment and making interfaces coherent and easy to navigate inside the system.
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Design for Social Innovation and Sustainability

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