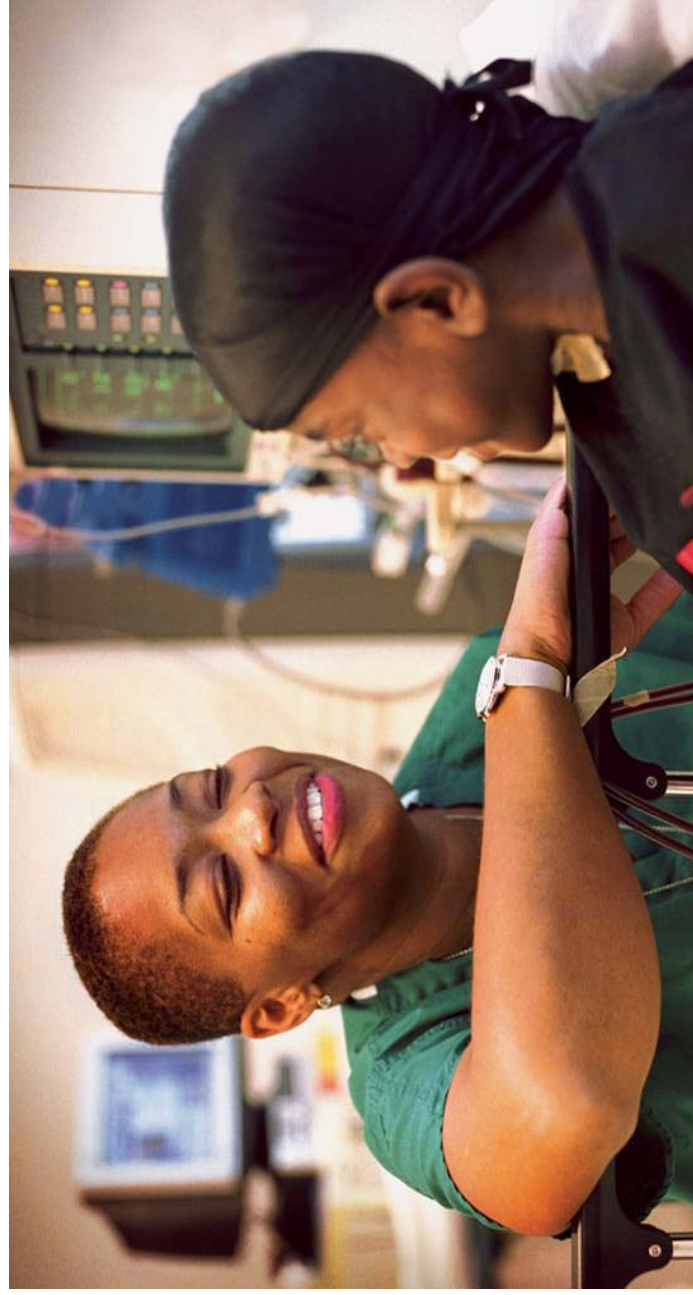


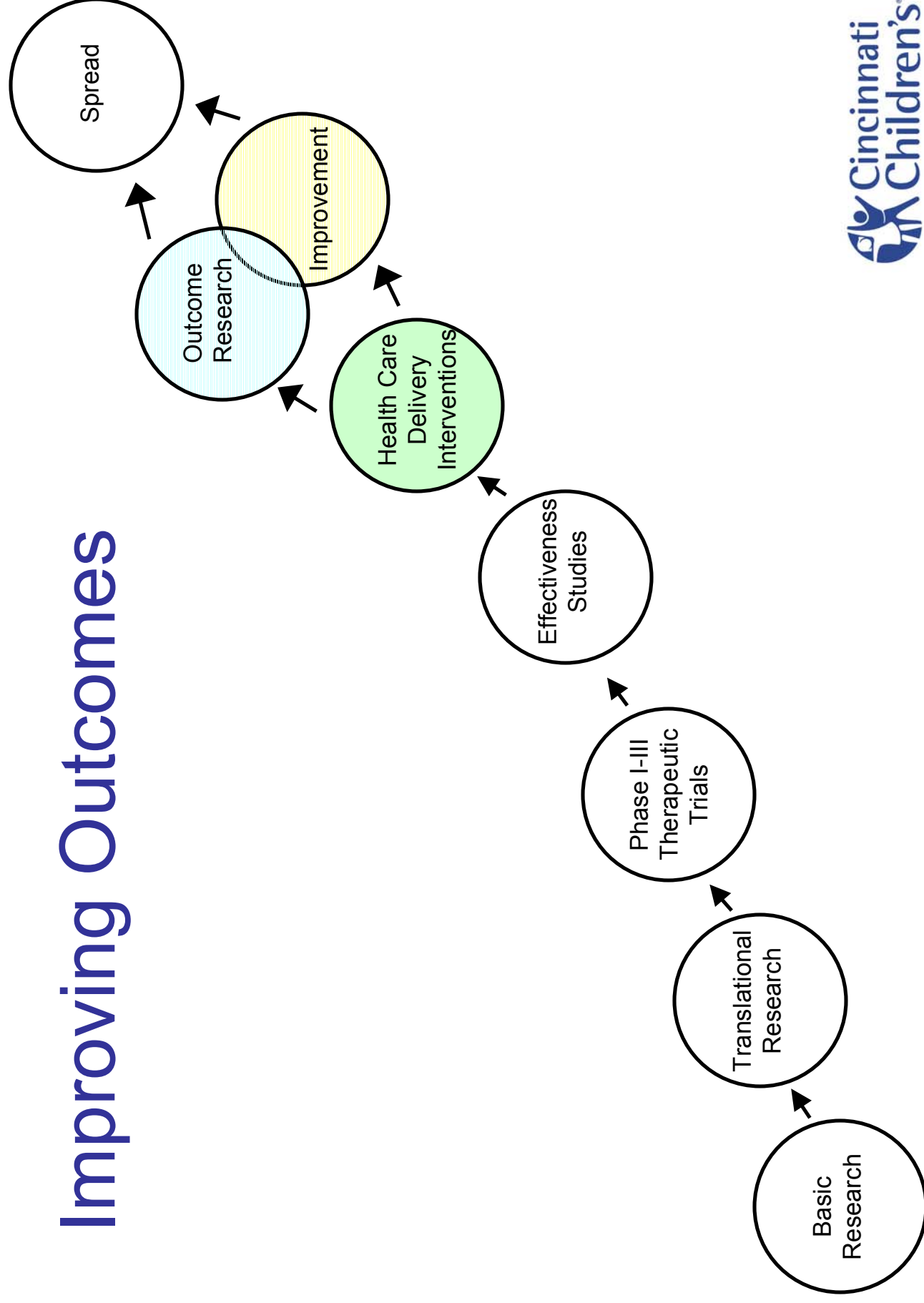
Innovation to Improve Disease -Specific Care

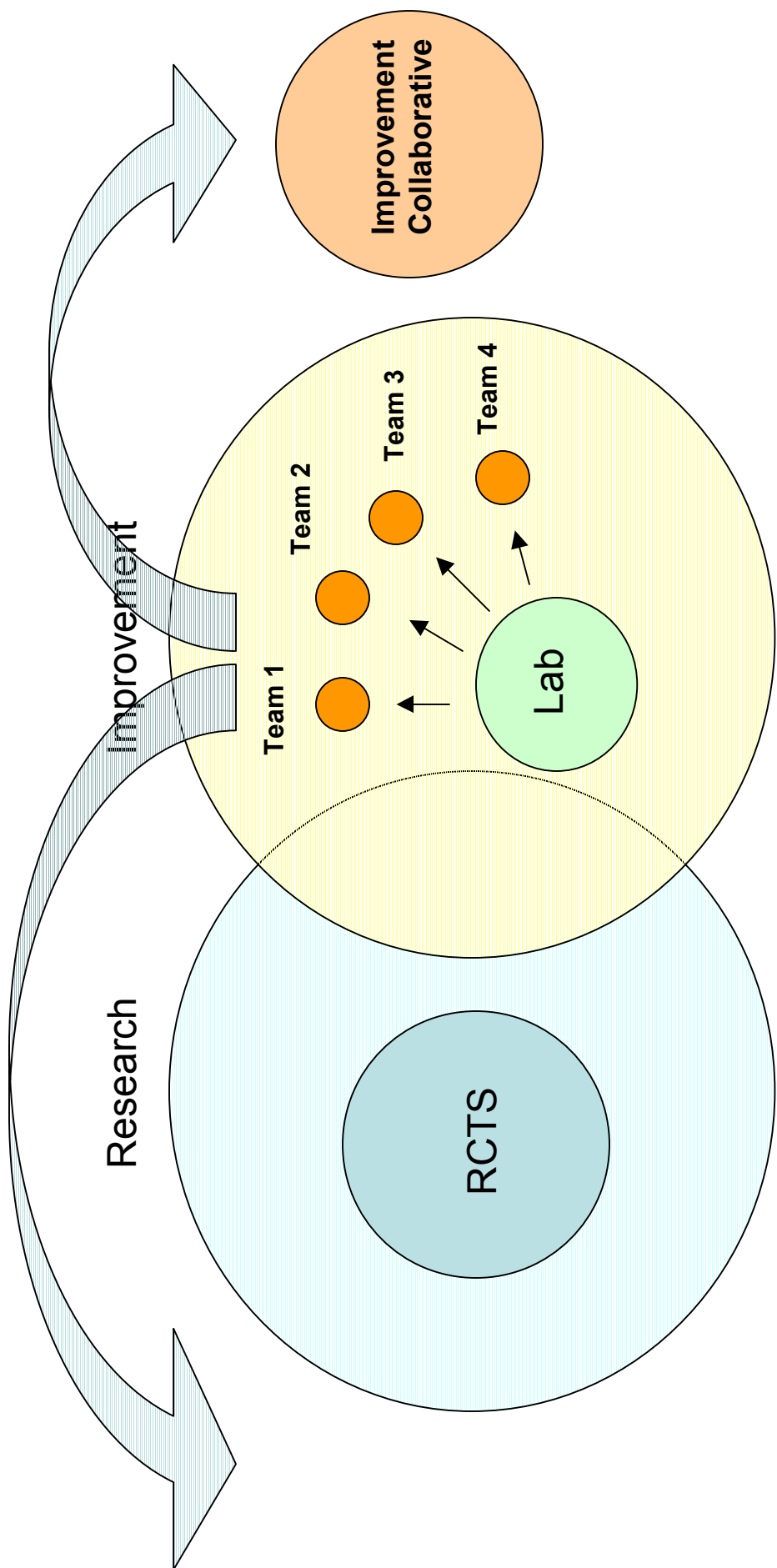


Background

- Chronic disease prevalence increasing
- Adolescents have worse outcomes at CCHMC and elsewhere
- Need for new change concepts to address some aspects of chronic disease care
- Industrial research and development methods may accelerate progress

Improving Outcomes





Guiding Principles for Lab

- Focused on needs of patients and families
- Multi-disciplinary team that embraces change and experimentation
- Risk-taking
- Create new processes, products and roles
- Value and learn from both success and failure

Multi-Disciplinary Areas

Clinical care (2 MDs, 1 NP)

Research Coordination

Marketing/ Web Editing

Scheduling and Registration

Statistics

Education

Social Work

Integrative Care

Quality Improvement

Family/ Parent
Representation



How the lab works

- Pre-clinic
 - Prep work to identify
 - care needs (i.e., biofeedback and education)
 - eligibility for initiatives (i.e., texting, Teen Advisory Board)
 - “Huddle” for 15 minutes to review patients and assign care providers

How the lab works

- During Clinic
 - 3 care providers (2 MDs, 1 NP), two schedules
 - Standardized assessment forms
 - Integrative health care (i.e., biofeedback, self-management)
 - One non-clinical team member to organize tests of change

How the lab works

- Post-Clinic
 - Large team meeting to debrief and discuss larger projects
 - Update tests of change results on standardized forms on a weekly basis; capture data on a run chart
- Work between clinics by phone, email, and ad hoc meetings

Innovation Toolkit

- Clinical innovations
- Consumer segmentation
- Innovation by analogy
- Creative session

Clinical Innovations

- Asthma treatment algorithm to achieve perfect care
- Think like an anthropologist!
 - Case 1:** Everything a patient needs
 - Case 2:** Home health care

Consumer Segmentation

- Looked to industries outside of health care
- Paired with Procter and Gamble to learn consumer segmentation techniques
- Used qualitative techniques to learn from teens
- Developed segments of population based on motivations
- Segmentation questionnaire is currently in testing

Barriers to keeping an appointment.

Innovation by Analogy

Look outside of your own industry!!!

Step 1: Gather raw data from target population.

Step 2: Define fundamental themes.

Step 3: What companies/ industries have addressed the problem? *Who does it best?*

1. Huston L, Sakkab N. Connect and Develop. Inside Procter & Gamble's new model for innovation. Harvard Business Review. 2006 Mar2006;84(3):p58-66.

Creative Session

GOAL: To spend a dedicated, organized, amount of time to get your creative juices flowing!

- Clear objective & realistic agenda
- Off-site location
- Plenty of stimuli
- Variety of participants willing to take a risk
- Plan for idea evaluation and selection

Innovative Spread

- Tell patient stories – both successes and failures
 - Detail stories and what we learned in monthly progress report.
- Measure number of innovative ideas and opportunities for spread.
 - Team “Huddle” spread to JRA
- Recognize and learn from “firsts”