

## 3.8: Case Study

---

### GE Healthcare: Adventure Series

A notable case study that encapsulates themes of market networking, evaluating the market, and design thinking is the transformation of GE Healthcare through its "Adventure Series" initiative. While the service is a physical place, this company used digital elements to come up with creative solutions.

#### Market Networking and Evaluating the Market

GE Healthcare recognized a significant challenge in their diagnostic imaging procedures, particularly how pediatric patients reacted negatively to MRI scans. This realization came from extensive market evaluation and networking within the healthcare sector. By observing the market and understanding the pain points of their primary users—children undergoing MRI scans—they identified an opportunity to improve the patient experience. This involved networking with healthcare professionals, gathering insights from pediatric patients and their families, and consulting design experts to rethink their approach.

#### Innovation and Design Thinking

Applying design thinking, GE Healthcare's team embarked on a user-centric redesign of their MRI machines. They employed the design thinking process, starting with empathizing with the end-users—children and their parents. The team observed the stressful experience children had during MRI scans and brainstormed creative solutions to make the environment more welcoming and less intimidating.

The outcome was the "Adventure Series" MRI machines, which transformed the cold, clinical MRI rooms into exciting adventure themes like pirate ships and space adventures. This redesign not only alleviated the fear and anxiety of young patients but also improved the overall quality of scans by reducing the need for sedation and repeat scans.

#### Impact

The redesign significantly improved patient satisfaction scores, which rose by 90%. The innovation also led to better scan quality and efficiency, showcasing how a user-centered approach and design thinking can drive substantial improvements in both product effectiveness and user experience.

This case study illustrates the importance of market networking, thorough market evaluation, and the effective application of design thinking principles to drive innovation and enhance user satisfaction in the healthcare industry ([TrainingHub](#)) ([Harvard Business School Online](#)).

---

#### Attributions

*The content above was assisted by ChatGPT in outlining and organizing information. The final material was curated, edited, authored, and arranged through human creativity, originality, and subject expertise of the Coalinga College Faculty and the Coalinga College Library Learning Resource Center and is therefore under the [CC BY NC SA](#) license when applicable. To see resources on AI and copyright please see the [United States Copyright Office 2023 Statement](#) and the following [case study](#) on using AI assistance but curating and creating with human originality and creativity.*

*Images without specific attribution were generated with the assistance of ChatGPT 2024 and are not subject to any copyright restrictions, in accordance with the [United States Copyright Office 2023 Statement](#).*

---

This page titled [3.8: Case Study](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Gabrielle Brixey](#).