

SOCIAL DESIGN EXPERIMENT AT LITHUANIAN HEALTH CARE INSTITUTION(S)

Objective

- **What is the key question our activity will attempt to answer?**

Lithuanians perceive health care sector as the most corrupt sector in Lithuania with over 50% of the population believing it being corrupt. More than 20% of Lithuanians bribed or paid informal payments at health care institutions in the last year. While the problem of corruption is attracting increasing attention in the public domain, there are no substantial signs of change thus far. There has been no firmly demonstrated interest from the policy shapers to change the system and the motivation of doctors to initiate change remains unsupported by systemic political will.

Since 2011, TI Lithuania has been searching for non-conventional methods to promote a conversation about corruption in the health care sector and now would like to explore the possible role that social design might play in this field.

Studies in the U.S. show that ethical behaviour of co-workers, ethical optimism, education in ethics and professional climate significantly impacts ethical behaviour of medical workers (Satish P. Deshpande).

In close cooperation with social designers, research experts in Lithuania and TI Secretariat staff, we aim to develop and implement the social design intervention **that would boost ethical and professional climate** within selected health care institution(s) and would also **raise discussion about medical staff reputation** in the public domain. Intervention will be designed by a team of experts and will contain elements of direct treatment of hospital staff and patients with instruments of visual design (for instance, posters, stickers, videos etc.) and/or other means of interventions, such as public campaign, installations, flash-mob etc. The intervention will also contain **elements of customer satisfaction and staff job satisfaction feedback**.

The **key research question** our activity will attempt to answer is whether a certain social design intervention(s) can have substantial (if any) impact over the **(1) ethical climate within the selected health care institution(s) in Lithuania, (2) customer service satisfaction** and **(3) staff job satisfaction**.

All social design interventions will be measured in terms of their **impact** towards all three aspects mentioned in the previous paragraph.

- **Additional sub questions that our research will try to answer:**

The research will also attempt to answer the question whether certain social design intervention in the public spaces of health care institutions in Lithuania can have (any) impact over the customer perceptions about staff's integrity and overall reputation of health care professionals.

Data Collection

Who are the people/institutions we should cover through the data collection efforts?

Two key sources of data will include:

- staff at selected health care institution(s);
- patients at selected health care institution(s).