

A world map composed of a grid of small grey dots, with the density of dots varying to represent landmasses. The map is centered on the Atlantic Ocean.

# Changing values - USA - Finland, differences at a glance

**Hospitool seminar**  
**December 14, 2007**

Jarmo Karesto





# HospiTTool US findings

## Business or service or service business

In USA hospitals are run and managed more like companies

- Client – Patient
- Business – Operation
- Competition – Fulfilling given responsibility
- Brand building – Reputation
- Active marketing, sales promotion – Passive information provision

## Focus on the illness or on the patient?

## Optimizing hospitals or optimizing the patient's overall wellbeing

- Life cycle approach comparing to suboptimizing
- Who carries the responsibility of health?  
Society or the person him/herself
- What is the role of the Hospital in this picture
- Kaiser model versus Finnish model



# HospiTTool US findings

## New type of planning model

- Bringing users, designers and builders together to create better hospitals
- Tendency to Public Private Partnerships, Private Financing Initiative

## Involvement of patient's relatives

- contributes to healing and overall wellbeing

## Evidence based design

- use of daylight, colors, art, acoustics
- coziness

## R&D resources

# Looking ahead

