Welcome Back!
Say hi to others, get some breakfast and get settled.

Be ready to start at 9:00am
Day 1 Review

Exercise #1: Frame your opportunity (20 min)

1. Follow the framework and use sticky notes to prepare:
   I. The topic of your project
   II. The research you did. Who you included.
   III. Key problems and needs identified
   IV. So we are asking, "How might we...

2. Prepare to pitch this project opportunity to others.

HMW Statements

Prioritizing Ideas
Reflection

Take 2 minutes to reflect on the following questions in your notebook, then we’ll share for 5 minutes.

- What's one insight or idea from yesterday that you appreciated?
- What's one question you have about what we have been doing?
Day 2 Objectives

- Prototype potential solutions!
- Practice giving and receiving feedback
- Learn about the presentation structure for Workshop 3

Day 2 Overview

- Learn more about prototyping services
- Prototype a few of your solution ideas
- Try it with others for feedback
- Project planning for the next 8 weeks
Prototyping Solutions
Using paper, enactments and hacks
GOOD PROTOTYPES

ROUGH

COMMUNICATE

SOLUTION
Prototyping: Why

Low investment, high reward.
Learn fast.
Involve others in the process.
Prototyping: What

Tools
Tech
Workflow
Roles
Space
Business Model
Prototypes gives teams something to think with
With just enough fidelity... time is money
Coach Share – Christi Zuber
Prototyping
Employee Nutrition
Generating & prioritizing ideas
Prototyping – Employee Nutrition
Prototyping & Field Testing – Employee Nutrition
Prototyping & Field Testing – Employee Nutrition
Prototyping & Field Testing – Employee Nutrition
User feedback – Employee Nutrition
Coach Share – Christi Zuber
Prototyping
Transparency of Room Readiness
A New Technology Product: Foam Core to Digital Production in six months

Designed by the end user for themselves!
Prototyping Solutions

Why do it?
Why prototype?

- Brings more clarity to your idea
- Others can try it and provide feedback
- Requires interaction, not just thinking
- Always reveals new information
- Leads to additional ideas
- Builds momentum
Make things (prototype) to support a touchpoint

- People’s roles, what they do, and how they do it
- Service protocol
- Language used
- Activities that occur
  Policy Signs & posters
- Brochure
- Phone or tablet app
- Web pages
- Objects used
- New kind of product
- Furniture & room
- Instructions
Use simple materials to begin with

• Paper, poster board, foam board, easel paper

• White tape, hot melt glue

• Phone, tablet and web page templates for click throughs

• Arrange furniture

• Found objects and props

• Scripts to guide service
Three kinds of prototypes

1. Storyboard
2. Role play using props
3. Looks-like feels like
Storyboard the user experience
Current state/Future State Story Board –
10 min to do; 10 min to share
Role play the user experience
Role play the user experience
Make a looks-like, works-like (paper & board)
Make a looks-like, works-like
Coach Share – Kathleen Figoni
West County Health Centers
Prototyping
Cervical Cancer Screening – Prototyping

**AIM:** We will improve the health of our patients with cervixes by increasing Cervical Cancer Screening Rates at RRHC from 59% to 65% by January 2020

Prototyping Planning Worksheet

Using this template, 3 change ideas from our 2x2 matrix were planned prior to prototyping.

Prototyping

Care teams then had the opportunity to bring their change ideas to life!

Pitch & Iterate

Care teams had 5 minutes to pitch their prototype to other care teams and get real-time feedback for iteration.
Pap Prototyping Party
Method: Prototyping
What assumptions do you need to test and what ideas are priorities for you?
Exercise: Prototype planning - 15 min

1. Take 15 minutes to think about your solutions and what aspect would be great to bring to life. Capture them on half sheets as quick sketches.

2. As a team, discuss which idea or group of experiences you’d like to prototype today.

3. Use the prototype planning poster to think through assumptions and what you need to learn. Let that drive aspects of the prototype that need to be tested.

4. Plan a way to build it and get started! Build it so that someone else can experience it, not just be told about it.
Make your prototype - 30 min

Coach stays with team

1. Divide up the parts that need to be made

2. Start building

3. Keep in mind that someone else will experience the prototype

4. Keep communicating/check-in to coordinate making
Get feedback from another team - 2 x 10 min

1. Pair up with another team

2. Start with one team's prototype. Explain the context of the experience. Have someone from the other team try the experience. Remember, you are not ‘selling’ you idea.

3. Other team members observe and write down observations, notes for improvement, etc. “I like, I wish, I wonder” on post-its

4. After, share the feedback.

5. Switch teams and repeat.
Break
(15 minutes)
Round 2 prototype to field test - 30 min

1. Change/refine your prototype based on feedback
2. Adjust your context and script
3. Use your poster to help plan for field testing
Round 2 - get feedback - 2 x 10 min

1. Pair up with another team

2. Start with one team's prototype. Explain the context of the experience. Have someone from the other team try the experience. Share how you will field test it.

3. Other team members observe and write down observations, notes for improvement, etc.

4. After, share the feedback.

5. Switch teams and repeat.
Lunch (end at 1pm)
A new tool for your toolbox: Co-Design (30 minutes)
What is Co-Design and why use it?

Co-Design brings the people you are trying to create solutions for, together with you, to design solutions.

This ensures the solutions you are testing keep the ‘user’ (patient, client, staff) front and center.

And, it’s fun!
Co-Design

Coach Share

Monica and Kari
1. Gather Experiences

2. Frame Opportunities
   - How might we engage and empower all family members by providing age-appropriate support and education so they can know what to expect and thrive as individuals and as a family?

3. Generate Ideas
   - See full list of brainstorm in later slides

4. Select Ideas to Test
   - 1. Digital platform with resources and connection
   - 2. Care navigator

5. Define Metrics That Matter
   - Details available on later slide
   - Metrics were specific to the two different ideas tested

6. Plan Tests of Change
   - Digital platform
   - Care navigator
Human Centered Goal

Identify information and education needs for family* members of patients diagnosed with serious mental illness – and test potential solutions through codesign.

- I try to navigate the system as best I can.
- A diagnosis is the key to unlocking services.
- When one person is sick, the whole family is sick.
- To find what’s out there, I sit down with a glass of wine and the internet.
- Normalcy is a premium.

Normalcy is a premium.
Prototype Testing: Top 2 ideas

HOW WE TESTED:

• Showed sample “screens” of the platform to patients
• Flipped to other “screens” as patients interacted with the categories and functions
• Simulated intro of care navigation to family member
• Demonstrated service using a skit
• Asked patients for feedback after skit

QUOTES:

• “Could we include blogs or articles from experienced families and clinicians?”
• “Would the map be tailored to my location and can I filter the searches?”
• “It’s like an advice line, but specific to my behavioral health needs.”
• “Where in the process would I get this contact info?”
• “What are the hours and what is the backup if the person is unavailable?”

LEARNINGS/DATA:

• Patients liked knowing there was clinical expertise and evidence-based advice
• It’s important for there to be a place for narrative in addition to resources
• Patients requested that the site integrity be maintained
• Patients liked that the navigator can liaise to community resources beyond Kaiser
• This needs quick turnaround and 1-call resolution, but doesn’t need to be a crisis service
# Reflections

## I like...

1. The collaboration  
2. Collaborative brainstorming  
3. Being heard and listened to  
4. The opportunity to hear members share their experiences learned a lot  
5. Hearing the diverse experiences of members  
6. Having the opportunity to have my voice heard

## I wish...

1. We could address more problems  
2. More of the issues discussed today could have been addressed  
3. There could be more opportunity to f/u some of the problems discussed  
4. Had more time to discuss HIPAA  
5. We had on-going patient voice informing the work  
6. There is way to follow this project  
7. We had a way to co-design more often  
8. We did more time consolidating instead of narrowing  
9. We would hire more clinicians to reduce wait time

## I wonder...

1. How many lives we will change  
2. What will be the outcome of today?  
3. How this will turn out. It would be neat to be included for follow up  
4. What is going to happen with this and will you let us know?  
5. What end users will think  
6. If we can do more sessions like this on other issues  
7. If this will really make a difference?
Questions/Reflection

If you were to use co-design as a tool, who would you invite to the table? Reflect and share at your table (10 minutes)
Making a compelling presentation using the 7 part presentation structure

Gain support for your solution

(20 minutes)
Building support

Even if you originally secured permission from your sponsors, it is your responsibility to build support for your project over time.

Too often, lack of communication leads to questioning efforts more than supporting them.
Use a narrative structure

People resonate with and relate to stories. As you prepare your presentation, will we encourage you to find ways to tell stories about the work you have done so far. We hope this continues to build support for innovative projects in your organizations as you move forward.
The 7-part presentation structure

1. Show existing user experience or describe the desired future

2. Highlight challenges of existing experience or why desired future isn't possible

3. Share what you learned from research

4. Describe 3 or 4 parts of your solution

5. Articulate the benefits of doing so

6. Present the negative impact of not pursuing

7. Ask for specific support
A Helpful Tool: Presentation Narrative Worksheet

1. Describe the desired future your project seeks to create

2. Articulate why it isn’t currently possible

3. Share what you learned in studying the problem

4. Now describe 3 to 4 parts of the solution and positive feedback from testing it

5. Share the benefits and value that would be created as a result

6. Now, explain the negative impacts of not pursuing the solution

7. Finally, ask for the audience’s support with a specific way they can help
Coach Share – 7 Part Presentation
Kathleen
Break

(15 minutes)
Remember...The 7-part project support narrative

• Show existing user experience or describe the desired future

• Highlight challenges of existing experience or why desired future isn't possible

• Share what you learned from research

• Describe 3 or 4 parts of your solution

• Articulate the benefits of doing so

• Present the negative impact of not pursuing

• Ask for specific support
Project Roadmapping and Planning Time (55 minutes)
Project Planning and Prototype Testing

- You have a little over 9 weeks until workshop 3 to test and iterate your prototypes
- You will need to send a DRAFT of your 7 part pitch (in slides format) to your coaches by January 28th.
- You will evolve that slide deck on day 1 workshop 3 and be ready to present it on day 2.
Review, Wrap-Up, and Next Steps (15 minutes)
Day 2 Review

A Helpful Tool: Presentation Narrative Worksheet

A new tool for your toolbox: Co-Design

Making a Compelling Presentation
Gain support for your solution
## Project Timeline

### 2019-2020 Program Timeline

<table>
<thead>
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<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
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<tbody>
<tr>
<td><strong>In-Person Workshops</strong></td>
<td>Workshop 1</td>
<td>Workshop 2</td>
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<td>10/24-10/25</td>
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<td>Sponsors attend</td>
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<td>showcase February 12th</td>
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<td><strong>PITCH &amp; COMMIT</strong></td>
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<td><strong>Milestones</strong></td>
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<td>1. Attend virtual kickoff meeting (10/3, 12 pm).</td>
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<td>Pitch your solution prototype at Workshop 3.</td>
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<td>2. Complete assigned research in advance of Workshop 1.</td>
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<td>Ongoing coach support</td>
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<td>Biweekly check-in calls with your coach to support, answer questions and help you deepen your HCD practice</td>
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<td><strong>Virtual Office Hours:</strong></td>
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<td>Monthly calls covering Recruiting and partnering with stakeholders, Brainstorming Like a Boss, Making Ideas tangible and testing them quickly, Prepping Your Pitch and more!</td>
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**In Denver, CO**
Next Steps

- **Generate ideas** with your stakeholders and figure out which ideas you want to prototype.

- **Build and test your prototypes.** Seek input from your colleagues and end-users.

- Draft your **7-part presentation.** Send it to your coach by January 28\textsuperscript{th} for feedback.

  - Curate **photos, videos and quotes** from your project activities to put in your final presentation.

  - Draft your **project learnings and recommendations** and next steps for your organization’s leadership.
Come to Workshop 3 with...

✓ A laptop.

✓ Draft 7-part presentation slide deck (on USB thumb drive + a printed copy).

✓ Photos, videos and quotes for your final presentation (on a USB thumb drive).

✓ A cellphone with video-recording capability and 1 GB of space (enough space for 7 minute video).
Upcoming Virtual Office Hour (optional, dates to be set)

- Prototyping
- Preparing Your Pitch
- And others that you suggest!

Send your requests to the Catalyst Google Group!
Lean on Your Coaches

- Dana Ragouzeos  
  Dragouzeos@gmail.com  
  All teams – Master Coach

- Brittney Wilburn  
  bwilburn24@gmail.com  
  Every Child Peds, Jefferson Center, Solvista STRIDE

- Monica VanBuskirk  
  monicavanbuskirk@gmail.com  
  Mental Health Center of Denver and Colorado Access

- Kari Coughlon  
  coughlon@hotmail.com  
  Melissa Memorial

- Kathleen Figoni  
  kdfigoni@gmail.com  
  Clinica, PCA
Remember:
www.careinnovations.org/colorado/catalyst
Find Resources Below:

Phase 2: Generate + Test Ideas
Prioritize Opportunities, Generate Ideas, Make them Better with Feedback

Choose a Topic to See Resources

All Areas

43 Resources Available.

Carry Out Your Ideation and Prototyping Roadmap

Phase 2 Project Planning Roadmap

Use the calendar grid below to plan project activities over the next 9 weeks. Plan research activities, team meetings, important organizational dates, etc.

Post-Workshop Assignments:

Generate & prototype ideas with your stakeholders

Figure out which ideas you want to prototype. Build and test your prototypes. Seek input from your colleagues and end-users. Continue to document your process with quotes, photos, video clips. Bonus: Record people trying out your prototype!

Post-Workshop Assignments:

Draft your 7-part presentation (5-7 min) in 16:9 format

Curate photos, videos and quotes from your research to put in your final presentation. Draft your project learnings and...
ONWARD!