

Learn to Work in a Human-Centered, Collaborative and Creative Way

2019 Catalyst Program
Informational Webinar
October 17, 2018

Diana Nguyen, Program Coordinator
Laura Blumenthal, Senior Program Manager



Webinar Reminders

1. It's a big group! Everyone is muted.
2. Please chat in questions as you have them.
3. Webinar is being recorded and will be sent out via email to all registrants and posted online.

Meet Your Catalyst Program Leads



Diana Nguyen | Program Coordinator



Laura Blumenthal | Senior Program Manager

Agenda

- + What is CCI?
- + What is Human-Centered Design?
- + What is Catalyst?
- + Who is Eligible for Catalyst?
- + What Makes a Strong Application?
- + How to Apply + Key Dates
- + Final Questions

Quick Poll:

Is this your first time learning about CCI?

Do you work inside or outside of healthcare?



About CCI

Our Four Program Areas

1

Innovation & Design Thinking

2

Data & Technology

3

Community-Centered Care

4

Population Management



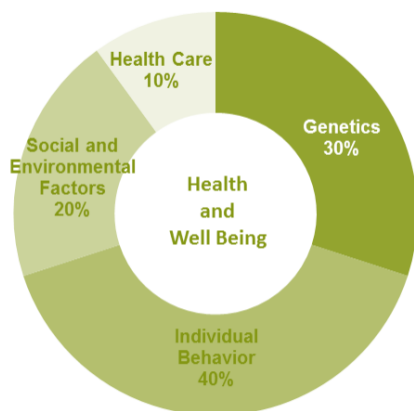


At CCI, We

- + Design + Deliver Programs**
- + Convene People**
- + Partner with Experts and Advisors**
- + Re-grant Money**

Health and Social Needs are Intertwined

Impact of Different Factors on Risk of Premature Death



SOURCE: Schroeder, SA. (2007). We Can Do Better — Improving the Health of the American People. *NEJM*. 357:1221-8.



Social Determinants of Health

| Economic Stability | Neighborhood and Physical Environment | Education | Food | Community and Social Context | Health Care System |
|--------------------|---------------------------------------|---------------------------|---------------------------|------------------------------|---|
| Employment | Housing | Literacy | Hunger | Social integration | Health coverage |
| Income | Transportation | Language | Access to healthy options | Support systems | Provider availability |
| Expenses | Safety | Early childhood education | | Community engagement | Provider linguistic and cultural competency |
| Debt | Parks | Vocational training | | Discrimination | Quality of care |
| Medical bills | Playgrounds | Higher education | | Stress | |
| Support | Walkability | | | | |
| | Zip code / geography | | | | |

Health Outcomes

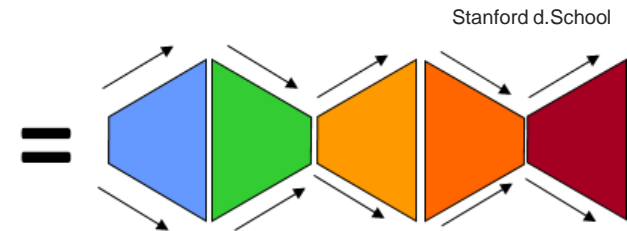
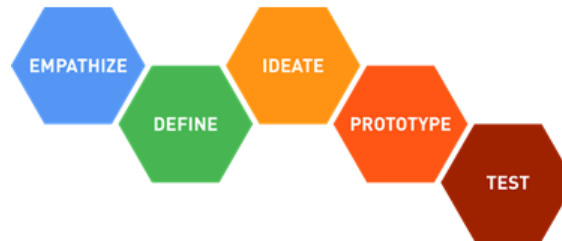
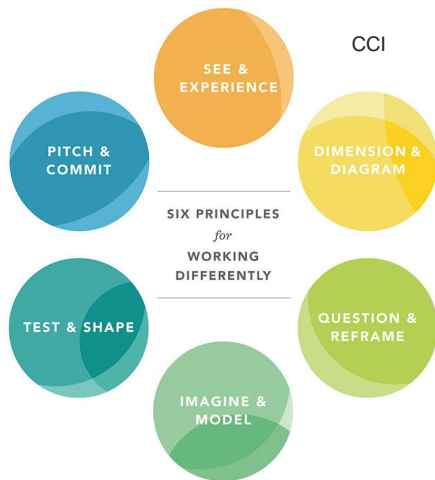
Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations



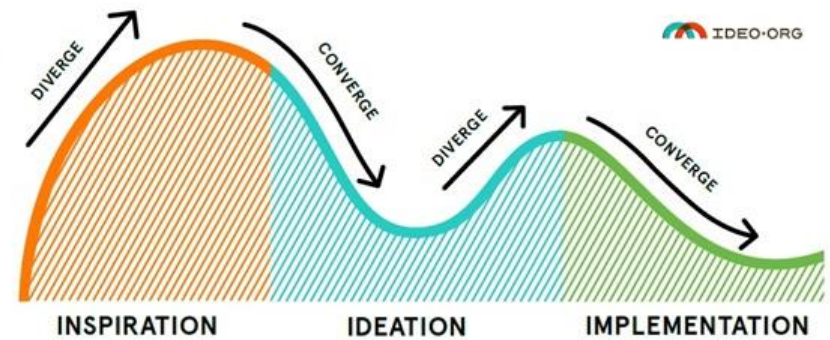
Source: Kaiser Family Foundation

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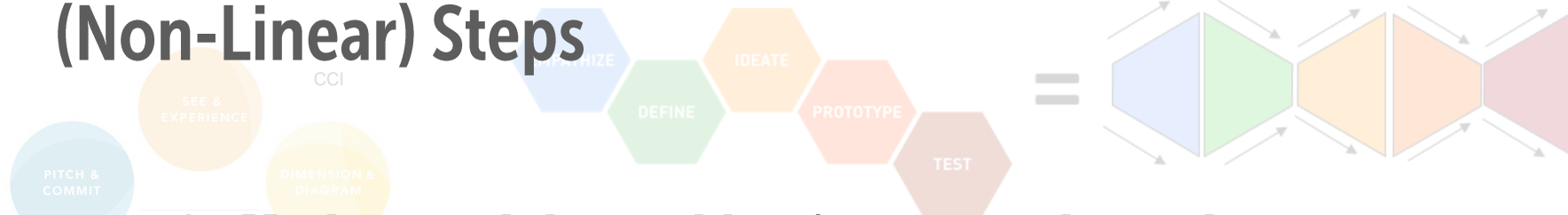
Center for Care Innovations 2018 / 12



Kaiser Permanente Innovation Consultancy



The Design Process Simplified into Four, (Non-Linear) Steps

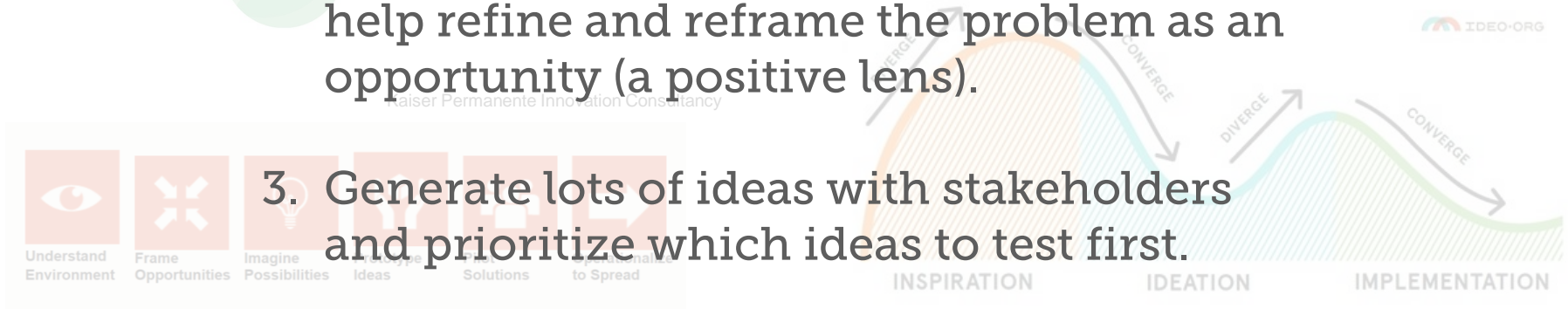


1. Understand the problem's context through people's perspectives and experience.

2. Identify patterns in your qualitative data to help refine and reframe the problem as an opportunity (a positive lens).

3. Generate lots of ideas with stakeholders and prioritize which ideas to test first.

4. Build and test your ideas, in draft form, with real people.



Pause for Questions

About CCI or Human-Centered Design

Quick Poll:

Has your organization applied to our Catalyst program before?



About Catalyst

Apply Now through Nov. 16

careinnovations.org/catalyst-2019

A photograph of a group of people at a workshop or conference. In the foreground, three individuals are visible: a woman on the left with a name tag that says 'Carina', a woman in the center with a name tag that says 'Lucia', and a woman on the right with a name tag that says 'Caroline'. They are all smiling and looking towards the camera. The background shows other people seated at round tables with white tablecloths, some with drinks and papers on them. The overall atmosphere is professional and collaborative.

Catalysts learn to practice **methods and mindsets** that spark innovation by applying them to a strategic project.



Catalysts learn to practice **methods and mindsets** that spark innovation by applying them to a strategic project.

You also learn how to:
Build a **stronger team**.

Break down silos and hierarchy.

Cultivate a more **open, experimental culture**.

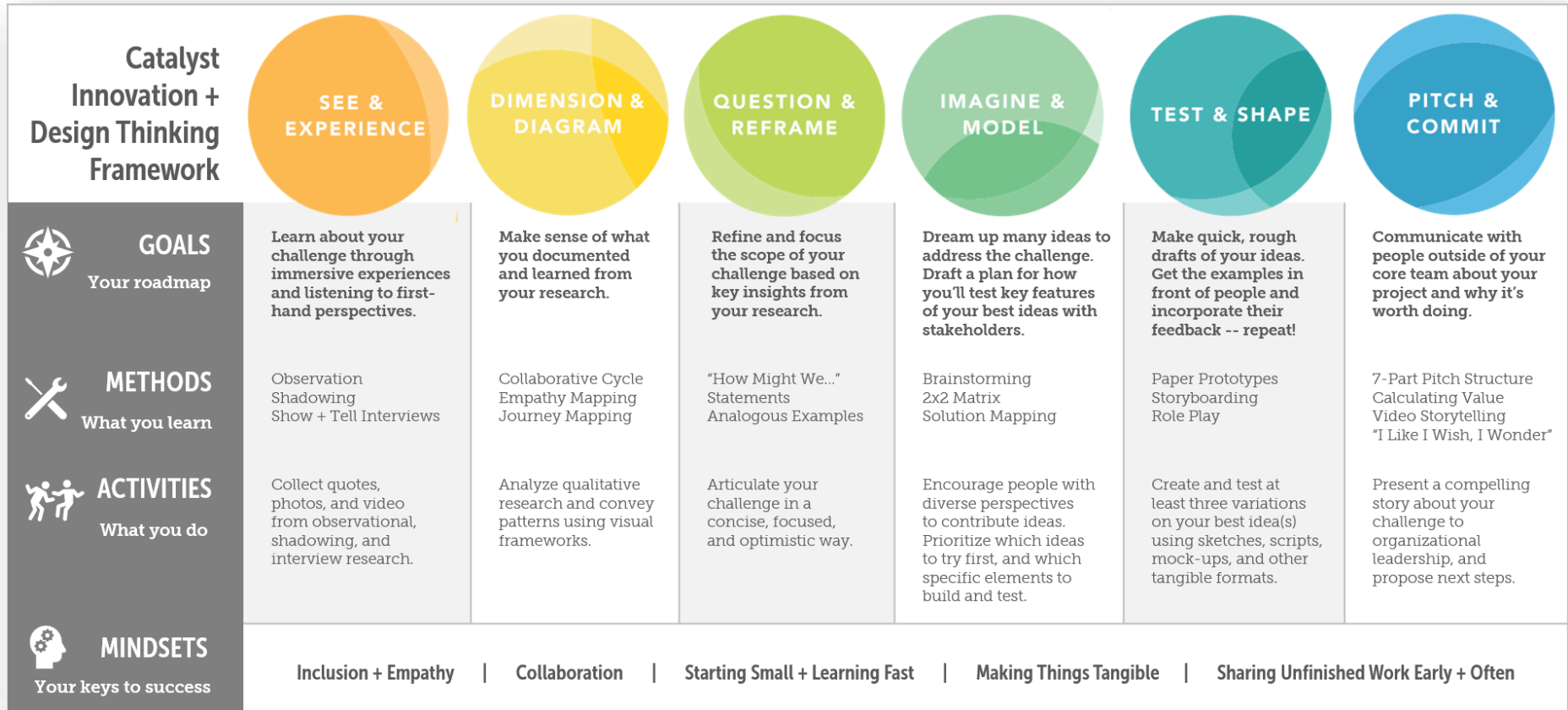
Connect with colleagues and clients in fulfilling, fun ways.

The Catalyst program teaches:

6 principles
rooted in
co-design...



Our Design Thinking Framework



...and **5** mindsets.



inclusion + empathy



collaboration



start small + learn fast



make things tangible



show work early + often

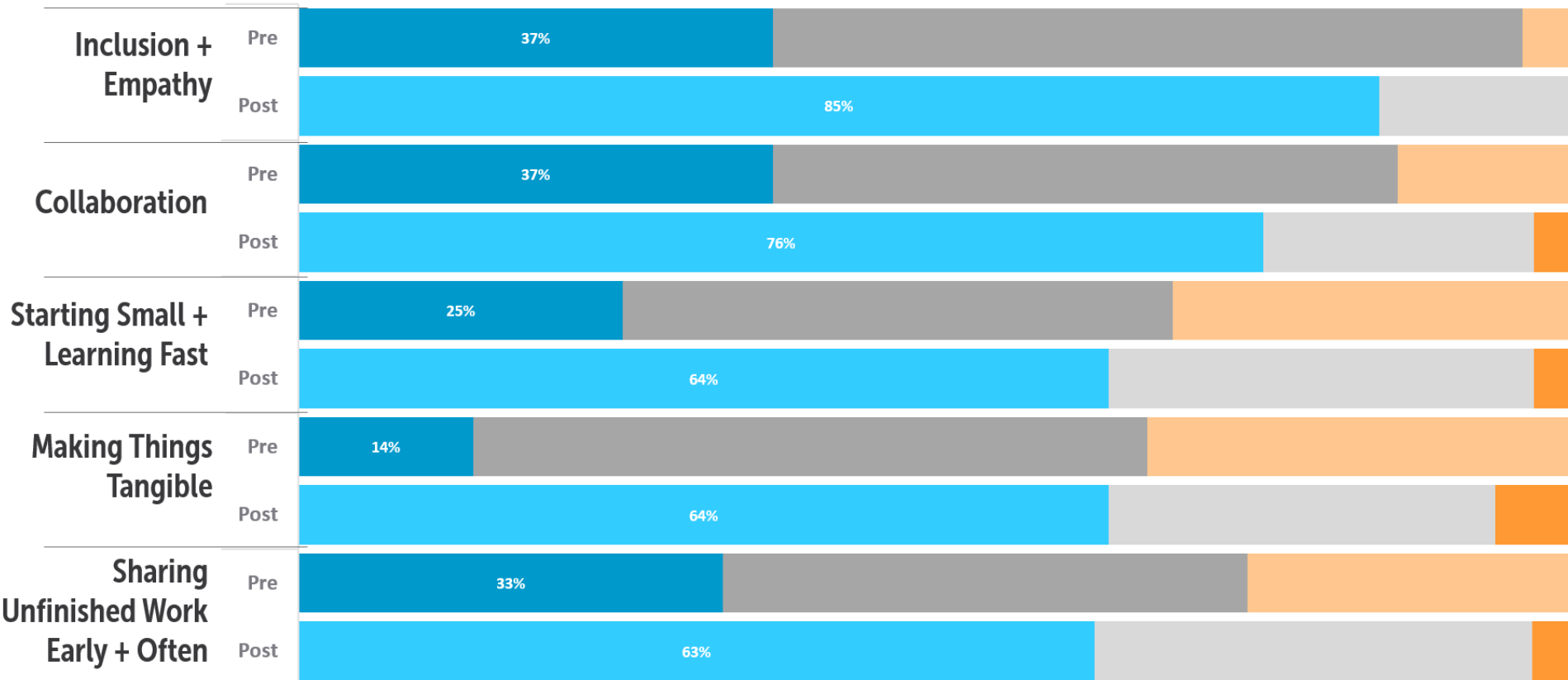
Adoption of Catalyst Mindsets: Pre + Post Program '18

Pre N=51, Post N=33

■ Almost Every time/Frequently

■ Occasionally

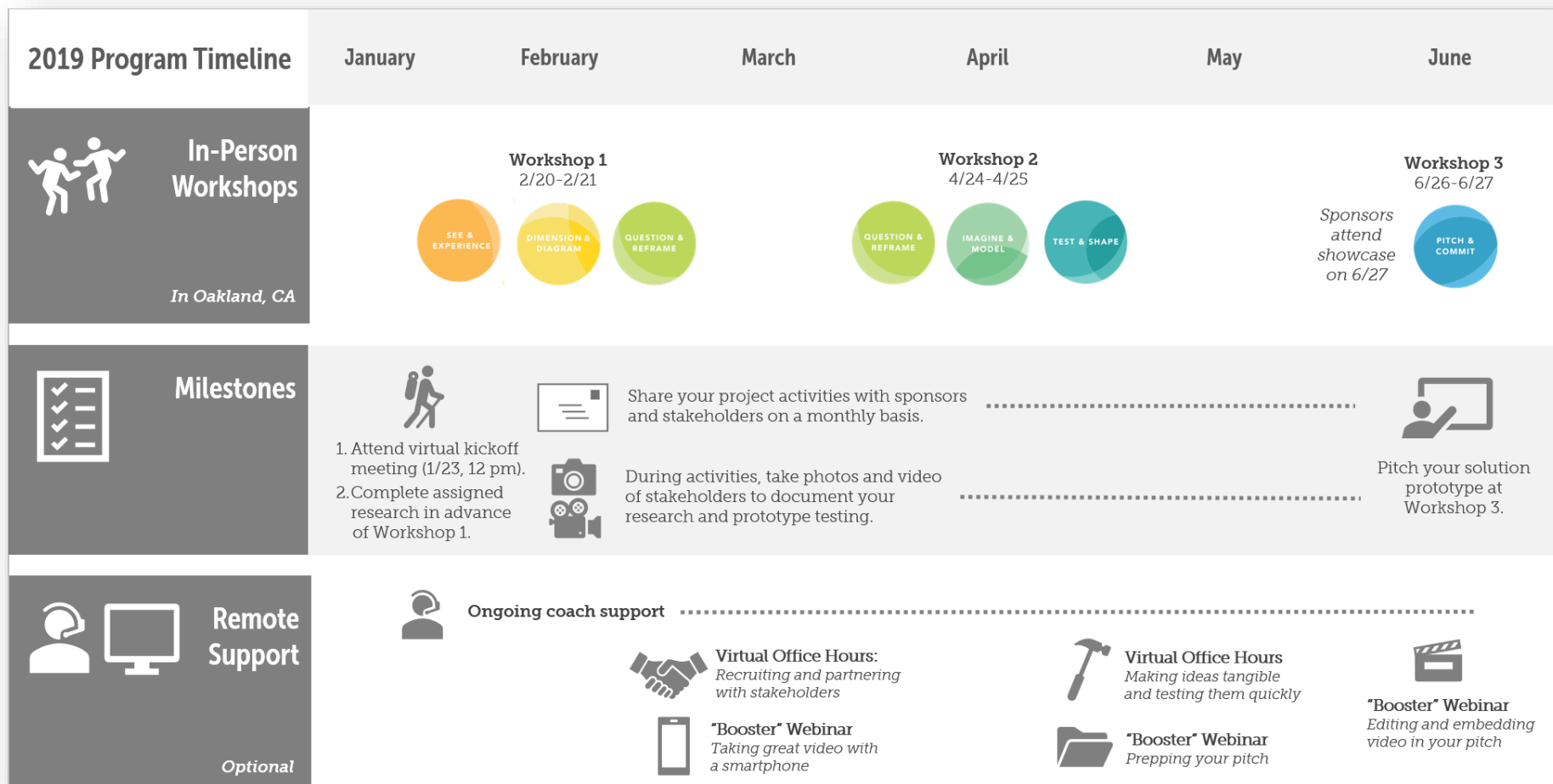
■ Rarely/Almost Never



Catalysts receive the
training,
time,
and space
to be innovative.

- Six-month program
- Stipend \$** to subsidize program costs and travel
- Three **hands-on workshops**
- Coaching** from alumni
- Booster webinars and office hours**
- Online resource library** with method cards, templates, videos
- Peer support and networking**

6 Months | 3 Workshops | 1 Showcase



[Download roadmap](#)

Catalyst Gets Better Every Year

250

Catalysts trained

70

Participating organizations,
many reapply

5

U.S. states

10

Alums now coaches!

Kind Words from our Alumni



"This has been the **single most valuable professional training** I have participated in in my career."
-Catalyst, clinic director

"It has been great to see the **spread in our leadership, staff... everyone is using these methods.**"
-Catalyst, medical director

workshop #1
CCI catalyst

JOURNEY

HUMAN innovation

CENTERED

design thinking

DO · SAY · THINK · FEEL

FRAMING



HAVING A GOAL
V
1

TAKE SOMETHING

AMBIGUOUS AND GIVE IT

STRUCTURE.

ANALYZING

QUALITATIVE DATA

HMW



VS.

SOLUTIONS

Catalyst Eligibility

Eligibility Criteria for Free Enrollment and Stipend

501(c)3 non-profits in CA:

- (1) Community-based organizations providing direct services to improve physical, mental, social, environmental or economic wellbeing in underserved populations.
- (2) Safety net healthcare organizations providing comprehensive primary care services to underserved populations.
- (3) Regional clinic consortia

Must apply in teams of three (or more).

All team members must attend all three workshops.

Team must include role(s) impacted by the project.

New organizations encouraged to apply!

Multi-organization teams are permitted.

If you don't meet these criteria, you can still participate on a fee basis. [Email us](#) to learn more.

Pause for Questions

About Catalyst Program or Eligibility



What Makes a Strong Application

Three Secrets to Success in Catalyst

- ✓ Strong Team
- ✓ Committed Leadership and Resources
- ✓ Strategic Project that Isn't Too Far Along Already

See more details on the [application page](#).

Three Secrets to Success in Catalyst

✓ Strong Team

- + Core team has someone who is positioned to drive change in the organization.
- + Core team has someone who has first-hand perspective into the challenge or will be responsible for executing the project after the program is over.
- + Not forcing someone to be on the team who's not excited or curious.
- + Great to have an "extended team" of people who will be included in project activities but don't attend the workshops.
- + Can commit 15% workload to project.

Three Secrets to Success in Catalyst

✓ Committed Leadership and Resources

- + Connects the project to larger strategic efforts at the organization.
- + Able to protect 15% of team's fulltime workloads for 6-month program duration.
- + Committed to program and invested in building the skillset on their team.
- + Willing to give the team time and space to explore before getting into "fix it" mode or jumping to solutions.
- + Willing to be a thought partner to their Catalyst team and provide feedback.

Three Secrets to Success in Catalyst

✓ Strategic Project that Isn't Too Far Along Already

+ Issue is unsolved. You are open to exploring a diversity of ideas to approach the problem.

+ Project is connected to an existing strategic priority that is important to the organization.

+ Project is small to medium in scope. This means setting realistic expectations with your sponsors about what's achievable in six months.

+ Project is not on a tight deadline. Leadership can wait until June 2019 to start implementing.

Find Catalyst Project Examples [here](#)

Catalyst Case Studies



INNOVATION & DESIGN THINKING

Case Study: Care Team Integration

OCT 11, 2018 • CENTER FOR CARE INNOVATIONS

La Clinica de la Raza is piloting the integration of clinical office assistants into the care team.



INNOVATION & DESIGN THINKING

Case Study: E-Learning for Care Coordinators

JUL 20, 2018 • CENTER FOR CARE INNOVATIONS

Vista Community Clinic developed a training process and other standardized tools for their care coordinators.



INNOVATION & DESIGN THINKING

Case Study: Emergency Room or Health Center?

MAY 31, 2018 • CENTER FOR CARE INNOVATIONS

Reverendwood Family Health Center created a flyer to educate patients about what health issues warrant a visit to the emergency room versus their health center.



INNOVATION & DESIGN THINKING

Case Study: Enhancing the Prenatal Care Experience

MAR 6, 2018 • CENTER FOR CARE INNOVATIONS

Venice Family Clinic piloted a discharge callback system for prenatal patients to solve issues with discharge visit time and confusion.



INNOVATION & DESIGN THINKING

Case Study: Getting Back to Health

MAY 7, 2018 • CENTER FOR CARE INNOVATIONS

Community Health Center Network set out to explore how it might better manage patients with chronic low back pain.



INNOVATION & DESIGN THINKING

Case Study: Developing Patient-Friendly Behavioral Health Services

APR 25, 2018 • CENTER FOR CARE INNOVATIONS

Asian Health Services developed patient-centered tools and workflows to better educate and connect patients to behavioral health services.



INNOVATION & DESIGN THINKING

Case Study: Outpatient Pharmacy Integration

MAR 15, 2018 • CENTER FOR CARE INNOVATIONS



INNOVATION & DESIGN THINKING

Case Study: Cultivating Workplace Happiness

FEB 21, 2018 • CENTER FOR CARE INNOVATIONS

Alameda Health System's Highland Hospital developed No Good Dead, Goes Unnoticed, a way for staff to acknowledge their peers when they appreciate their work.



INNOVATION & DESIGN THINKING

Case Study: Optimizing Patient Appointment Access

FEB 14, 2018 • CENTER FOR CARE INNOVATIONS

Many health centers struggle with no-shows and last-minute cancellations, which leave patient appointment slots unfilled. Open Door Community Health Centers piloted a solution for filling these unfilled...

Key Dates for Your Calendar



| | |
|----------------|---|
| November 16 | Applications due |
| December 3-14 | Follow-up calls |
| January 11 | Cohort announced |
| January 23 | Kickoff Virtual Meeting 12-1:30 pm PST <i>Please save on your calendar!</i> |
| February 20-21 | Workshop 1 |
| April 24-25 | Workshop 2 |
| June 26-27 | Workshop 3 and Showcase |

Keep Up with CCI Opportunities

careinnovations.org/subscribe/

**Veenu's
Email**

**Monthly
Newsletter**

Apply Now through Nov. 16

careinnovations.org/catalyst-2019

We Hope You Apply!



Diana | Program Coordinator

Ask me about eligibility criteria, program expectations & application logistics.

(415) 233-7378 | diana@careinnovations.org



Laura | Senior Program Manager

Ask me whether your challenge or team makeup would be a strong fit for the program.

(415) 233-7382 laura@careinnovations.org

Schedule a call: <https://calendly.com/laurablu/>