

FROM THE EDITOR

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SUMMARY

The *Journal of Health Design (JHD)* is a new peer-reviewed journal scientific publication that will publish papers describing the development and evaluation of innovations to improve the patient experience of health care.

Key Words

Health design; patient experience; patient knowledge

We are pleased to bring you this inaugural issue of *The Journal of Health Design (JHD)*. With the publication of this first issue, we are embarking on an exciting adventure that we hope will help change the practice of health care by focusing on what we can learn from studying patient experience.

As a general practitioner (GP) for the past two decades, I have witnessed tremendous changes in patient knowledge. Patients come to my office—and to medical practitioners in general—more informed and more cognizant about their ailments/illnesses, and engaged in their own health and health care. Yet medical practice has not fully embraced this change, and consequently, the overarching belief that patients are passive recipients of care remains the norm. In reality, patients often come with ideas, concerns and expectations. The most effective consultations take patients' perspectives into consideration before offering any intervention.

In health care generally, and medical practice in particular, *context* is everything. Context is often personally and locally defined, and if attempts to improve outcomes in health care are to be successful, careful

attention must be given to context. This is the essence of patient experience design. By collaborating with patients to ensure their needs are met, we can ensure a more satisfactory patient experience.

The *JHD* has been launched to serve innovators who are inspired by unsatisfactory patient experiences. We have established a stellar editorial board—leaders in health innovation dedicated to improving the patient experience. We welcome your contributions. We urge you to be concise without sacrificing rigor. It has been noted that attention spans are shortening and that people are spending less time reading than ever before. We encourage your contributions to bridge the gap between the brevity of blog posts and the turgidity of many traditional academic offerings. The *JHD* offers a fresh approach while retaining the look and feel of a conventional medical journal.

By shifting the focus from healthcare policies and systems to individuals and relationships we predict that progress in health care can come to the fore and blossom. This month we present a paper by Flynn et al. on how to trigger sun smart behaviours. With the Olympic games about to kick off we predict that people may be inspired to take to the track, field or pool. Australia is expected to win medals—we also hope that in time melanoma will not feature so prominently as a cause of death in this country. We also present a paper by El-Mohamed et al. with a cautionary message about the value of information technology in promoting weight management amidst an obesity epidemic. Both these papers consider important health issues and both address reasons why we are failing to persuade the public to take action.

We encourage you to read each bimonthly issue. Sign up as a reviewer, submit a manuscript for publication and follow us on Twitter, LinkedIn and Facebook. We encourage you to register to receive notifications when we publish a new edition. Welcome to the *JHD*.