



SEGMENTATION

WHAT IS SEGMENTATION?

Trying an idea on a portion of the population where you stack the deck in your favor and are most likely to succeed in order to test the idea without dealing with all the obstacles.

FIND YOUR FIRST SEGMENTS

- Implement on a neighborhood/hall with WILLING PARTICIPANTS.
 - Implement using ONLY SOME staff.
 - Implement only on RESIDENTS WITHOUT DEMENTIA.
 - Implement on a neighborhood/hall with the BEST STAFFING.
 - The segment should allow for key articulated variables or barriers to be neutralized.
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IMPLICATION OF SEGMENTATION

- Different segments will require slightly different designs.
- Customization of the "how" is to be expected.
- One size really does NOT fit all.

If it does not work when you stack the deck in your favor you are unlikely to see success elsewhere.

Segmentation by Roger Resar and Frank Federico, IHI, Marla DeVries, THE GREEN HOUSE® Project, and Arkansas COVID-19 Action Network



FRAMEWORK FOR RELIABLE DESIGN

- Reliability occurs by DESIGN not by accident
- PROCESS is the action point of all improvement methodologies
- SEGMENTATION allows the perfection of the design

WHY SEGMENTATION IS HELPFUL

- Allows for the control of some variables
- More likely to test the validity of the design rather than deal with barriers
- Fosters a deeper understanding of the design complexity required for the project.
- Forces understanding of the differences between segments as design strategies

