

Supporting Women and Physicians in the Journey with Endometriosis

A participatory design management approach to discover misperceptions between women with endometriosis and health care providers to facilitate improved processes of treatment, care and understanding.

Shirin Dörig

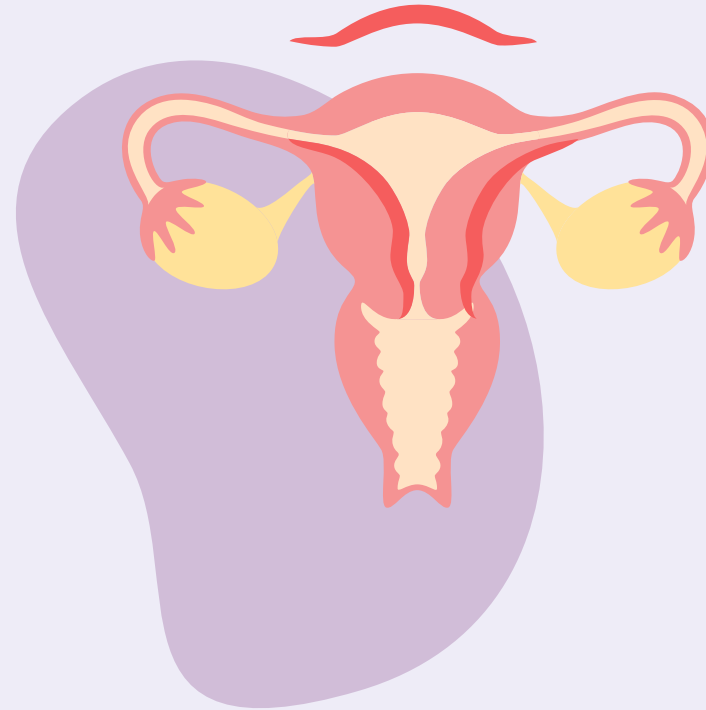
BA Design Management,
International

What is Endometriosis?

Endometriosis is a chronic condition affecting around 1 in 10 women. Tissue similar to the one found in the uterus (displayed on the right) grows outside of the uterus. Each month, it grows, breaks down and bleeds just like the lining inside the uterus. This can result in excruciating pain which affects many aspects of a woman's life.

Symptoms vary widely, some include:

- Pelvic pain (most common)
- Painful periods
- Chronic fatigue
- Pain during intercourse
- Painful urination and bowel movements
- Infertility



What is the problem?

Many women live with endometriosis, however there is a diagnostic delay of 6-10 years. One of the many reasons for this is the lack of knowledge and awareness among society. We tend to normalize period pains. As a result, women often feel like their pains aren't being taken seriously. Endometriosis isn't always visible to the bare eye and there is no standardized treatment approach, this leads to diagnosis and treatment difficulties. This has a negative impact on many parts of the woman's life such as her health and well-being and satisfaction with medical support.

To help the people involved, we need to look at both the woman's and doctor's view. During interviews with affected women and doctors, challenges from both sides emerged.



Research Discoveries

Five key barriers were discovered in research that stand between women and doctor's which have a negative impact on the disease and treatment journey.

1. Communication barriers that foster uncertainties and misconceptions between doctor's and women
2. Lack of understanding of each other's capabilities and limitations, which can hinder successful collaboration
3. Time limitations in consultations
4. Dissatisfaction with continuity of guidance
5. Lack of knowledge and adequate treatment

Research showed the importance of addressing these barriers to improve dissatisfaction of care and treatment and many difficulties linked to this.



Introducing Aurora

The final concept presents a collaborative health app and service called “Aurora”. Aurora was developed together with endometriosis specialists and affected women. Aurora stands for dawn, goddess of the dawn which symbolises new beginnings, awakenings and opportunities.

Aurora aims to help both women and doctor’s in the journey with endometriosis in overcoming the five identified key barriers throughout the different stages of the journey from pre-diagnosis to post-diagnosis.

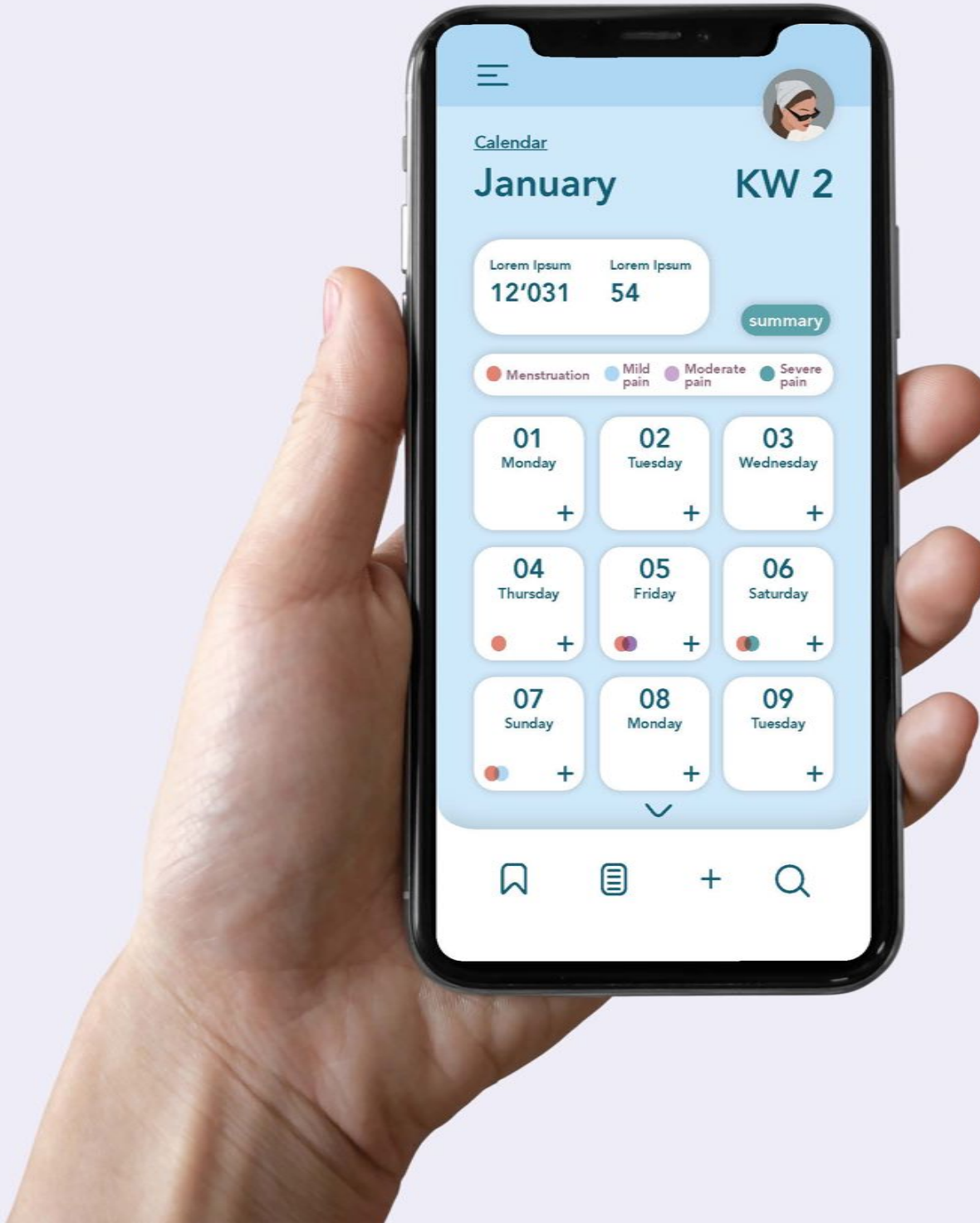
The app includes many tools and functions to track and learn about the condition and the woman’s wellbeing. With Aurora, all the necessary information is stored in one place.

The app is customizable so it is inclusive to the women’s individual symptoms and needs. It has a smart function that detects if something out of the ordinary is present.

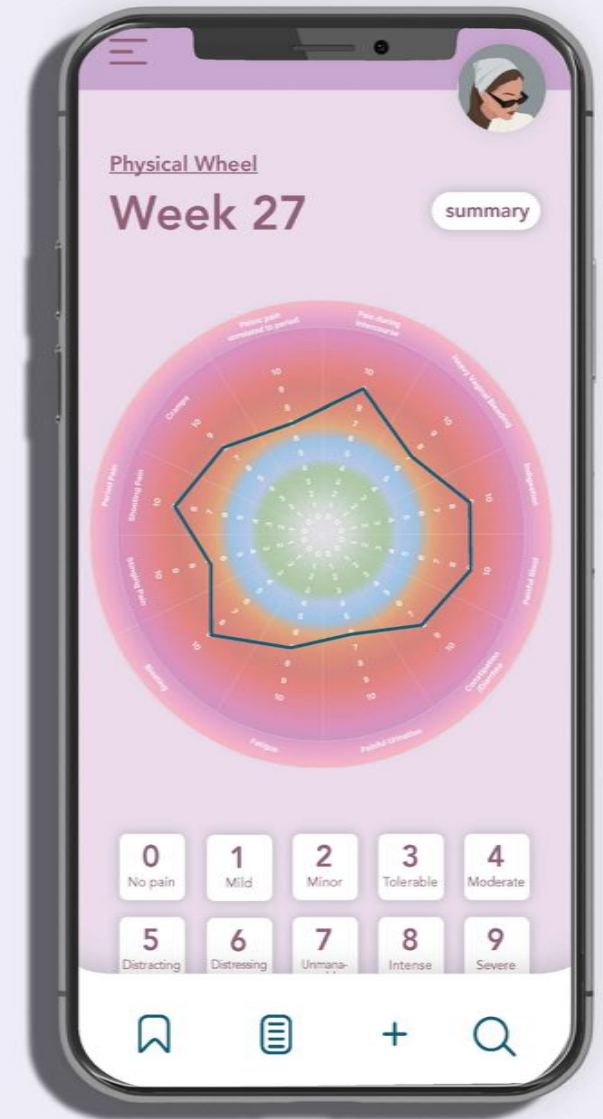
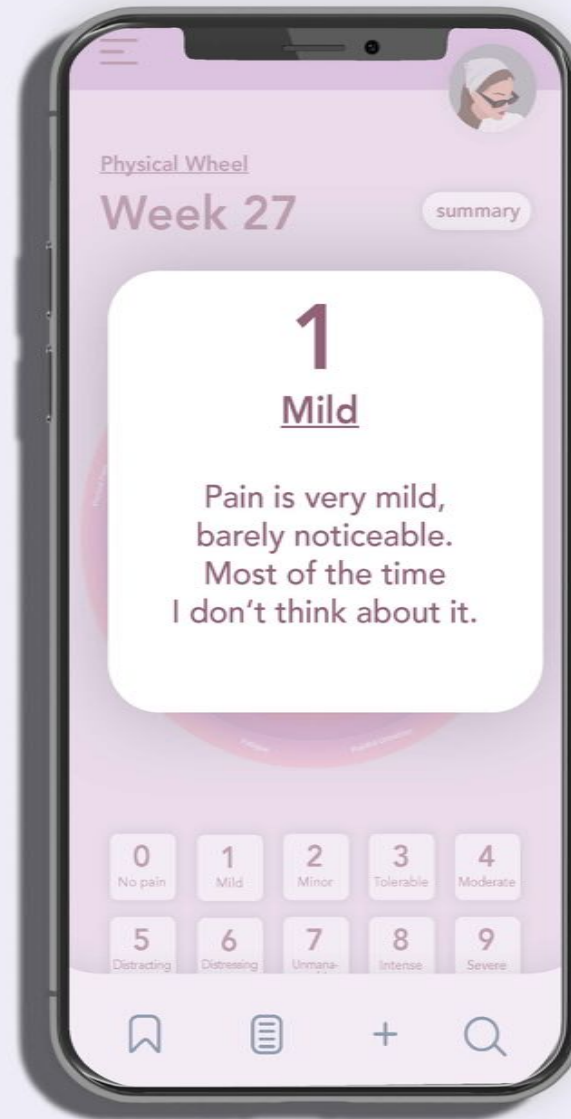
Doctor’s and women can collectively use Aurora to figure out what is going on and how to best proceed.



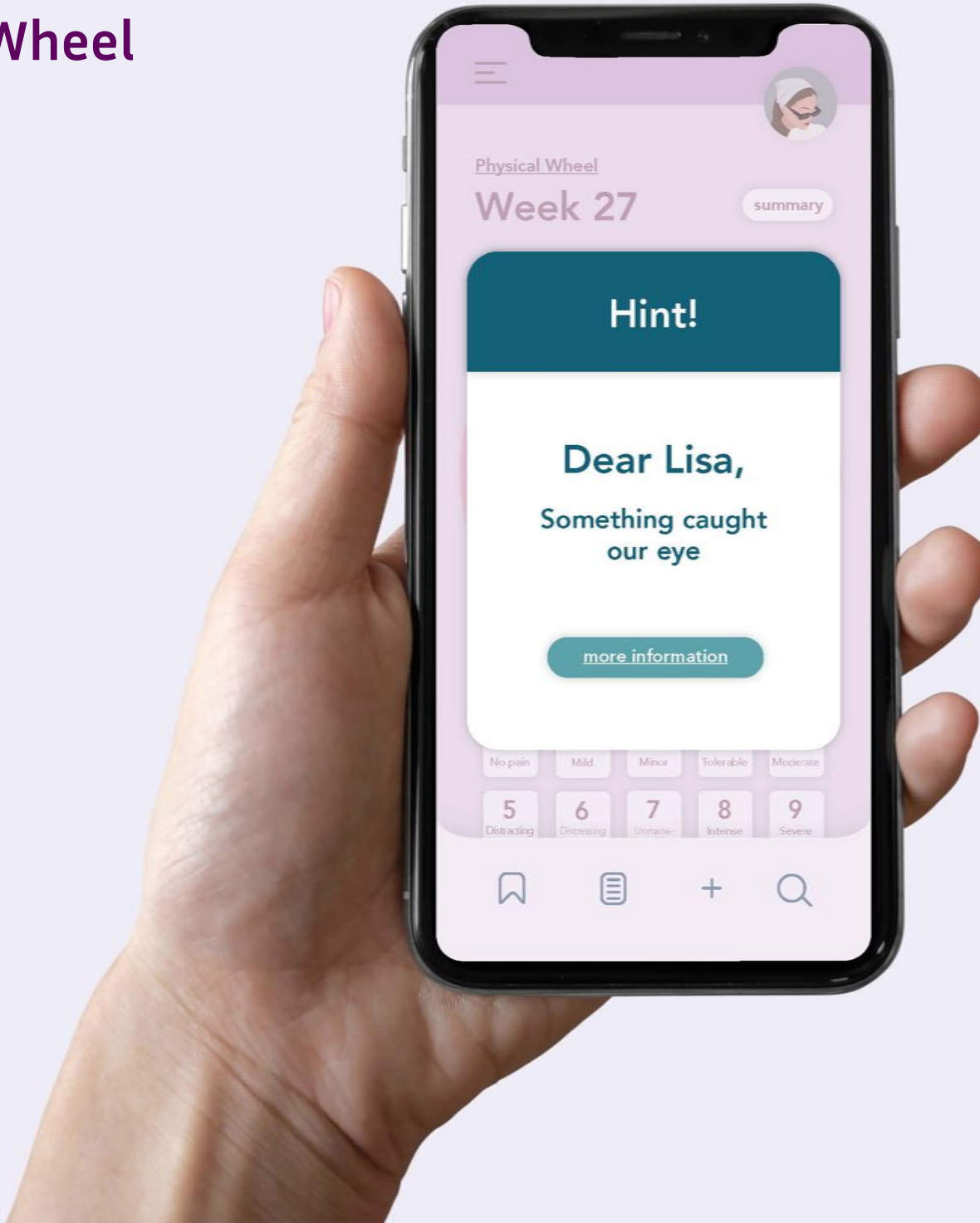
Calendar



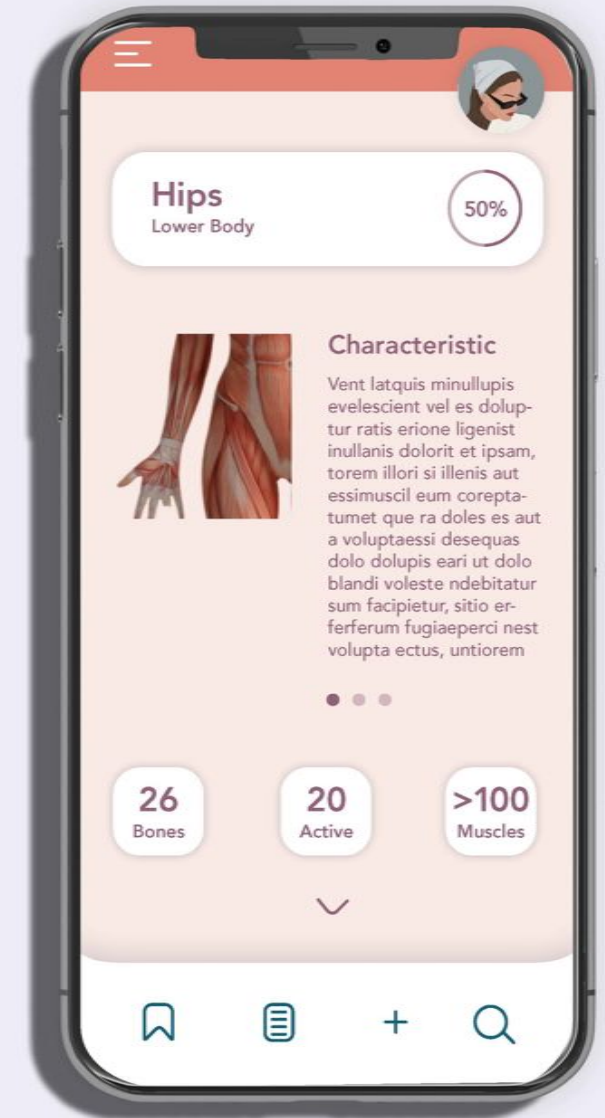
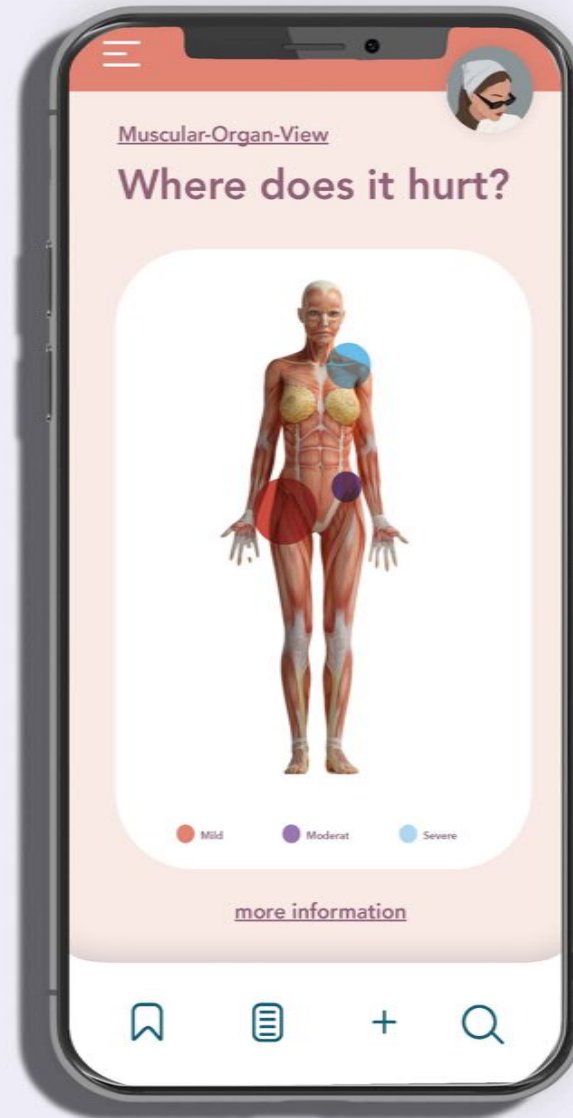
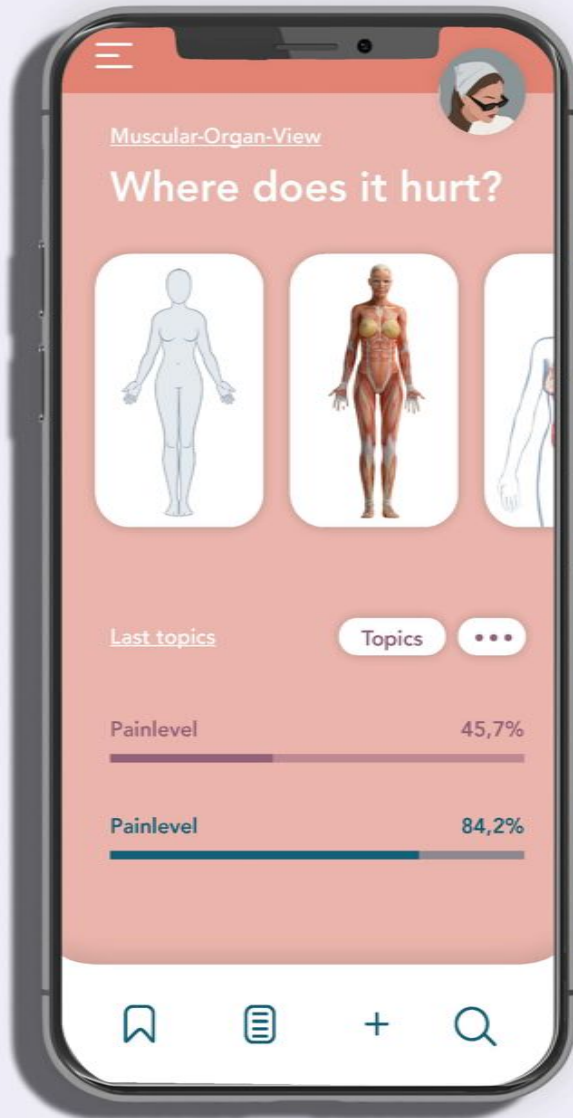
Physical Wheel



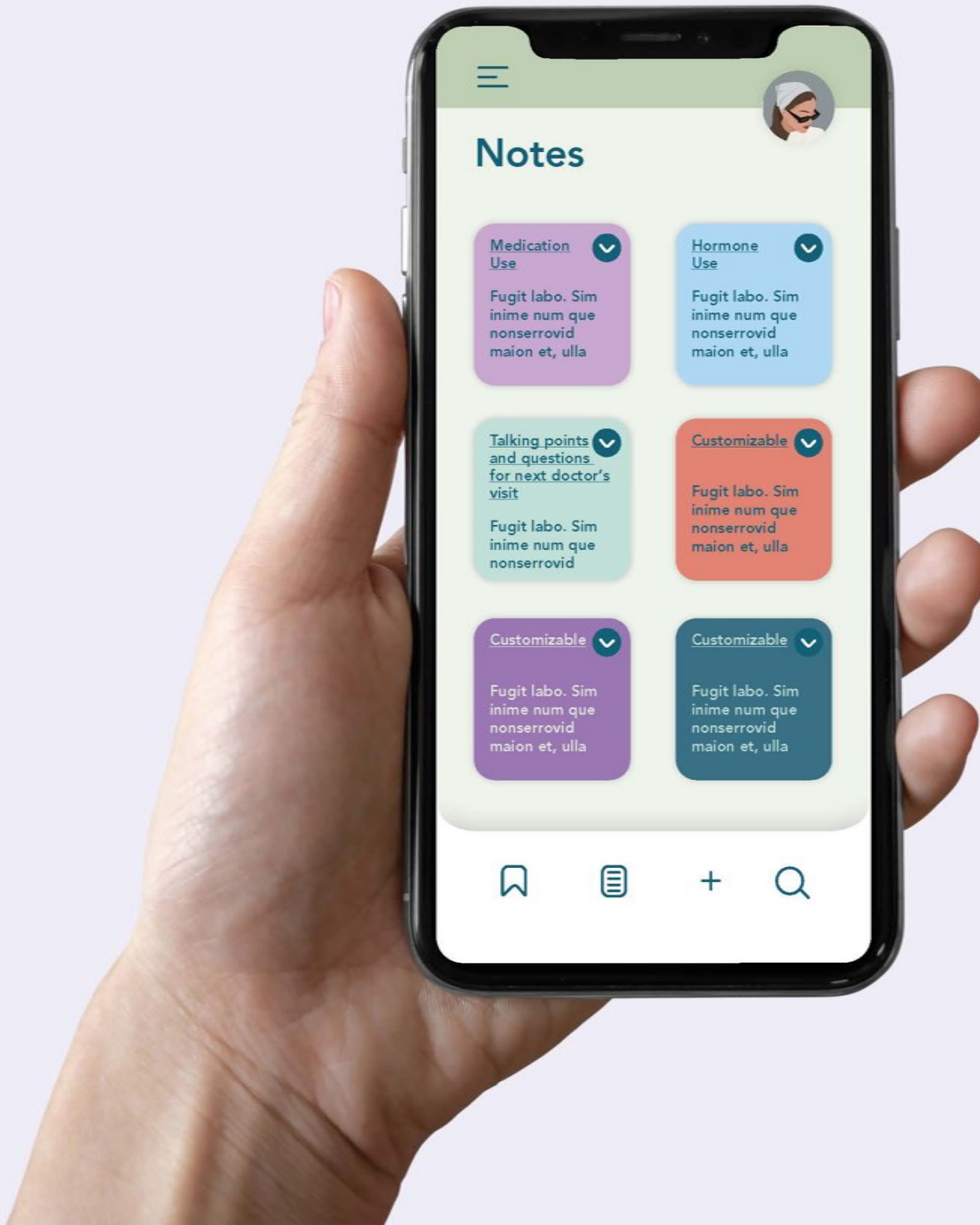
Physical Wheel Hint!



Muscular-Organ-View



Notes



Special thank you to...

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