Building Out Your Innovative Ideas at Work

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Disclosures
None

Intrapreneurs

Focus on the problem
Tap into creativity
Navigate innovation and hype cycles
Understand trends
Leverage the scale of the organization
Any early adopters in healthcare?

2018: Trends in Healthcare Innovation

- Patient generated data
- On-demand healthcare
- Data analytics services
- Capturing innovation
- Human Centered Design / Co-design

What can you innovate?

Trend 1: Patient generated data

- Sensory data + wearable’s
- Smart (e.g., Bluetooth)
  - diabetes monitoring
  - pillboxes
  - asthma inhalers
  - sleep aids (CPAP)

Patient generated data

On-demand healthcare

Data analytics services

Capturing innovation

Human Centered Design / Co-design
Trend 1: Patient Generated Data

Network Connections with others to create value
Process Signature or superior methods for doing your work
Product System Completing products and services
Channel How your offerings connect with customers
Customer Engagement Customer interactions post sale
Profit Model The way in which you make money
Structure Alignment of your talent and assets
Product Performance Distinguishing features and functionality
Service Support and enhancements that surround your offerings
Brand Representation of your offerings and business

Trend 2: On-demand healthcare
Alternate care delivery models:
+ reduce brick and mortar investment
+ reduce overall cost + convenient for patients

Telemcine
Home care and Rx delivery (conglere care with lower entry price point)

Trend 3: Data Analytics Services

Can big data be integrated into direct clinical care?
Population health: control costs as healthcare costs are increasing

Credit: https://mhealthintelligence.com/kaiser-ceo-telehealth-outpaced-in-person-visits-last-year

Source: PillPack
Trend 4: Capturing innovation

Trend 5: Human Centered Design & Co-Design with patients

Human Centered Design = method of design principles focused around people

Good design is...

- solving a need
- invisible
- personal

Challenging to implement

Feasible to implement

High value to patients

Low value to patients
**Ethnographic Research**

Credit: Apple iOS 10

**HCD + Co-Design + kids + parents + CT Experience = ?**

Credit: Apple iOS 10

**Pirate-themed CT scanner helps New York City kids find calm waters before tests**

Credit: http://www.nydailynews.com

**Understand patient perspective**

Credit: http://www.nydailynews.com

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**Preparation for Co-Design Session**

1. What will the focus be on? (department, specialty, clinic, group of patients, etc.)
2. What is the strategy for goals of the session and who will lead the session?
3. What stage is the project at and who is the best to participate at this stage?
4. Is the environment comfortable and a safe space for patients and staff?
5. Who will the results of the session go to? Who are the stakeholders?

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**Trend 5: HCD & Co-Design**

[Diagram showing various components of HCD & Co-Design, including Network Connections, Process Signature, Product System, Chained, Customer Engagement, etc.]
QUESTIONS?

Intrapreneurship: Building Out Your Innovative Ideas at Work

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Interesting Reads
(Design + Innovation + Entrepreneurship)
(In no particular order)

- The Design of Everyday Things by Don Norman
- Change by Design by Tim Brown
- The Field Guide to Human Centered Design by IDEO
- Ten types of Innovation by Larry Keeley
- Business Model Generation by Alex Osterwalder
- The Lean Startup by Eric Ries

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