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?
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

Social Determinants of Health

<table>
<thead>
<tr>
<th>Economic Stability</th>
<th>Neighborhood and Physical Environment</th>
<th>Education</th>
<th>Food</th>
<th>Community and Social Context</th>
<th>Health Care System</th>
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<tbody>
<tr>
<td>Employment</td>
<td>Housing</td>
<td>Literacy</td>
<td>Hunger</td>
<td>Social integration</td>
<td>Health coverage</td>
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<tr>
<td>Income</td>
<td>Transportation</td>
<td>Language</td>
<td>Access to healthy options</td>
<td>Support systems</td>
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<tr>
<td>Expenses</td>
<td>Safety</td>
<td>Early childhood education</td>
<td>Social provider availability</td>
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<tr>
<td>Debt</td>
<td>Parks</td>
<td>Vocational training</td>
<td>Community engagement</td>
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<tr>
<td>Medical bills</td>
<td>Playgrounds</td>
<td>Higher education</td>
<td>Discrimination</td>
<td></td>
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<tr>
<td>Support</td>
<td>Walkability</td>
<td>Zip code / geography</td>
<td>Stress</td>
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Health Outcomes
Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

Source: Kaiser Family Foundation
What is Human-Centered Design?
Human-centered design, also known as “design thinking,” is an approach to problem solving that is collaborative, creative, and begins by understanding people’s needs and experiences.
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
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

**Catalyst Innovation + Design Thinking Framework**

**SEE & EXPERIENCE**
- Learn about your challenge through immersive experiences and listening to firsthand perspectives.
  - Observation
  - Shadowing
  - Show + Tell Interviews

**DIMENSION & DIAGRAM**
- Make sense of what you documented and learned from your research.
  - Collaborative Cycle
  - Empathy Mapping
  - Journey Mapping

**QUESTION & REFRAME**
- Refine and focus the scope of your challenge based on key insights from your research.
  - "How Might We..."
  - Statements
  - Analogous Examples

**IMAGINE & MODEL**
- Dream up many ideas to address the challenge. Draft a plan for how you’ll test key features of your best ideas with stakeholders.
  - Brainstorming
  - 2x2 Matrix
  - Solution Mapping

**TEST & SHAPE**
- Make quick, rough drafts of your ideas. Get the examples in front of people and incorporate their feedback -- repeat!
  - Paper Prototypes
  - Storyboarding
  - Role Play

**PITCH & COMMIT**
- Communicate with people outside of your core team about your project and why it’s worth doing.
  - 7-Part Pitch Structure
  - Calculating Value
  - Video Storytelling
    - “I Like I Wish, I Wonder”

**Inclusion + Empathy | Collaboration | Starting Small + Learning Fast | Making Things Tangible | Sharing Unfinished Work Early + Often**

**Download 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

- **Inclusion + Empathy**
  - Pre: 37% Almost Every time/Frequently, 63% Occasionally, 0% Rarely/Almost Never
  - Post: 33% Almost Every time/Frequently, 85% Occasionally, 0% Rarely/Almost Never

- **Collaboration**
  - Pre: 37% Almost Every time/Frequently, 63% Occasionally, 0% Rarely/Almost Never
  - Post: 25% Almost Every time/Frequently, 76% Occasionally, 0% Rarely/Almost Never

- **Starting Small + Learning Fast**
  - Pre: 14% Almost Every time/Frequently, 64% Occasionally, 0% Rarely/Almost Never
  - Post: 25% Almost Every time/Frequently, 64% Occasionally, 0% Rarely/Almost Never

- **Making Things Tangible**
  - Pre: 33% Almost Every time/Frequently, 64% Occasionally, 0% Rarely/Almost Never
  - Post: 33% Almost Every time/Frequently, 63% Occasionally, 0% Rarely/Almost Never

- **Sharing Unfinished Work Early + Often**
  - Pre: 37% Almost Every time/Frequently, 63% Occasionally, 0% Rarely/Almost Never
  - Post: 37% Almost Every time/Frequently, 63% Occasionally, 0% 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

## 2019 Program Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
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<tr>
<td>February</td>
<td>Workshop 1: SEE &amp; EXPERIENCE, DIMENSION &amp; DIAGRAM, QUESTION &amp; REFRAPE</td>
</tr>
<tr>
<td>March</td>
<td>Workshop 2: QUESTION &amp; REFRAPE, IMAGINE &amp; MODEL, TEST &amp; SHAPE</td>
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<tr>
<td>April</td>
<td>Workshop 3: Pitch &amp; Commit, Sponsors attend showcase on 6/27</td>
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<tr>
<td>May</td>
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<tr>
<td>June</td>
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## In-Person Workshops

*In Oakland, CA*

## Milestones

1. Share your project activities with sponsors and stakeholders on a monthly basis.
2. During activities, take photos and video of stakeholders to document your research and prototype testing.

## Remote Support

*Optional*

- **Ongoing coach support**
  - **Virtual Office Hours**: Recruiting and partnering with stakeholders
  - **"Booster" Webinar**: Taking great video with a smartphone
  - **Virtual Office Hours**: Making ideas tangible and testing them quickly
  - **"Booster" Webinar**: Prepping your pitch
  - **"Booster" Webinar**: Editing and embedding video in your pitch

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[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

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

“This has been the single most valuable professional training I have participated in in my career.”
-Catalyst, clinic director
CCP catalyst innovation human centered design thinking
workshop #1
having a goal
framing

DO: THINK: FEEL
SAY: THINK

Solutions vs. Problem definition

Qualitative data
HMW

Ambiguous and give it structure.

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.
# Key Dates for Your Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>November 16</td>
<td>Applications due</td>
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<tr>
<td>December 3-14</td>
<td>Follow-up calls</td>
</tr>
<tr>
<td>January 11</td>
<td>Cohort announced</td>
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<tr>
<td>January 23</td>
<td>Kickoff Virtual Meeting&lt;br&gt;12-1:30 pm PST&lt;br&gt;<strong>Please save on your calendar!</strong></td>
</tr>
<tr>
<td>February 20-21</td>
<td>Workshop 1</td>
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<tr>
<td>April 24-25</td>
<td>Workshop 2</td>
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<tr>
<td>June 26-27</td>
<td>Workshop 3 and Showcase</td>
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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/