Evidence for experience-based co-design

Bate SP and Robert G (2006) ‘Experience-based design: from redesigning the system around the patient to co-designing services with the patient’. Quality and Safety in Health Care, vol 15, no 5, pp 307–10

This paper explains how learning from design sciences enables improvements in health care to be made to the aesthetics of experience alongside improvements to pathways and processes. It introduces the idea of experience-based co-design and distinguishes between this and other methods of feedback or involvement by patients.


This paper demonstrates how the use of ’emotional touchpoints‘ as a means of capturing patients’ and families’ perspectives on health care has led directly to changes in how care is delivered on wards, both in terms of practical solutions and enabling conversations about more complex aspects of care.


This paper evaluates a New South Wales Health (Australia) co-design project, which set out to engage frontline staff, patients and carers in three public emergency departments in the state. Each site conducted staff and patient interviews and focus groups, patient ‘tag-alongs’ and observation of the department, as well as analysis of complaints, compliments and root cause analysis data. The authors conclude that the approach represents a means of renegotiating and strengthening user-provider-funder relationships.


This independent evaluation report, commissioned by The King’s Fund, describes the process and impact of an evidence-based co-design project within breast and lung cancer services at Guy’s and St Thomas’ NHS Foundation Trusts and King’s College London.


EBCD was used as the approach for improving outpatient services in Sheffield. Through using this methodology the project revealed “an outpatient service extends beyond both the clinical encounter and the physical extent of the building.” Outcomes delivered operated “at many levels including individuals, systems and strategy”.”