



AHA INNOVATION 90

You've got big ideas.

But how do you know if they'll work?
Get buy-in. Get traction. Craft your story. Overcome objections.
All in 90 days.



Redesign care delivery
Improve the patient experience
Define a digital strategy

Improve quality and value
Tackle a population health challenge
Respond to new payment models



AHA INNOVATION 90
RAPID SOLUTION
APPROACH



**BOOTCAMP
PREP**



**3-DAY
BOOTCAMP**



**90-DAY
RAPID
PROTOTYPING**



**INNOVATIVE
SOLUTION**

WANT TO KICK-START A PROJECT?

Need to strip out risk?

Learn how to reduce uncertainty around your idea, product and execution plan - in just 90 days.

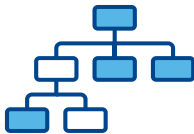
The challenges presented by today's health care environment require a completely different way of thinking. Hospitals and health systems seeking to transform their care delivery are realizing that it's no longer adequate to make incremental adjustments. We need breakthrough ideas that will work — for patients and providers.

AHA Innovation 90 is a program that guides ambitious leaders through a process of Design Thinking, Agile Development, Iterative Prototyping, Storytelling, and Objection Handling to validate ideas in 90 days. Using principles of informed design, Innovation 90 methodology includes a kick-off “bootcamp” event followed by 90 days of personalized coaching to turn ideas into action within the organization.



WHO SHOULD PARTICIPATE?

AHA Innovation 90 is for cross-functional leaders responsible for solving complex hospital, health system or health care challenges. A Project Leader should be prepared to lead this team over a 90-day period.

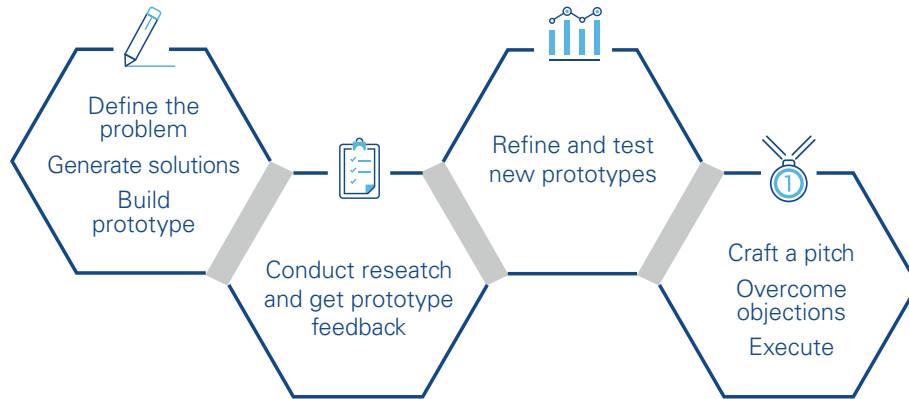


WHAT IS THE PROCESS?

The organization's team will identify a challenge and gather at an offsite facility (arranged for by the AHA) to be led through a three-day, immersive Bootcamp. Then, teams will work with an experienced Innovation 90 Coach over the next 90 days to implement their solution.

WHAT IS INNOVATION 90?

Design thinking is a process that gets you to a “Go/No-go” decision in 90 days.



HERE'S HOW INNOVATION 90 WORKS

BOOTCAMP PREPARATION

Approximately two weeks prior to the start of the Bootcamp, an Innovation 90 Coach will work with your Executive Champion and Team Leader to frame the problem, identify the audience to be served, and craft success criteria to guide your efforts.

3-DAY BOOTCAMP

Teams will be immersed for three days to build a common foundation of knowledge, goals, and roles and responsibilities.

- Day 1** – Conduct an analysis of the problem, map the current experience, and identify competitive threats.
- Day 2** – Generate hundreds of ideas, combine ideas into a comprehensive solution, and build an initial prototype.
- Day 3** – Create an interview guide to test assumptions among allies to craft a compelling value proposition.

EXPERT COACHING

After the bootcamp, the real work begins. You'll partner with an experienced hospital/health care Innovation Coach to keep your team's momentum going. Your Coach will run a 15-minute daily "scrum" call to eliminate the need for meetings, emails, and status reports so you can focus on your innovation.

Your team will conduct a series of two-week "sprints" to get executive feedback that will inform your next prototype. This will build organizational alignment and smooth your rollout.

WHAT YOU'LL GET

Instead of lingering on a project that goes nowhere but never ends, you'll reach a "Go/No-go" decision in 90 days. More important, you'll learn a methodology that you can scale to accelerate other innovation ideas.



Innovation 90 Successes

- ✓ Creating patient engagement incentives for improving chronic care within a Medicare ACO
- ✓ Developing an ED Virtual Wait Room App to improve the patient ED experience
- ✓ Providing a psych EHR to enhance population health strategies and efficiency in communication of care (without meaningful use dollars)
- ✓ Improving accuracy of respiratory therapy consults
- ✓ Attracting Millennials to preventive care
- ✓ Creating a culture of safety for employees that includes early identification and assessment of imminent risks for violence (e.g. knives in ED); interventions that proactively mitigate those risks; and prevention strategies that decrease the potential for physical, emotional, and psychological injury
- ✓ Consolidating into central registration w/ kiosks for 40+ clinics and outpatient sites
- ✓ Improving patient care transitions across the acute to home care continuum to improve quality of care



HERE'S WHAT PEOPLE ARE SAYING ABOUT AHA INNOVATION 90

While our organization has used LEAN, COI, adaptive design, and other process improvement tools quite effectively over the past 5 years, we are excited that this new innovation process is a scalable, systematic, repeatable process that reduces risk, and accelerates innovation adoption. We have so many potential projects (and teams) that will benefit from the introduction of this new process and the new "tools in our tool box"... It was very helpful to bring an actual problem that we are working on to take through the interactive experiential lab format.

Pam Delagardelle
President/CEO UnityPoint Health Waterloo, Waterloo, IA



WANT TO SEE MORE?

View the video at www.ahainnovation.org

Innovation 90 will help you answer these questions so that you can survive any “shark tank”!

What’s your **BIG** idea?

Who’s your **competition**?

What’s the **real** problem?

How much will it **cost**?

What’s **happening** now?

Aren’t you **assuming** a lot?

Got any **traction** yet?

How will you **roll** it out?



INNOVATION 90 MASTER COACH & FACILITATOR

Kurt Baumberger teaches innovation and entrepreneurship at Duke University. He has written two books on innovation based on his 30 years of experience launching everything from Advil to PowerAde to iPhone Apps to Tesla. His latest book, Innovation Navigation, helps complex organizations strip risk out of innovation while accelerating adoption.

He started his career on Madison Avenue, and spent a decade at The Coca-Cola Company before becoming a serial entrepreneur. He’s been featured in USA Today, Entrepreneur Magazine, and US News & World Report. Kurt has also taught at Stanford, Emory, and Georgia Tech and is the managing partner of marketSQUARE Worldwide, an innovation consultancy. He graduated from The College of William & Mary with high honors and earned his MBA at the Duke University Fuqua School of Business.



**Contact Carl Aiello at caiello@aha.org
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information.**

www.ahainnovation.org



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