AHA Education

— JOIN US —

AHA **INNOVATION 90**

90-DAY INNOVATION IMMERSION BOOTCAMP & COACHING

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American Hospital Association

WANT TO KICK-START A PROJECT?

2018 3-DAY BOOTCAMP DATES

April 23-25

May 17-19

May 22-24

LOCATION

AHA Office, Chicago

Get unstuck in your thinking?

Accelerate an important innovation initiative?

The American Hospital Association (AHA) Innovation 90 program uses a proven methodology supported by experienced innovation coaches to guide your team step by step over 90 days to uncover insights, create solutions, build prototypes and craft value propositions for your hospital while simplifying operations, reducing costs and building alignment.

OVERVIEW

Innovation 90 is not like a traditional training or education program. Through this immersive, team-based program, you'll be tackling one of your hospital's real-world innovation problems and producing a solution ready for implementation in 90 days. Your team will use a series of innovation maps to remove risk from your innovation and ensure you're delivering value.

WHO SHOULD ATTEND?

This program is for teams of three to five cross-functional leaders or individual contributors responsible for solving complex hospital or health care challenges. A Project Leader should be prepared to lead the team over the 90-day project.

WHAT IS THE PROCESS?

Hospitals will be asked to identify a challenge and create a team. Teams will converge at an offsite facility to kick-start the project during a three-day, immersive Bootcamp. Then, teams will work with an experienced Design Thinking Coach over the next 90 days to implement their solution in your hospital.

AHA INNOVATION 90 RAPID SOLUTION APPROACH → BOOTCAMP PREP → 3-DAY BOOTCAMP → 90-DAY RAPID PROTOTYPING → INNOVATIVE SOLUTION

BOOTCAMP PREPARATION

Approximately two weeks prior to the start of the Bootcamp, you will receive a packet of information, including a detailed schedule, required reading, and any pre-Bootcamp work assignments you may need to do, depending on the specific problem you want to solve.

3-DAY BOOTCAMP

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

Teams will:

- Review the data and research gathered to identify knowledge gaps and create discussion guides to interview stakeholders

- Evaluate and analyze the findings to discover insights that will inspire dozens of ideas and refine ideas into a few viable solutions

- Create prototype concepts with differentiating value propositions and a persuasive "elevator pitch"

EXPERT COACHING

After the Bootcamp, 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 help your innovation team produce tangible deliverables. You'll present deliverables to your leadership team in a twice monthly, one-hour meeting for feedback and input, which you'll include in the next two-week project plan.

Finally, your team will define what your organization can deliver and support. Your Coach will share "best practices" to assist in the innovation launch and will work closely with your team to overcome organizational objections. This will smooth the innovation rollout and reduce your time to market.

WHAT YOU'LL GET

Embracing Design Thinking means believing all problems, even seemingly intractable ones, can be solved. But it takes a disciplined process to transform an idea into an implementable solution.

In short, you'll know in 90 days if your innovation is likely to succeed and is worthy of further investment.

3-DAY BOOTCAMP SCHEDULE

DAY 1

A.M.:
Problem Definition
Identifying Knowledge Gaps

P.M.:
Hypothesis Formation
Current Journey Mapping

DAY 2

A.M.:
Destination Mapping and Ideation

P.M.:
Requirements Mapping,
Creating a Prototype

DAY 3

A.M.:
Discussion Guide Creation, Identifying
Key Allies, Assumption Testing

P.M.:
Value Proposition Creation, Elevator
Pitch Composition, 90-Day Plan

YOUR TEAM WILL PRODUCE:

- 5 – 6 Actionable Insights

- Journey Map with Pain Points

- Dozens of Innovation Ideas

- 3 – 4 Rough Prototypes

- 3 – 4 Value Propositions

- 6 Rounds of Feedback

- 1 Pilot Program

Innovation 90 is helping organizations tackle challenges including

☑ Creating patient engagement incentives for improving chronic care within a Medicare ACO

☑ Providing a psych EHR to enhance population health strategies and efficiency in communication of care (without meaningful use dollars)

☑ Attracting Millennials to preventive care

☑ 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

☑ Developing an ED Virtual Wait Room App to improve the patient ED experience

☑ Improving accuracy of respiratory therapy consults

☑ 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

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HERE'S WHAT PEOPLE ARE SAYING ABOUT **AHA INNOVATION 90**

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"While our organization has used LEAN, CQI, 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

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"Innovation 90 Bootcamp is different from every other innovation program I have attended in the past. The AHA program has challenged my understanding of what innovation means as well as the skill sets I currently use with new projects. This program is rigorous, multi-faceted and intense. But at the end of the training, you leave with a fresh perspective, with tools, skills and strategies you might never have considered when approaching projects. Excellent team building exercises!"

Halana Finnie,
PhD, RN, PMHNP, CNS-BC, FNP
Director of Behavioral Health Services
St. Barnabus Health System, Bronx NY

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"Our team was very excited to participate in the AHA Innovation Bootcamp. Overall the program was valuable and was a good jump off point for the team to begin work on an innovation focused project. The ability to bring a team together to receive training, focus on a defined problem, and work through the components of the program was extremely valuable.

The innovation content, small group activities, real life examples and gaining insights from the broader group were all very valuable components of the program. Hearing descriptions of the pitfalls or obstacles that you will face was extremely valuable to our team. Innovation is a fun topic to think about, but leaders often do not think about what it will take to move the culture of an organization to not block innovation, much less support it."

Stephanie Beever, RN, MS
Carle Health System, Executive Vice President and System Chief Strategy Officer

Contact Carl Aiello at caiello@aha.org or 312.893.6894 for pricing and more information.

www.ahainnovation.org

American Hospital Association®