



# PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 37th cycle

**THEMATIC Research Field: DESIGN THINKING INNOVATING CO-DESIGN PRACTICES IN THE HEALTHCARE INDUSTRY**

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| <b>Monthly net income of PhDscholarship (max 36 months)</b>  |
| <b>€ 1400.0</b>  |
| In case of a change of the welfare rates during the three-year period, the amount could be modified. |

| <b>Context of the research activity</b>                        |  |
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| <b>Motivation and objectives of the research in this field</b> | <p>Scholars and practitioners acknowledge the central role of design as a driver of innovation and change. In a way, the importance of design as a source of value creation had been scrutinized for decades. Most of these investigations however addressed design as the aesthetic and symbolic dimension of products, i.e., design as "form", identity and emotions, which gave design a marginal role in the realm of innovation studies. What has driven the steep growth of attention to design in the latest years in the business community is a change of perspective: design is not only an aesthetic driver of innovation but as a whole innovation management practice, a new set of processes, mindsets, capabilities, and organizational settings. It is something practiced not only by designers but by everyone in organizations who seeks to innovate. The emergence of new paradigms such as human-centered design, participatory design and especially design thinking, have marked the transforming role of design in the field of innovation studies. Design Thinking, in particular, is making the headlines, with an extremely rapid diffusion in the interest and practice of organizations. Far from being connected with the "form" of products, Design Thinking is accepted as a formal method for creative problem solving, with the intent to face wicked or ill-defined problems and to foster innovation. Healthcare industry is characterized by complex and systemic challenges that require new approaches to be faced; even if Design Thinking has already taken hold in the healthcare industry, it remains</p> |



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|  | <p>underused in addressing other important challenges, such as patient transportation, communication issues between clinicians and patients, and differential treatment of patients due to implicit bias.</p>   |
| <p><b>Methods and techniques that will be developed and used to carry out the research</b></p> | <p>The research project will be developed in Roche Italia (<a href="https://www.roche.it/">https://www.roche.it/</a>) relying on three main research methodologies:</p> <ul style="list-style-type: none"> <li>• Case Study Research, aimed at investigating the effectiveness of Design Thinking practices adopted during concluded co-design projects;</li> <li>• Ethnographic Research, aimed at observing the impact of Design Thinking practices adopted during ongoing co-design projects;</li> <li>• Action Research, aimed at experimenting the contribution of Design Thinking practices adopted during ongoing co-design projects.</li> </ul> |
| <p><b>Educational objectives</b></p>   | <p>Industrial PhD candidate will develop competences and attitudes aimed at applying Design Thinking practices in dealing with wicked and complex problems:</p> <ul style="list-style-type: none"> <li>- Discover and interpret users' needs;</li> <li>- Create empathy with patients and other stakeholders;</li> <li>- Adopt a human-centered approach in framing the address problems;</li> <li>- Facilitate co-design activities to conceive innovative solutions.</li> </ul>   |
| <p><b>Job opportunities</b></p>  | <ul style="list-style-type: none"> <li>• Design Manager in Healthcare Companies (and Design-intensive Companies)</li> <li>• Product Manager and Business Developer in Healthcare Companies (and Design-intensive Companies)</li> </ul>  |
| <p><b>Composition of the research group</b></p>  | <p>2 Full Professors<br/>1 Associated Professors<br/>3 Assistant Professors<br/>5 PhD Students</p>  |
| <p><b>Name of the research directors</b></p>   | <p>Claudio Dell'Era e Stefano Magistretti</p>   |



| Contacts |
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| Claudio Dell'Era (claudio.dellera@polimi.it)<br>Stefano Magistretti (stefano.magistretti@polimi.it) |
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| Additional support - Financial aid per PhD student per year (gross amount) |  |
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| Housing - Foreign Students | -- |
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| Housing - Out-of-town residents<br>(more than 80Km out of Milano) | -- |
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| Scholarship Increase for a period abroad |  |
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| Amount monthly | 566.36 € |
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| By number of months | 6 |
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| Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information |
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*Funding for educational activities: 1<sup>st</sup> year: 1200 euros per student, 2<sup>nd</sup> year: 1200 euros per student, 3<sup>rd</sup> year: 1200 euros per student.*

*Teaching assistantship: There are various forms of financial aid for activities of support to the teaching practice. The PhD student is encouraged to take part in these activities, within the limits allowed by the regulations.*

*Desk availability: shared use*

*Computer availability: individual use*