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
Research Improvement

Team 1
Team 2
Team 3
Team 4

Lab

RCTS

Improvement Collaborative
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?*

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”