

# **How Seoul Medical Center overcome 2015 MERS outbreak with service design**

## *-Medical Service Design for Emergent Situation*

### **1. Overview**

This is the descriptive research which we applied the Service design to MERS outbreak in Seoul Metrocity Medical Center(SMC) in May, 2015. The first mission is separation the MERS suspected patients who had fever of respiratory symptoms from the normal patients. The second one was coming down the feeling of uneasiness and sudden breakage from unrecognized MERS patients. We need effective process and manual based on service design thinking and process which applied to emergent situation.

### **2. Process**

We modified the traditional service design model –“Double Diamond Model” as new process which could apply promptly on emergent medical situation. This new Model started from making simple prototype and simultaneously collecting the ideas and resources (Discover). After that we made the objects and principles to solve our problem confronting (Define), and then we develop the new manual based on those objects and principles (Develop) and then did the immediate application to field (Deliver). If we found the expected situation and problem, we got the feedback from the field voice. This whole new approach involving repetitive Prototype & Test resembles the Vortex of Lollipop.

### **3. The benefit of design**

- This system guaranteed the feeling of safety for the patients without any MERS suspicious symptom who had obscure fear about MERS contamination. This system cut down the any inconvenience which could come from the MERS surveillance system.
- The screening and separation of any MERS suspicious patients from the hospital gate got rid of the fear from the MERS contamination and induced the environment for maintenance of normal hospital activity. This new manual alleviated the process overloading of situation room (MERS Outbreak control tower in SMC).
- The service design based manual is first trial in any medical emergency surveillance issue. This manual can be the proper guideline for hands on manual in next other infection outbreak issue for any hospital without hesitation and can give the early outbreak control power.

### **4. Effect**

We completed the missions -complete surveillance system and rescue from the fear from MERS. We had no nosocomial MERS infection after the whole 2015 Korea MERS outbreak. We also were also certified as the: MERS safe hospital from Korean Ministry of health. We also reorganized the works of whole MERS control tower and support them thorough this efficient system.