



*CASE STUDY:*  
TAIWAN COVID PREVENTION

Kevin Woodson | VISION Lab  
Visual Strategy 2021

# Visual Strategy

ART AND CREATIVITY are proven engagement tools helping businesses, governments, and community leaders jointly work together, and creating purpose-driven strategic breakthroughs.

Since 1992 Kevin has helped organizations around the world collaborate and move toward a brighter future through graphical illustrations and facilitation.



## *CASE STUDY:* **TAIWAN COVID PREVENTION**

This brief overview provides a story framework for Covid prevention in Taiwan and work done by Kevin and Vision Lab in 2021

## About Kevin Woodson

For 30+ years, Kevin has worked in a wide range of industry segments. Long-term clients such as Hewlett Packard, Philips Healthcare, M&M Mars, and Wells Fargo Bank value Kevin's unique ability to capture nuanced and nascent content and turn it into clear, engaging graphical representations.

In 1992, Kevin started to use his creative talents in visioning workshops. He partnered with Interaction Associates to help teams at Charles Schwab with their Digital Transformation. His passion for **strategic visioning** has become an essential tool for leadership. Whether charting the course for the next decade, or simply exploring possibilities in a new partnership, your vision is the spark that can ignite the future.

In 2020, Kevin created **Vision Lab** in Taiwan. Taiwan provides an opportunity to join and illustrate one of the most exciting and participative national transformations today.

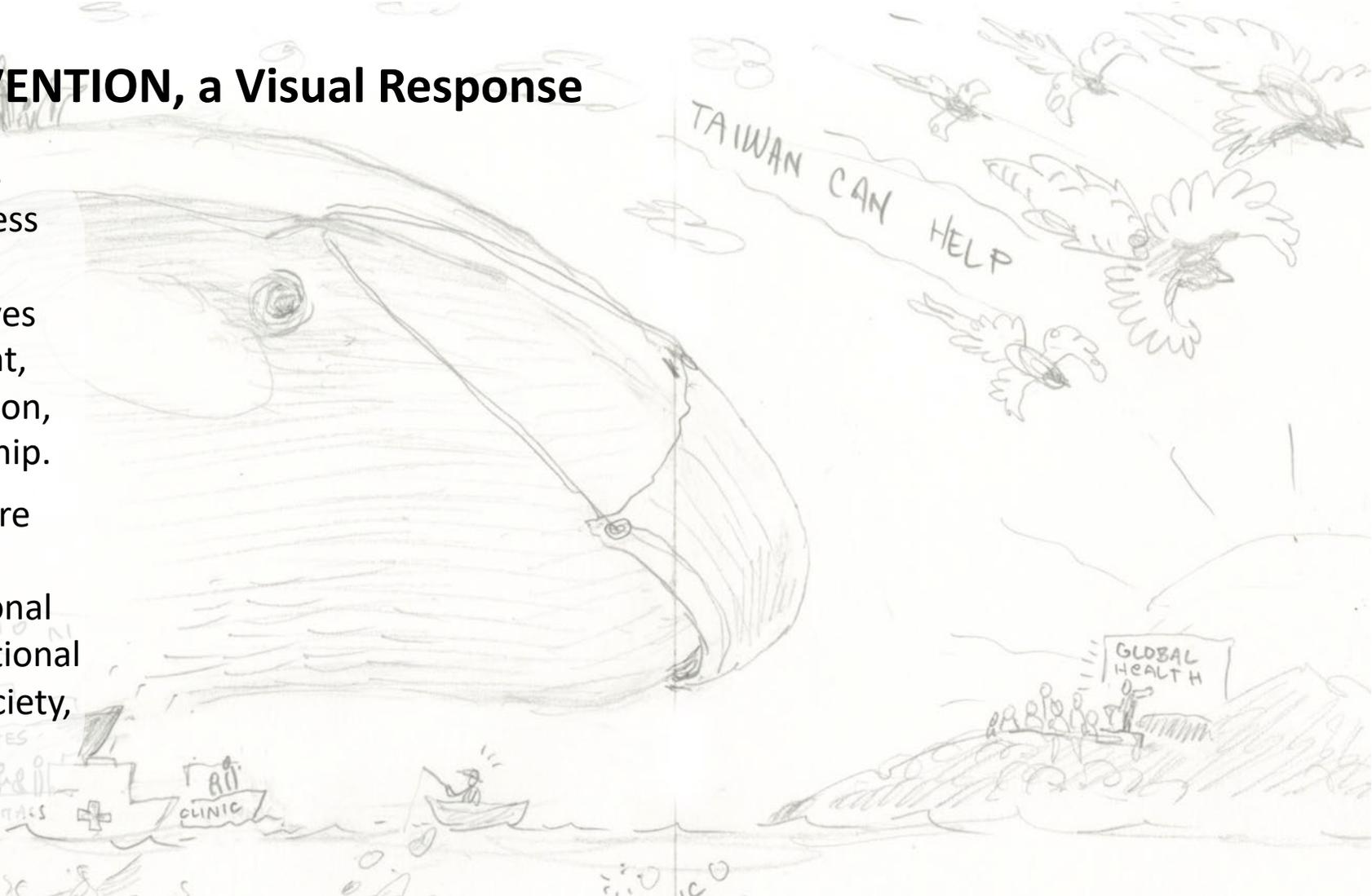
**When the island experienced a Covid outbreak** in May 2021, Kevin's role as a visual strategist opened the demand for urgent messaging, solution design, and a strong vision to inspire communities and healthcare providers.



# CASE STUDY: TAIWAN COVID PREVENTION, a Visual Response

Taiwan's approach to Covid Prevention is similar to how companies address business change and opportunity. From testing to vaccination, the national response involves aligning stakeholders, building agreement, contingency planning, visioning, innovation, communication, and most of all, leadership.

The result is that infections and deaths are among the lowest on the planet, Taiwan has built rock-solid bonds with international partners, vaccination and a feeling of national pride and responsibility are high, and society, commerce, and Democracy continue to flourish.



## ***In the beginning:*** quick messaging

In the first days of the outbreak, clinics, hospitals, and healthcare across Taiwan adopted new protocols to be communicated fast.

## ***Rapid planning:*** cross-functional planning groups

Government and healthcare experts meet to plan the response and contribute to the national solution.

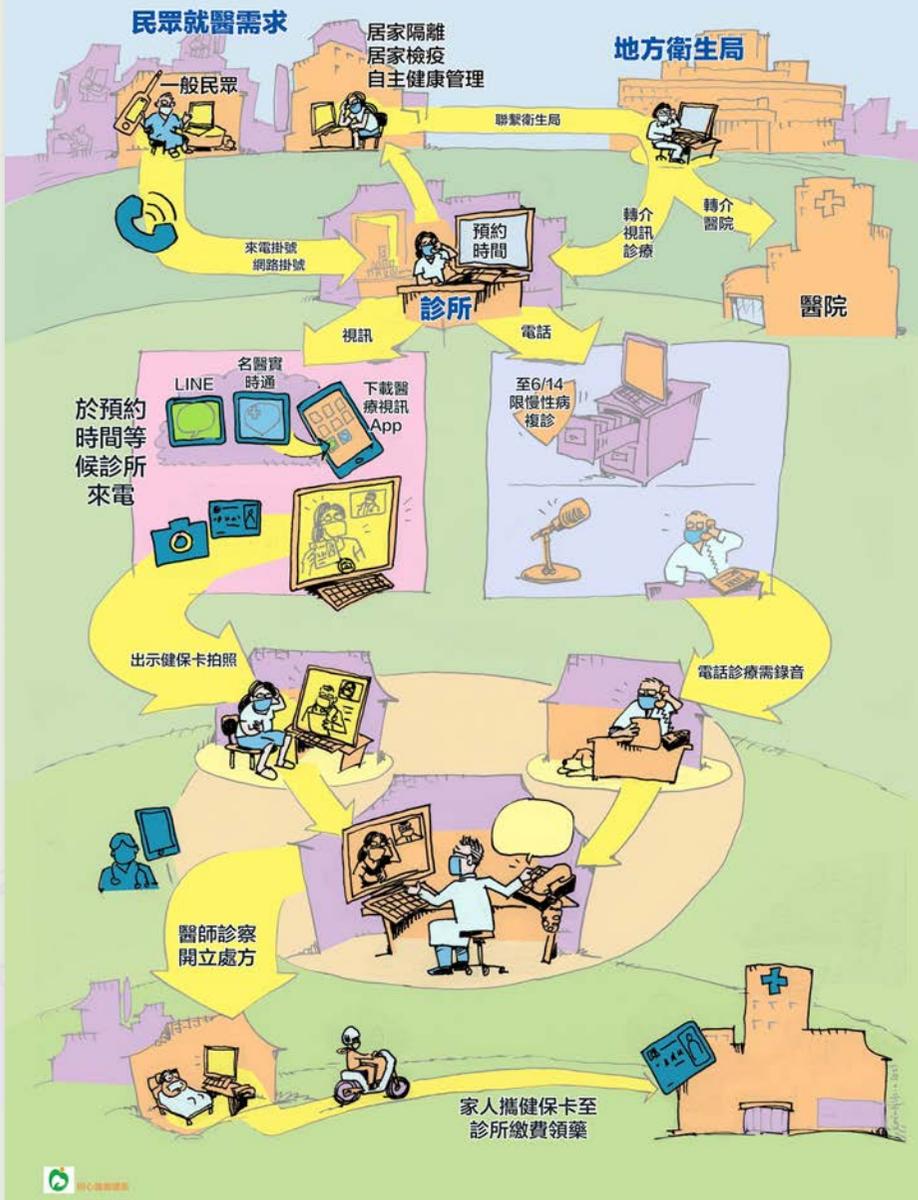
## ***Care Design:*** new processes, roles, and responsibilities

Finalize step-by-step processes for safety, accuracy, and patient outcomes.

## ***Patient experience:*** the patients' point of view.

Patient-friendly walk-through of their experience and outcomes during the new safety measures.

### 疫情期間 遠距視訊診療流程



### In the beginning: quick messaging

In the first days of the outbreak, clinics, hospitals, and healthcare across Taiwan adopted new protocols to be communicated fast.

The poster here walks through the steps of the Telemedicine process and outcomes for three different patient categories. It is offered in presentations, as a digital resource, and as a poster and hand-out at clinics.

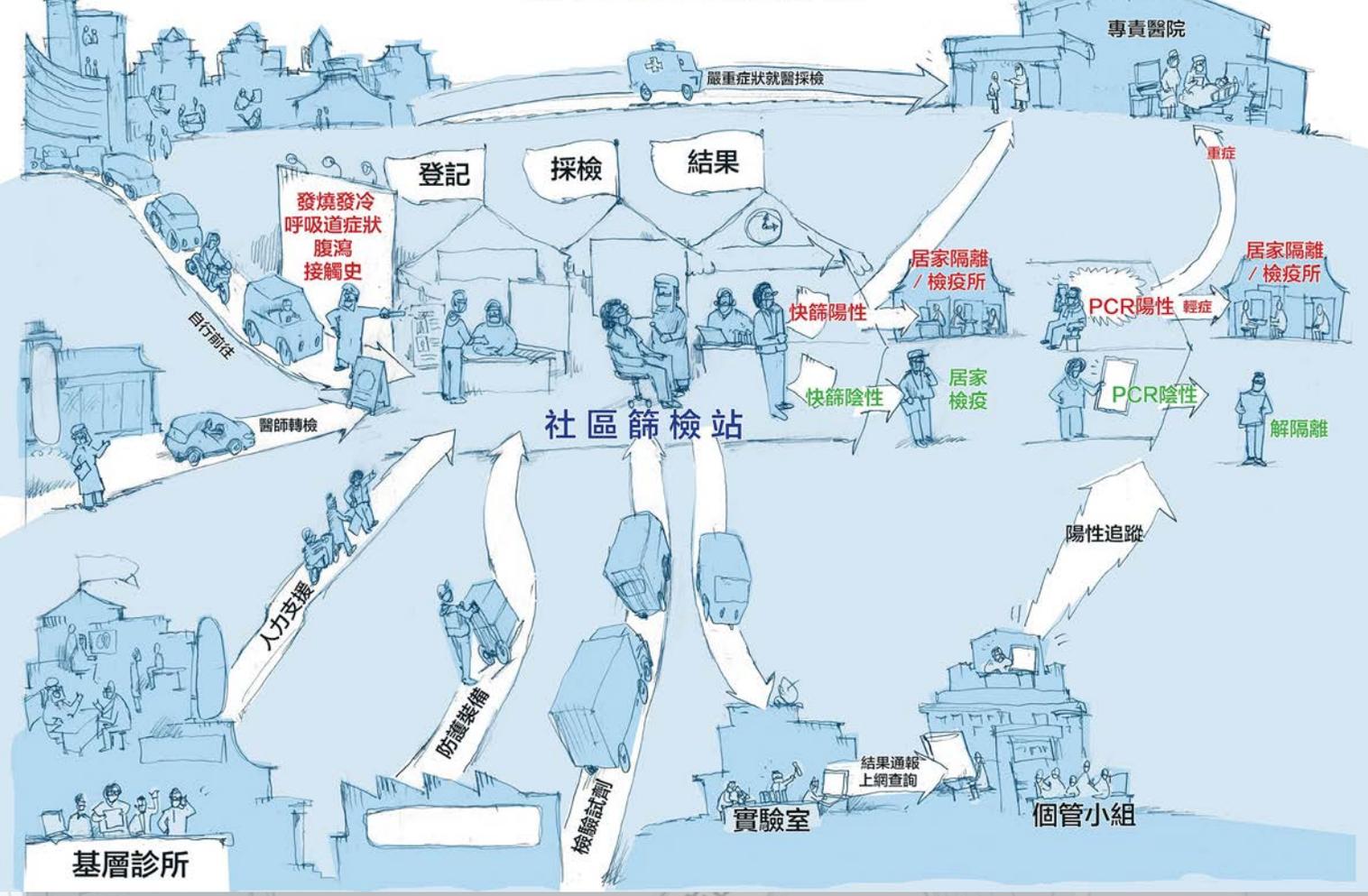
This map is like a **presentation** or **corporate communication piece**, designed to get results from a specific audience.

家人攜健保卡至  
診所繳費領藥

腹瀉

居家隔離

# 桃園社區篩檢站



*Rapid planning: cross-functional planning groups*

Government and healthcare experts meet to plan the response and contribute to the national solution.

*This blueprint maps the results of the Mayor's committee to design Taoyuan testing centers. The map was used to summarize participants' input before designing and implementing the test program.*

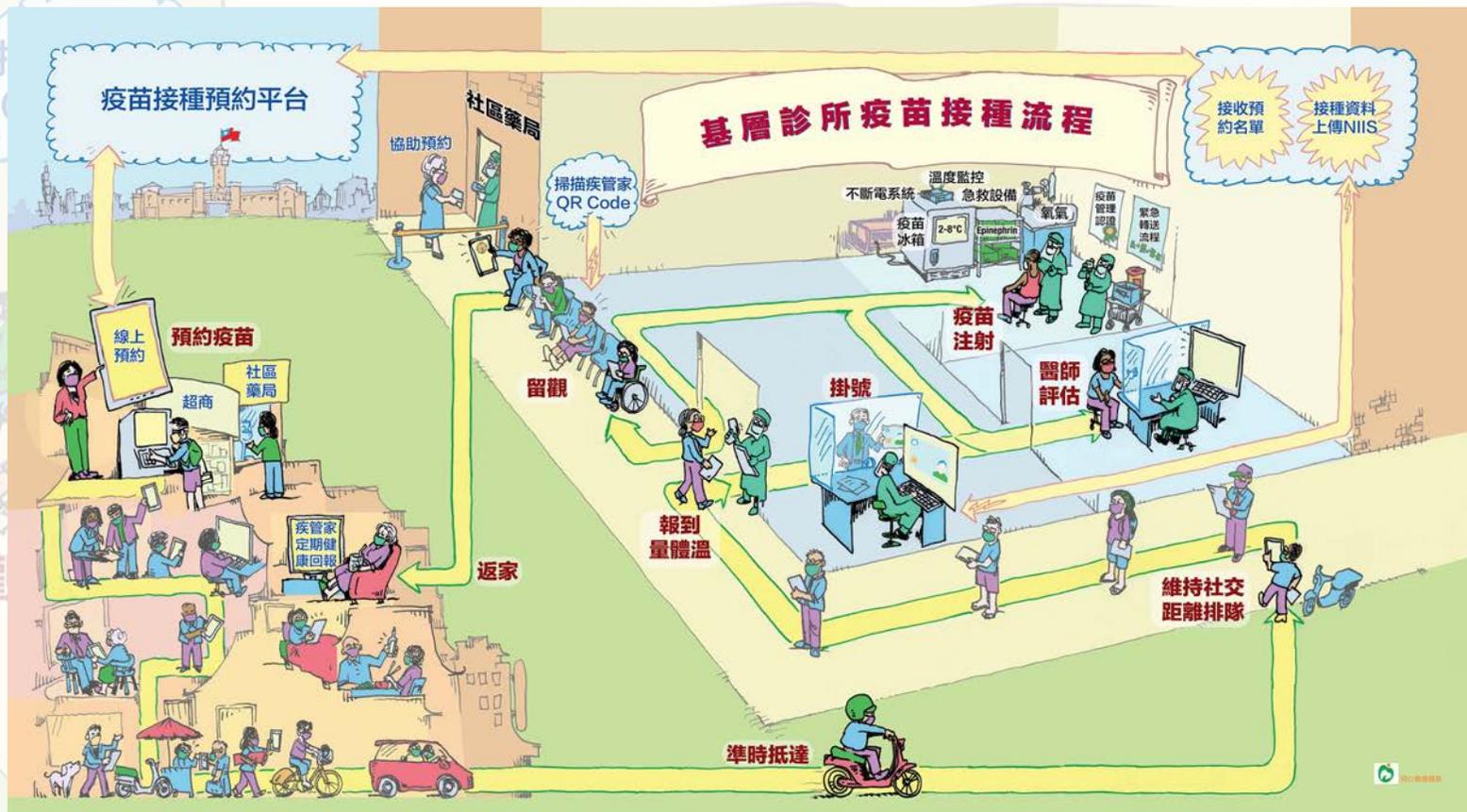
This map is a **vision** for a large-scale healthcare initiative.

基層診所

檢驗試劑

實驗室

個管小組



**Care Design:** new processes, roles, and responsibilities

Step-by-step **clinic vaccination processes** for safety, accuracy, and patient outcomes.

*The map is used in planning and coordinating physicians, clinicians, pharmacists, and other healthcare providers to appropriately and safely administer vaccination.*

*When communicated, it reinforces the step-by-step protocol, and the roles and responsibilities of everyone involved.*

This map helps large ecosystems of people and organizations partner together for results, much like **B2B co-design**.

2 預約疫苗施打地點、時間



3 報到, 量體溫



4 掛號



5 填寫接種意願書



1 依政府公告類別, 確定自己符合施打資格



9 掃描「疾管家」QR Code, 定時回報健康狀況



6 醫師評估



7 注射疫苗



8 留下觀察30分鐘



### Taiwan Vaccination: Patient Protocol Vision

*Patient experience: the patients' point of view.*

Patient-friendly walk-through of their experience and outcomes during the new safety measures.

*Used to prototype and test a new process by seeing themselves in the patient's shoes and understanding their experience. And to clearly communicate to patients.*

This map is a UX prototype, or a storyboard for new ideas and **innovation.**

9 掃描「疾管家」QR Code



**Kevin** can help you as an *artist, facilitator, writer, and designer.*

The visual methodology is a quick, inclusive, and cool approach to designing and communicating.

**Each vision** is scoped with a simple project plan. There is not a one-size-fits-all approach. The metaphors and style of your vision should be unique.

Let's talk and get creative!



**VISION Lab**

Kevin Woodson

[kevin@kevinwoodson.com](mailto:kevin@kevinwoodson.com)

WhatsApp: +886 963 708 286

LINE ID: @kevinwoodson

Skype: kevinwoodson

LinkedIn: <https://www.linkedin.com/in/kevinwoodson/>