



LifeLink

## The Problem

When a child leaves the hospital after surgery, typically parents receive a medical packet with medication information, a list of do's and don'ts, and emergency phone numbers. Usually this is enough. But what happens when something goes wrong?

St. Louis Children's Hospital is considered to be one of the best in the nation, but its care seems to end the moment you leave the hospital. When things go wrong, a parent often literally does not know what to do. It is not uncommon for parents to feel helpless and out-of-control as they try to navigate the complicated medical landscape to obtain help for their child. They may feel that doctors are not being forthcoming with them, or that they have enough information about what's going on, or that their perspective is being taken into account.

To make matters worse, some families have a poor support system and struggle to simply put food on the table or pay the bills, especially if they have other children to care for. This creates a situation where parents can feel isolated and alone.



## LifeLink: "Your Link to Care After Treatment"

LifeLink is a program that provides families with post-treatment care after their child leaves the hospital. Each family is assigned a LifeLink coach, who is their link to the hospital, and stays with them throughout the post-treatment process.



### LifeLink Coach

- Meets personally with family before discharge. This includes goodie bags for the child and important information for the family.
- Contacts family within 24 hours after their child's discharge from the hospital to see how things are going.
- Has direct access to child's medical team.
- Is able to triage parent requests and concerns to the appropriate people.
- Parents can contact at any time 24/7.
- Can serve as an intermediary between families and medical staff .
- Has access to an extensive list of local resources and contacts for a variety of services.



### LifeLink Guide

- Family members can obtain details about the LifeLink program, including how to download the mobile app.
- Family members can learn more about their assigned LifeLink coach, including coach contact information.
- Family members can obtain contact information for their medical team, hospital, etc.
- Family members can view details of their post-treatment plan, including next steps and what to do in an emergency.
- Family members can view a high-level list of local resources and contacts for a variety of services.



### LifeLink Mobile App

- Families are set up with their own account.
- Family members are sent links via email or text. They can also download via the Play store.
- Contains all information available in the handbook, including details about the the LifeLink program, LifeLink coach, contact information, and post-treatment plan.
- Family members can message their coach 24/7. Their coach will then triage those message to the appropriate medical personnel.
- Family members can search for specific resources for meals, transportation, medical assistance, financial assistance, educational services, child care, therapy services, support groups, charity groups, and other services.



# Joan

“Taking care of a sick child is exhausting. A little help and support goes a long way.”

Age: 37  
Family: Single mother of three children  
Ethnicity: Hispanic  
Occupation: Works full time as an administrative assistant for a marketing firm  
Location: St. Louis, Missouri

## Background

Joan is a single mother who works full time. She has no family in the area.

Joan is a new caregiver for her son, Jose, who was recently discharged from St. Louis Children’s Hospital after having surgery. There were unforeseen complications, requiring four surgeries in a four-week time period. Jose is currently in a wheelchair and undergoing wound care. He attends six doctor appointments a week.

Joan is frazzled and overwhelmed, trying to work and take care of her other two children, with no help or support.

## Frustrations

- Frustrated with healthcare system
- Feels like the hospital just threw them out the door with no information
- Doesn’t feel like she has a complete picture of what’s going on with her son
- Doesn’t feel like the hospital and medical staff take her complaints seriously
- Finds it difficult to contact medical staff
- Didn’t know what to do when things went wrong
- Didn’t know where to turn for help
- None of her friends understand what she’s going through
- Feels like she’s being a bad mother to her other two children
- Feels helpless and out of control
- Feels isolated and alone

## Goals

- Feels like she’s part of the medical team
- included in conversations and decisions
- Treated as an equal participant in Jose’s treatment
- Feels like her perspective is valued and appreciated
- Feels like she and her family are being taken care of, every step of the way
- Knows what to do and who to contact when she needs help
- Confident that she is able to provide for her family, no matter what happens

## Motivations

FAMILY FAITH

ACHIEVEMENT GROWTH

## Personality



# LifeLink Coach



LifeLink is alerted whenever a child has been scheduled for discharge from the hospital.



A LifeLink coach will visit the child and family within 12 hours.



Each coach has an individual style. Some may focus on the theatrical.



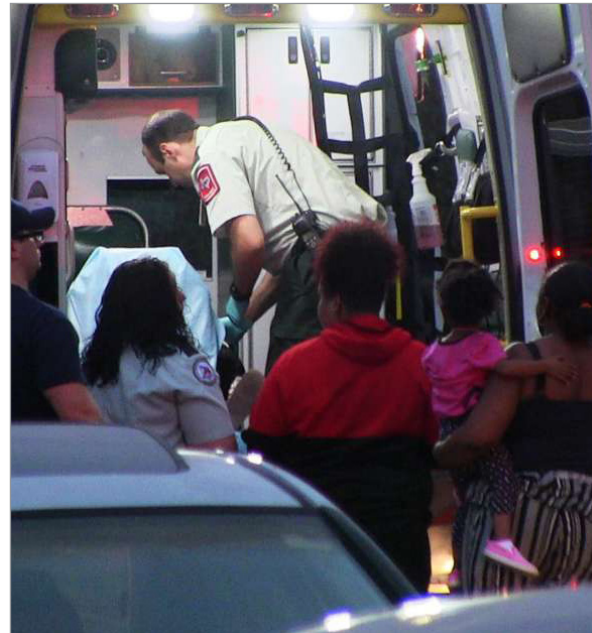
Others may come with balloons, goodie bags or stuffed animals.



The coach will speak with the parents to learn about their needs and give them the LifeLink guide.



Once home, if the parents have any concerns, they can contact their LifeLink coach by phone or the mobile app.



The coach will relay the family's concerns to the child's doctor and medical staff and get whatever medical help is needed.



The coach can also provide needed support, such as meals, child care, or transportation



The coach will stay in contact as needed until the child is released from the doctor's care.

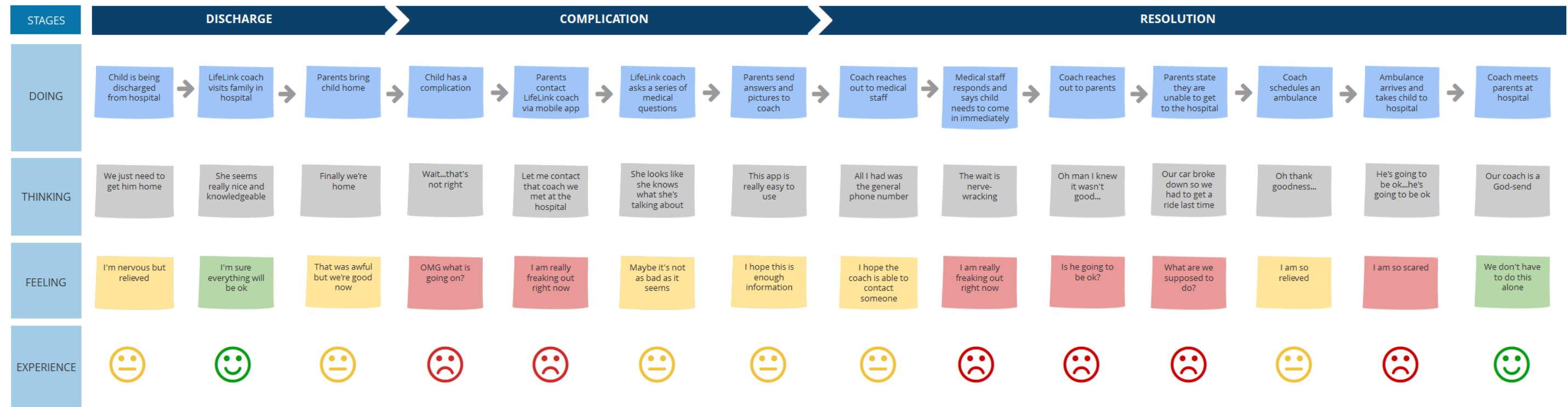


For the longer term, the coach can connect the family with other families for ongoing support.

# Process Flow and Coach Experience

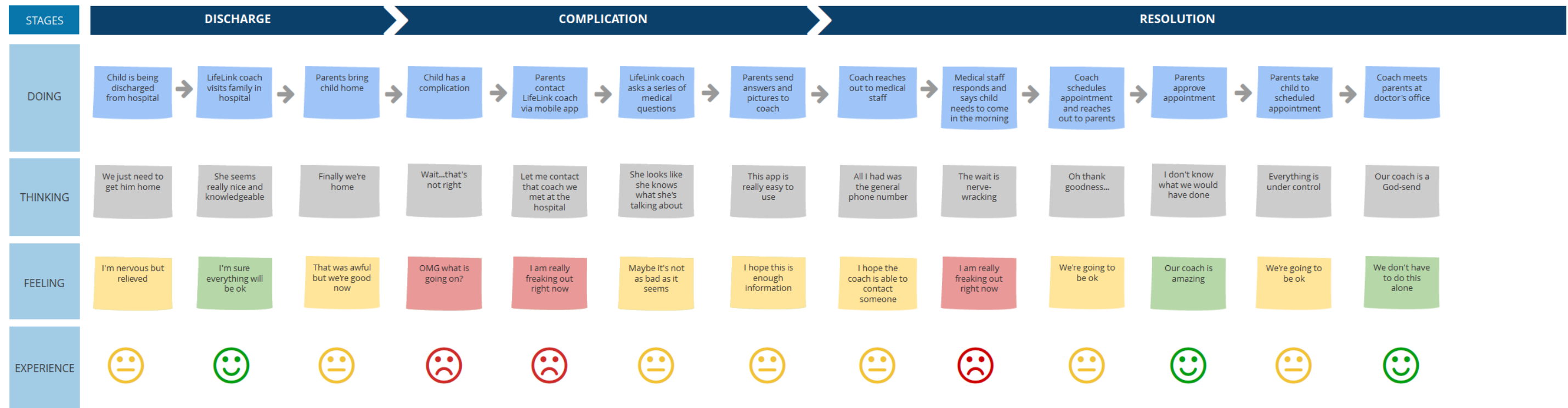
The LifeLink coach functions as the intermediary between the family and medical staff. If there are issues, they can schedule appointments and handle transportation. If parents need other things, like meals or child care, they can reach out to their expansive list and find support.

## Emergency Situation (After Hours)



# Process Flow and Coach Experience

## Non-Emergency Situation (After Hours)

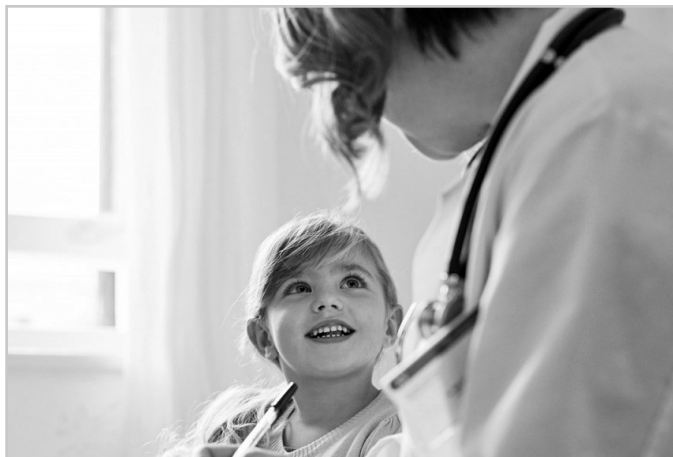


# Mood Board

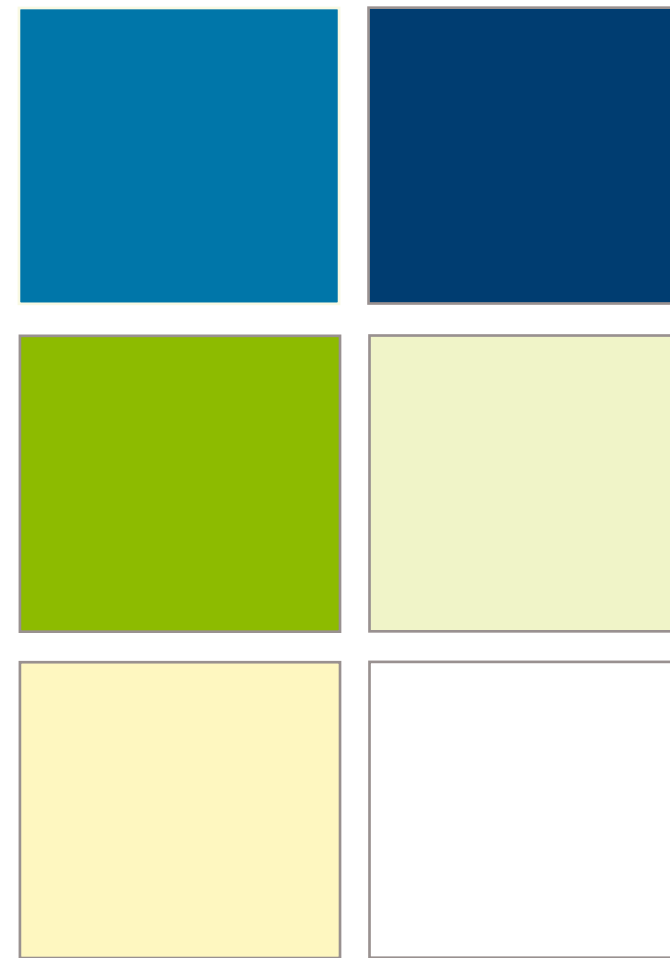
**CONCEPT DESCRIPTION:** LifeLink is a program that provides families with post-treatment care after their child leaves the hospital. Each family is assigned a LifeLink coach, who is their link to the hospital. Their coach will contact them within 24 hours after discharge to see how things are going and provide resources and contacts for support. If problems arise, parents can contact their coach any time 24/7, who will get them in contact with medical staff. LifeLink coaches can also serve as an intermediary between families and medical staff to ensure families are included in the process and properly educated on what's going on with their child.

**CORE PURPOSE:** When a child leaves the hospital after surgery, typically parents receive a medical packet with medication information, a list of do's and don'ts, and emergency phone numbers. Usually this is enough, but sometimes things go wrong. LifeLink is designed to bridge that gap.

## PHOTOGRAPHY



## COLOR



## TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
pqrstuvwxyz  
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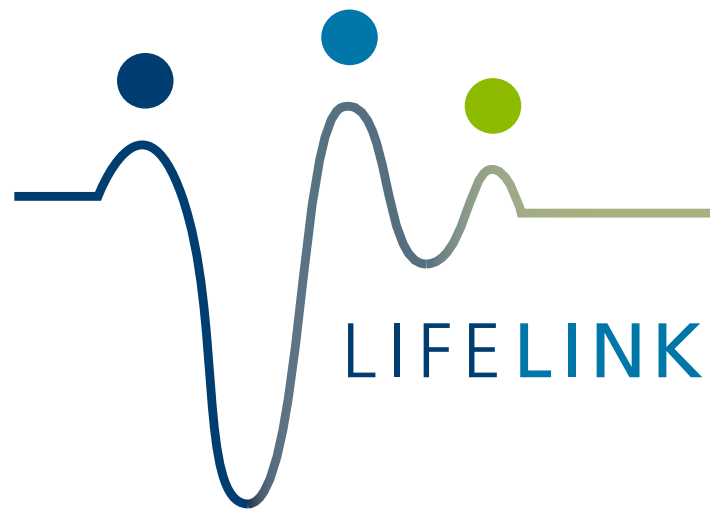
## SPOT ILLUSTRATIONS, DIAGRAMS, RULES



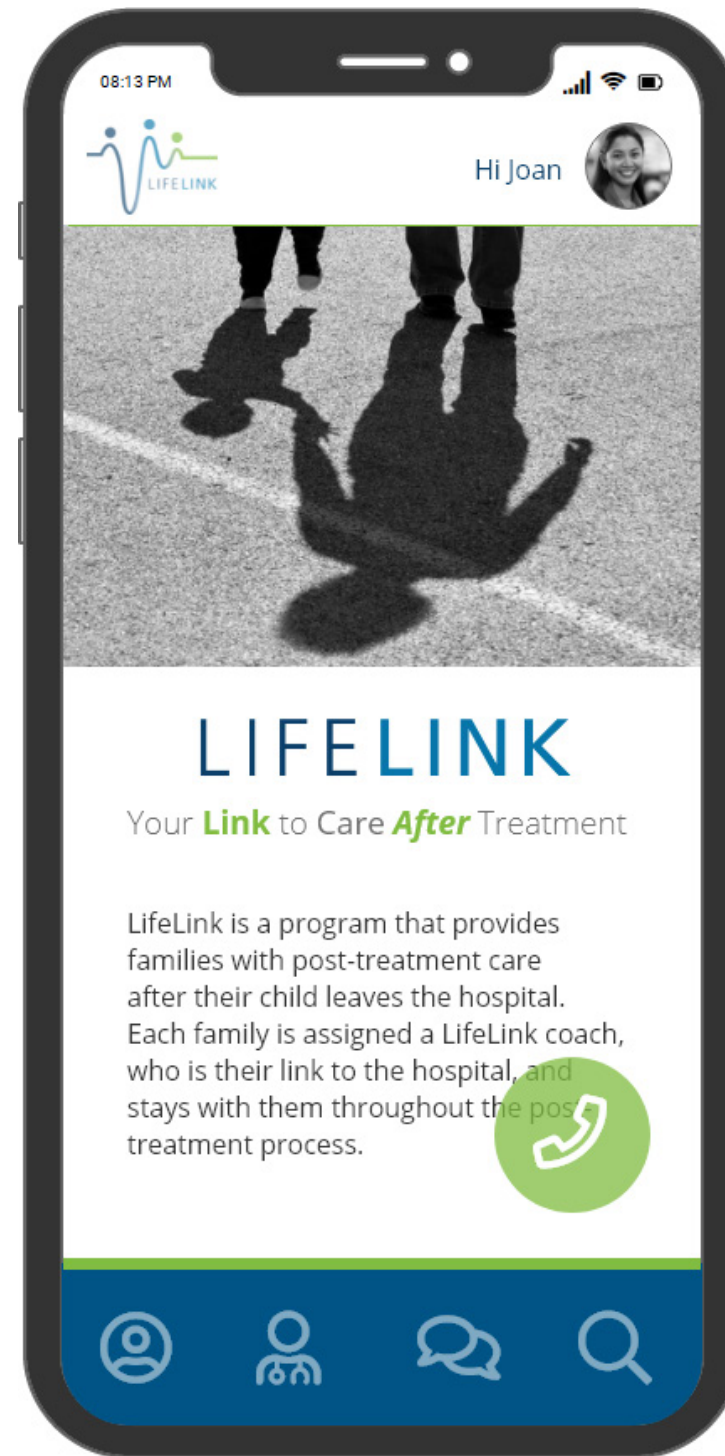
## TEXTURES



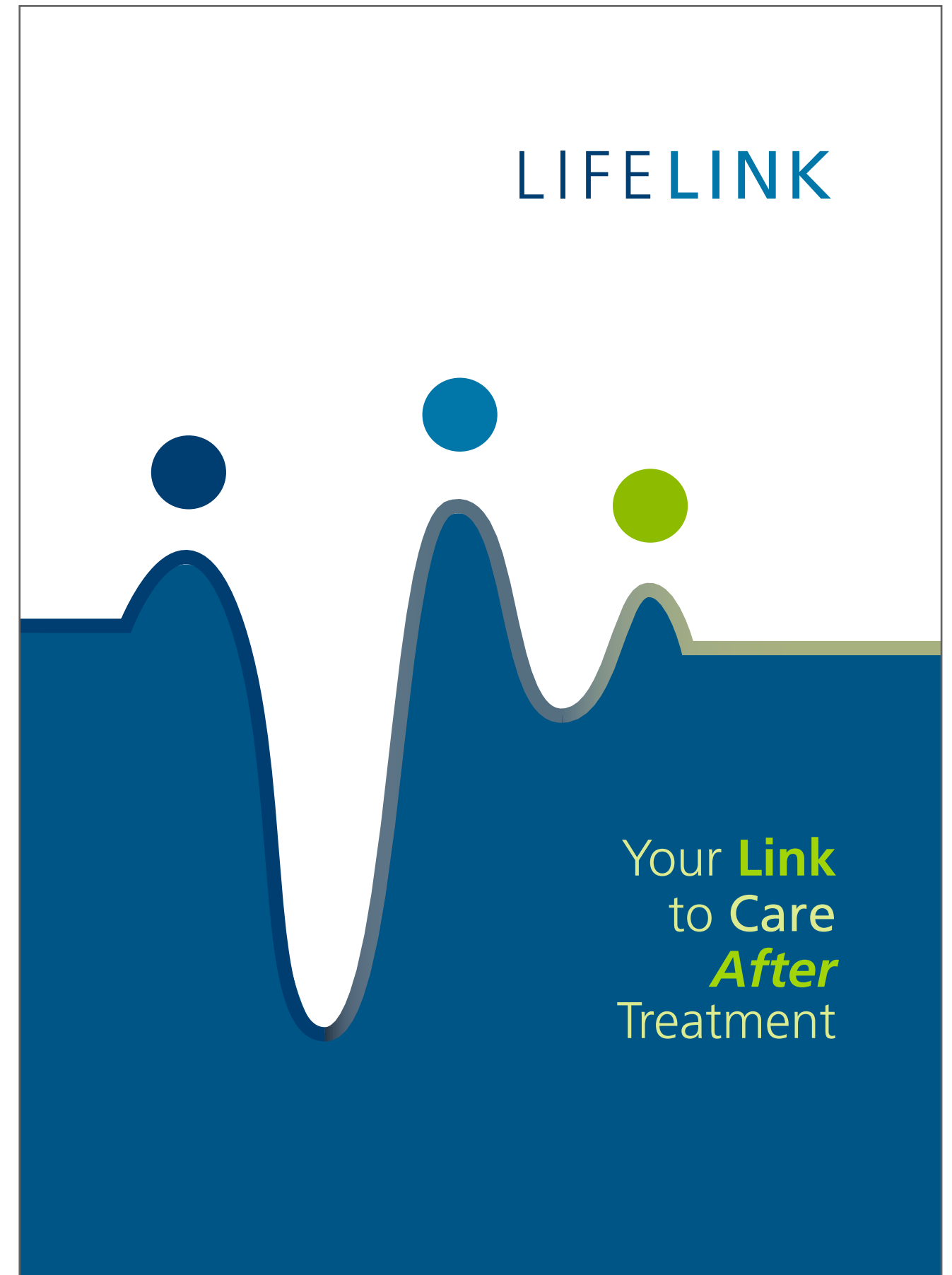
# Branding



Logo



Mobile Application



Guide Cover



# Mobile Application

