At Kaleidoscope Innovation, our team of observational researchers is expert at facilitating research experiences that lead to meaningful insights and solutions. Our partnership with Ascend Innovations provides access to one of the Midwest’s largest regional network of hospitals, medical centers and other healthcare facilities—the Greater Dayton Area Hospital Association (GDAHA). This relationship with Ascend and GDAHA provides a rich source of data that defines real user needs. Through observational or field research in a variety of healthcare settings, we uncover pain points and deliver design considerations and areas of opportunity that lead to market-leading solutions.

Purpose Driven Innovation™
As a product design and development firm, Kaleidoscope Innovation collaborates with our partners to identify, design and build products that support, heal and empower. We design for people. Our emphasis on user-centered design enables us to produce solutions that deliver purpose driven innovation for our business partners and your end users.

UNCOVERING AND EXAMINING UNMET NEEDS TO SUPPORT PRODUCT DEVELOPMENT IN MEDICAL AND HEALTHCARE MARKETS

Using internal metrics and Medicare ratings as guidance, GDAHA member hospitals, medical centers and healthcare facilities strive to keep readmission rates low and effectiveness of care scores high.

Members include:
- Access Hospital Dayton
- Atrium Medical Center (Level 3)
- Boonshoft School of Medicine/WSU
- Community Blood Center/Community Tissue Services
- Dayton Children’s Hospital (Level 2 Pediatric)
- Dayton VA Medical Center
- HealthSouth Rehabilitation Hospital
- Fort Hamilton Hospital
- Grand Lake Health System
- Grandview Medical Center (Level 3)
- Greene Memorial Hospital (Level 3)
- Haven Behavioral Health Hospital
- Indu & Raj Soin Medical Center (Level 3)
- Kettering Medical Center (Level 2)
- Kindred Hospital Dayton
- LifeCare Hospitals of Dayton
- Medical Center at Elizabeth Place
- Mercy Health – Springfield Regional Medical Center
- Miami Valley Hospital (Level 1)
- Miami Valley Hospital – North
- Miami Valley Hospital – South (Level 3)
- Ohio’s Hospice
- Southview Medical Center
- Sycamore Medical Center
- Upper Valley Medical Center
- Wayne HealthCare
- Wilson Health
- 88th Medical Group/WPAFB
Comprehensive Access
Kaleidoscope researchers have extensive experience with hospital personnel, medical treatments, interventions, procedures and processes, and technologies such as devices and equipment. Collaborating alongside our business partners, we use observational research to identify ways to improve healthcare.

Facility hospitals include:
- Three networks
- Four general hospitals
- Eight trauma centers:
  - One Level I (235 in the U.S.)
  - One Level II (263 in the U.S.)
  - Five Level III (481 in the U.S.)
  - One Pediatric Level II
- One burn center
- One home health provider
- One retirement community
- Six partnered with academic facilities

Access to a variety of units:
- Emergency Room
- EP/Cath Lab
- ICU
- Materials Management
- Medical Lab
- MedSurg
- Surgical Suites
- Plus many more

How can observational research help you?
Observational research leads to tangible and practical insights as it supports our business partners and healthcare professionals in numerous ways, such as:

- **Exploring and identifying** new areas for future products based on current pain points or unmet needs.
- **Understanding environmental factors** that will impact the product design. Learning about the day in the life of a product, process or user can reveal key learnings about the journey of a product throughout the hospital or other medical facility.
- **Identifying improvements** for the next iteration of a product by observing our partners’ and even their competitors’ products in use.
- **Building knowledge** about users and empathy with them through shadowing in a clinical setting.

STRENGTHS THAT DIFFERENTIATE OBSERVATIONAL RESEARCH AT KALEIDOSCOPE INNOVATION

- **The power of a concentrated network** of medical facilities, including hospitals, clinics and long-term care centers, helps partners leverage insights to build effective solutions.
- With the range of medical facilities and nature of patient needs across the care continuum, **organizations can observe the patient experience and the product journey every step of the way**.

Helping Build Products and Experiences that Support, Heal and Empower