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

Be ready to start at 9:00am

# **Day 1 Review**



HMW Statements



#### Catalyst Training: Session 2 2019

#### Exercise #1: Frame your opportunity (20 m

Activity

- 1. Follow the framework and use sticky notes to prepare:
  - The topic of your project ١.
  - The research you did. Who you included. Ш.
  - Key problems and needs identified Ш.
  - IV. So we are asking, "How might we...
- 2. Prepare to pitch this project opportunity to others.



### **Prioritizing Ideas**

Center for Care Innovations

# 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?

stress Th	Catalyst nnovation + ign Thinking Framework	SEE & EXPERIENCE	DIMENSION & DIAGRAM	QUESTION & REFRAME	IMAGINE & MODEL	TEST & SHAPE	PITCH & COMMIT
<b>*</b>	GOALS Your roadmap	LEARN ABOUT YOUR CHALLENGE THROUGH IMMERSIVE EXPERIENCES AND LISTENING TO FIRST-HAND PERSPECTIVES.	Make sense of what you documented and learned from your research.	REFINE AND FOCUS THE SCOPE OF YOUR CHALLENGE BASED ON REY INSIGHTS FROM YOUR RESEARCH.	DREAM UP MANY IDEAS TO ADDRESS THE CHALLENGE. DRAFT A PLAN FOR HOW YOU'LL TEST KEY FEATURES OF YOUR BEST IDEAS WITH STAKEHOLDERS.	MAKE QUICK, ROUGH DRAFTS OF YOUR IDEAS. GET THE EXAMPLES IN FRONT OF PEOPLE AND INCORPORATE THEIR FEEDBACK — REPEAT!	COMMUNICATE WITH PEOPLE OUTSIDE OF YOUR CORE TEAM ABOUT YOUR PROJECT AND WHY IT'S WORTH DOING.
*	METHODS What you learn	Observation Draw Your Experience Qualitative Interviews	EMPATHY MAPPING JOURNEY MAPPING THEMES AND TENSIONS	"How Might We" Statements Analogous Examples	BRAINSTORMING Solution Mapping	Paper Prototypes Storyboarding Role Play	7-PART PITCH STRUCTURE CALCULATING VALUE VIDEO STORYTELLING "I LIKE I WISH, I WONDER"
ŕŦ	ACTIVITIES What you do	COLLECT QUOTES, PHOTOS, AND VIDEO FROM OBSERVATIONAL, SHADOWING, AND INTERVIEW RESEARCH.	ANALYZE QUALITATIVE RESEARCH AND CONVEY PATTERNS USING VISUAL FRAMEWORKS.	ARTICULATE YOUR CHALLENGE IN A CONCISE, FOCUSED, AND OPTIMISTIC WAY.	ENCOURAGE PEOPLE WITH DIVERSE PERSPECTIVES TO CONTRIBUTE IDEAS. PRIORITIZE WHICH IDEAS TO TRY FIRST, AND WHICH SPECIFIC ELEMENTS TO BUILD AND TEST.	CREATE AND TEST AT LEAST THREE VARIATIONS ON YOUR BEST IDEA(S) USING SKETCHES, SCRIPTS, MOCK-UPS, AND OTHER TANGIBLE FORMATS.	PRESENT & COMPELLING STORY ABOUT YOUR CHALLENGE TO ORGANIZATIONAL LEADERSHIP, AND PROPOSE NEXT STEPS,



#### 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

Q

# Prototyping: Why

\* TOOX-011.001 100

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



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### Prototypes gives teams something to think with



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### With just enough fidelity... time is money



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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

#### **PROTOTYPING THE OUTPATIENT DASHBOARD**



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

Catalyst Training: Session 2 | 2019 | Center for Care Innovations

#### Storyboard the user experience



# Current state/Future State Story Board – 10 min to do; 10 min to share

Activity



#### Role play the user experience



#### Role play the user experience



#### Make a looks-like, works-like (paper & board)





#### Make a looks-like, works-like

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THIS FEATURE IS STILL UNDER CONSTRUCTION oK

BUILD YOUR PROGRAM

11 AEPS

12 REPS

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OR
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Coach Share – Kathleen Figoni West County Health Centers Prototyping
Pap Prototyping Party Method: Prototyping

Sourced from West County Health Centers

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## Cervical Cancer Screening – Prototyping

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



W WILLYOU CREATE THE EXPERIENCE? hat do you need to make or arrange to support the experience? What needs to be more detailed d what can just be supportive?





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

- 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.
- 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.

Activity

Make your prototype - 30 min

Coach stays with team

- 1. Divide up the parts that need to be made
- 2. Start building
- Keep in mind that someone else will experience the prototype
- 4. Keep communicating/check-in to coordinate making

Activity

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.

Activity

# Break (15 minutes)

# Round 2 prototype to field test - 30 min

- 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

#### GATHER EXPERIENCES



#### FRAME OPPORTUNITIES



3

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

See full list of brainstorm in later slides

#### SELECT IDEAS TO TEST



- 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



#### 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



### 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

#### **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?"

#### **LEARNINGS/DATA:**

- Patients liked knowing there was clinical expertise and evidencebased advice
- It's important for there to be a place for narrative in addition to resources
- Patients requested that the site integrity be maintained



MH need

- Simulated intro of care navigation to family member
- Demonstrated service using a skit
  - Asked patients for feedback after skit

•

- "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?"

- 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?

Activity

# **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 you 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

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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

Lean Experiment Map

- You have a little over 9 weeks until workshop 3 to <u>test and iterate</u> your prototypes
- You will need to send a DRAFT of your 7 part pitch (in slides format) to your coaches by <u>January 28<sup>th</sup></u>.
  - You will evolve that slide deck on day 1 workshop 3 and be ready to <u>present</u> <u>it on day 2</u>

Map your <b>CRITICAL</b> most critical assumptions:	Unknown Assungton Wannah with share for official arknown assurptions official arknown assurption you need to also there are for your hardware to the your hardware to the Second Secon	Project name:	Whom is this for?	What problem are we addressing together?
_	4. Minimum Success Metrics Wing et las the success of them the last back with the metric of the the success of the metric of the success per universe.			
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# Review, Wrap-Up, and Next Steps (15 minutes)

# **Day 2 Review**



A Helpful Tool: Presentation Narrative Worksheet

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7. Friefly ask for the authentick support with a specific way they start help .			

Making a Compelling Presentation Gain support for your solution

## **Project Timeline**



# 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<sup>th</sup> 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.co mMental Health Center of Denver and Colorado Access



Kari Coughlon

Melissa Memorial



Kathleen Figoni kdfigoni@gmail.com Clinica, PCA



### Remember:

### www.careinnovations.org/colorado/catalyst



Population Management

**Technology Solutions** 

Innovation & Design Thinking Com

Community-Centered Care



COLORADO HEALTH INNOVATION COMMUNITY PORTAL

**Colorado Catalyst Resources** 

OVERVIEW

SCHEDULE & ACTION ITEMS

CATALYST LIBRARY

**TECH HUB LIBRARY** 

COLORADO COMMUNITY

Catalyst Training Session 2

2019 | Center for Care Innovations

### Find Resources Below:

#### Phase 2: Generate + Test Ideas

Prioritize Opportunities, Generate Ideas, Make them Better with Feedback

Choose a Topic to See Resources	43 RESOURCES AVAILABLE.
All Areas	
	CARRY OUT YOUR IDEATION AND PROTOTYPING ROADMAP
This is all the resources.	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 June 28th.

# **ONWARD!**

SALANSING STREET

8