



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

Catalyst 2020 Program
Informational Webinar
November 13, 2019

Diana Nguyen, Senior Program Coordinator
Jenny Wright, Senior Program Manager



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Webinar Reminders

1. Everyone's line is muted.
2. Please chat in questions as you have them and feel free to unmute your line to ask questions during Q&A portions.
3. Webinar is being recorded and will be sent out via email to all registrants and posted online at careinnovations.org/catalyst-2020.

Meet Your Catalyst Program Leads



Diana Nguyen | Senior Program Coordinator



Jenny Wright | Senior Program Manager

Agenda

- + What is CCI?
- + What is Design Thinking?
- + 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?

What type of social service(s) does your organization provide?



About CCI

At the Center for Care Innovations we ...



Inspire innovation mindsets



Cultivate & share best practices



Build networks



Enrich skills

So that our participants ...

Boost their energy & confidence to work differently

Embrace solutions that work

Collaborate & learn from peers, experts & coaches

Accelerate the pace of change

Who then transform their organizations by ...

Creating a culture of innovation

Improving systems of care and health

Cultivating the workforce, turning doers into leaders

Listening & engaging people in their community

Adapting to the ever-changing health care environment

Strengthening the health and health care of underserved communities

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

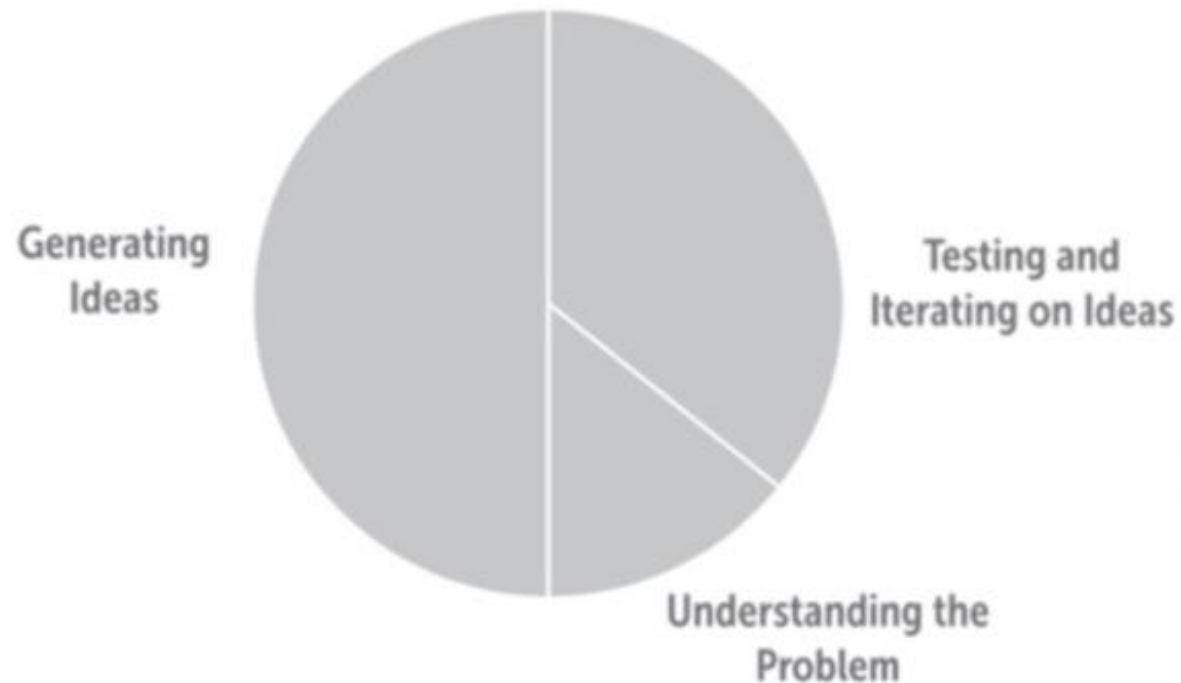
+ Partner with Experts and Advisors

+ Re-grant Funds

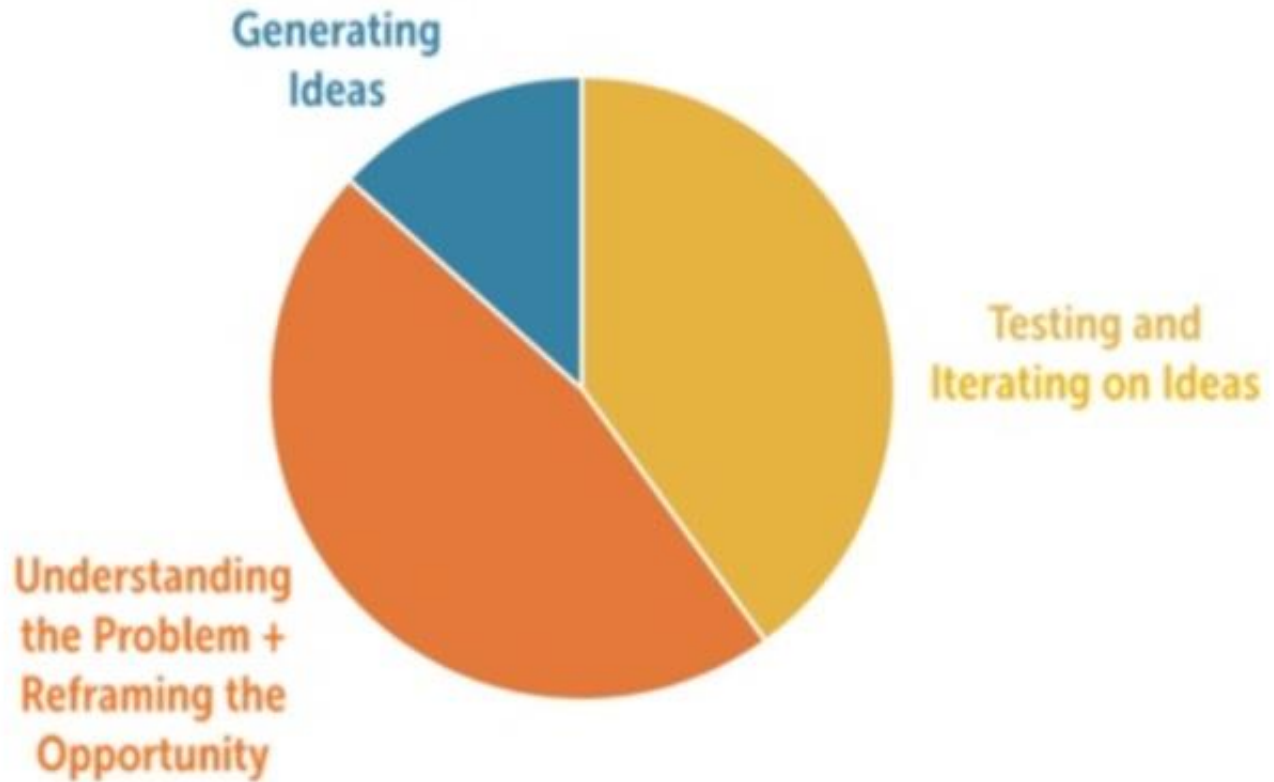
Health and Social Needs are Intertwined



How we're used to tackling problems



Shifting how we tackle problems



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 Design Thinking

Quick Poll:

Has your organization applied to our Catalyst program before?



#AGUA4ALL


About Catalyst

Apply Now through Nov. 22

careinnovations.org/catalyst-2020

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.

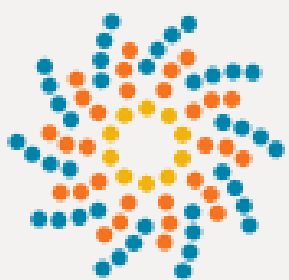
Cultivate a more **open, experimental culture.**

Connect with colleagues and clients in fulfilling, fun ways.

CENTER FOR CARE INNOVATIONS | CATALYST PROGRAM

APPLYING HUMAN CENTERED DESIGN IN THE SAFETY NET

Prepared by Kathleen Figoni

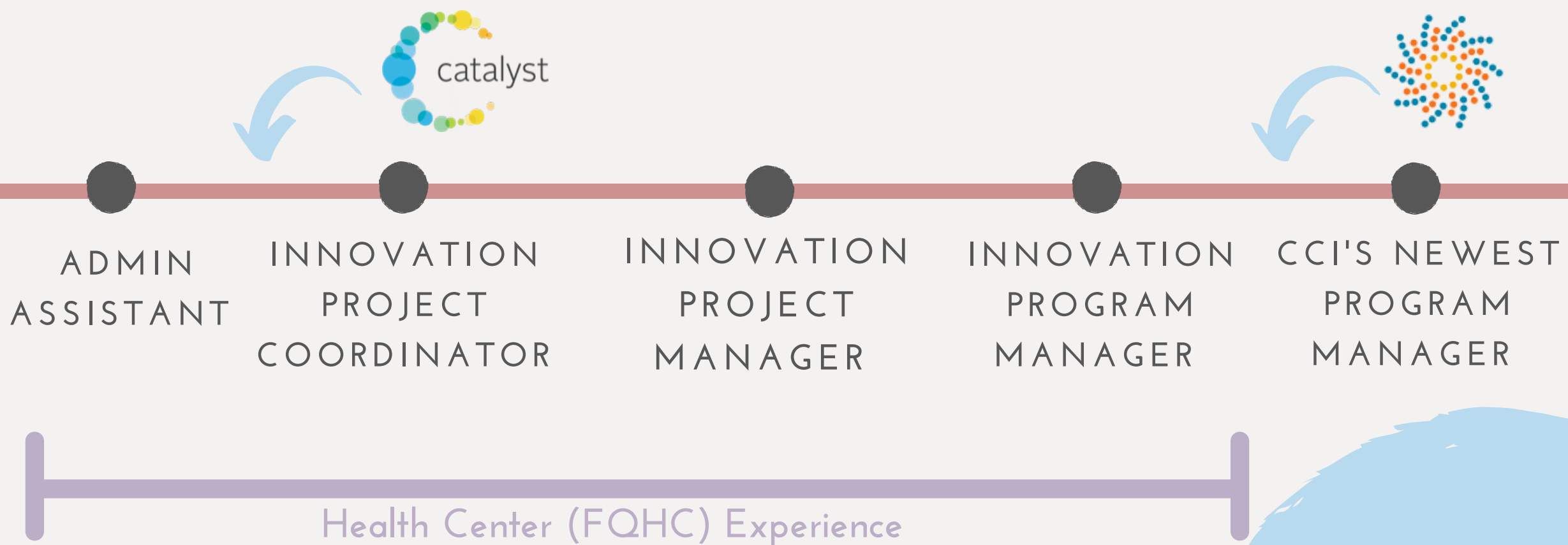




MAIN DISCUSSION POINTS

- How the Catalyst Project changed my career trajectory
- 3 HCD Projects Examples
- Why should YOU be a Catalyst?

Career Trajectory



SINCE CCI'S 2014 CATALYST PROGRAM
HUMAN CENTERED DESIGN WAS
APPLIED TO

30+ PROJECTS

AT WEST COUNTY HEALTH CENTERS

Patient-Centric Initiatives

IT ALL STARTED WITH AN INTERVIEW





3 HUMAN CENTERED DESIGN PROJECTS AT THE HEALTH CENTER



CLOSING THE REFERRAL LOOP WITH LOCAL NON-PROFITS & CBOS

Using Aunt Bertha, a web-based technology that lists social service programs in our community, together the Health Center and local non-profits can close the referral loop.

RESPONDING TO THE OPIOID EPIDEMIC WITH COMMUNITY ENGAGEMENT

Opioid addiction is a critical problem for our community, families and neighbors yet is complex and messy and requires a thoughtful understanding of our communities underlying forces. WCHC & 16 other local CBOs are working together to find leveraging opportunities to tackle this systemic issue.

PARTNERING WITH A LOCAL SCHOOL DISTRICTS TO ADDRESS CHILDHOOD ADVERSITY

After conducting a qualitative analysis with GSD to understand truancy and absenteeism we found that trauma was the underlying theme however, we also heard that there was a lack of behavioral health providers at the school and that there was need for social emotional support for students and their families.

Why should **YOU** be a Catalyst?

Retention

- By empowering staff to hear, create and deliver you therefore increase staff satisfaction.

Sustainability

- By engaging the stakeholders you are designing for and co-creating with them the projects you advance are more likely to be sustained and spread.

Capacity Building

- Learning new mindsets allow you to model leadership skills.

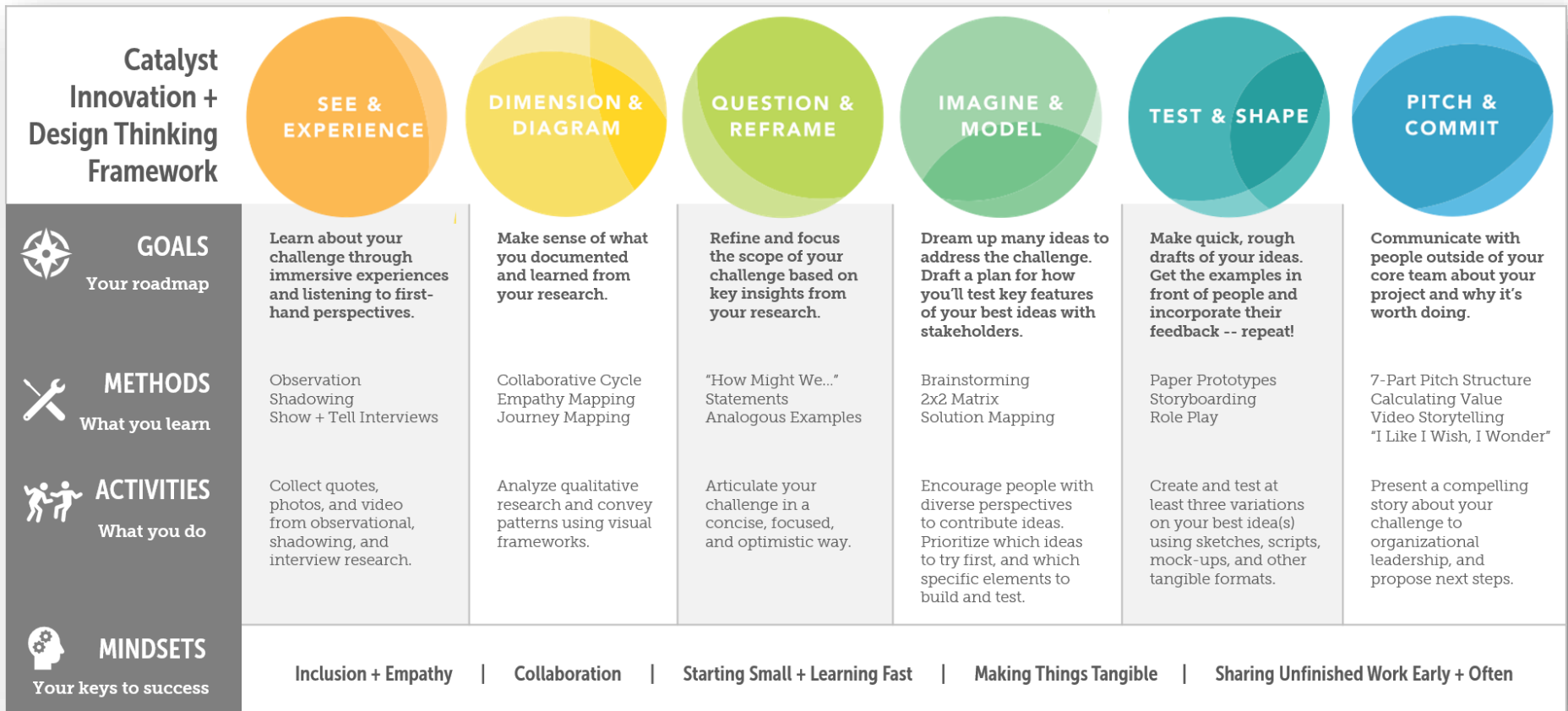
Fun!!

The Catalyst program teaches:

6 principles
rooted in
co-design...



Our Design Thinking Framework



[Download framework](#)

...and **5** mindsets.



inclusion + empathy



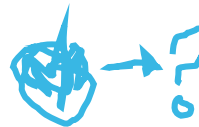
collaboration



start small + learn fast



make things tangible

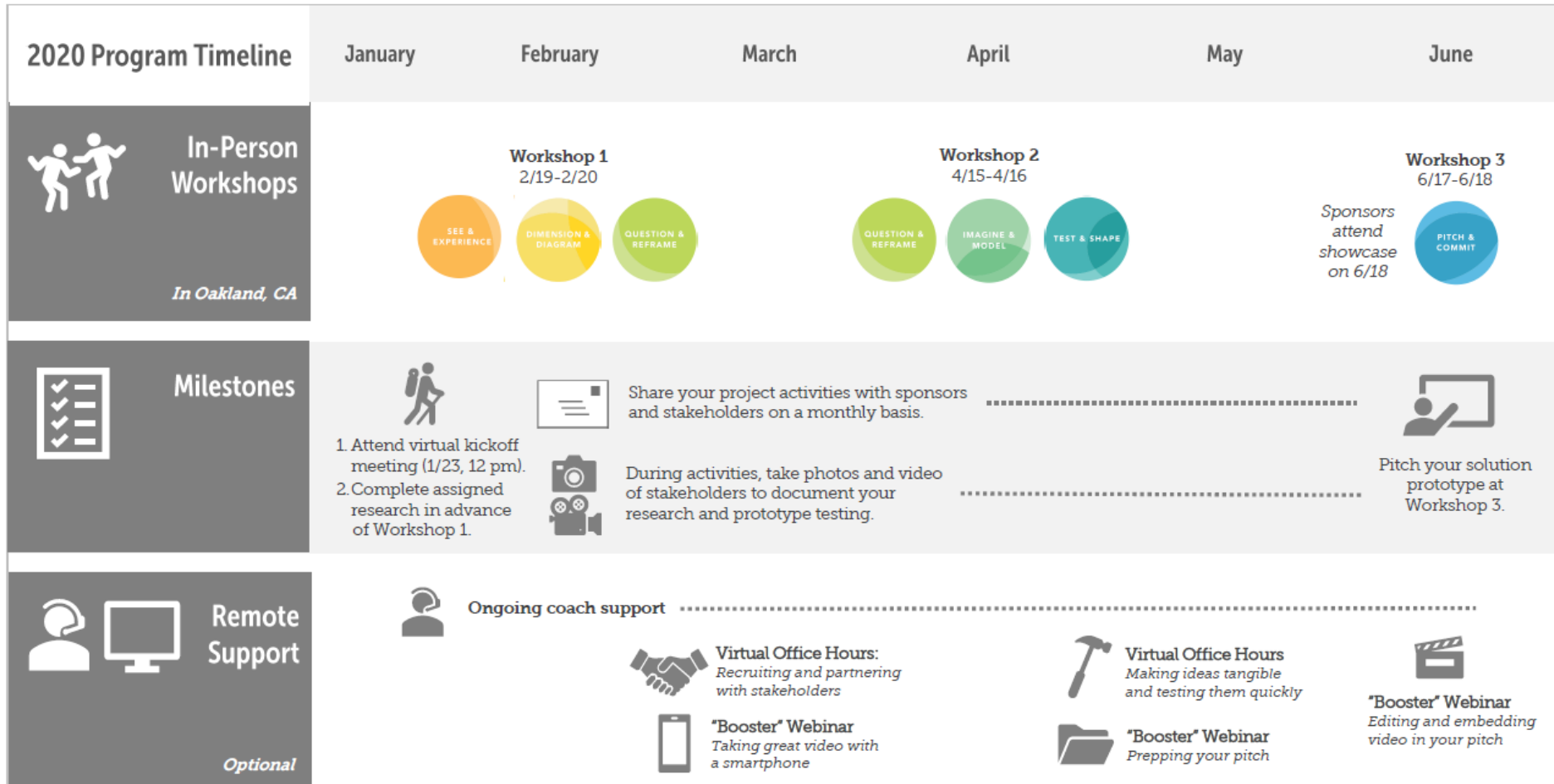


show work early + often

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

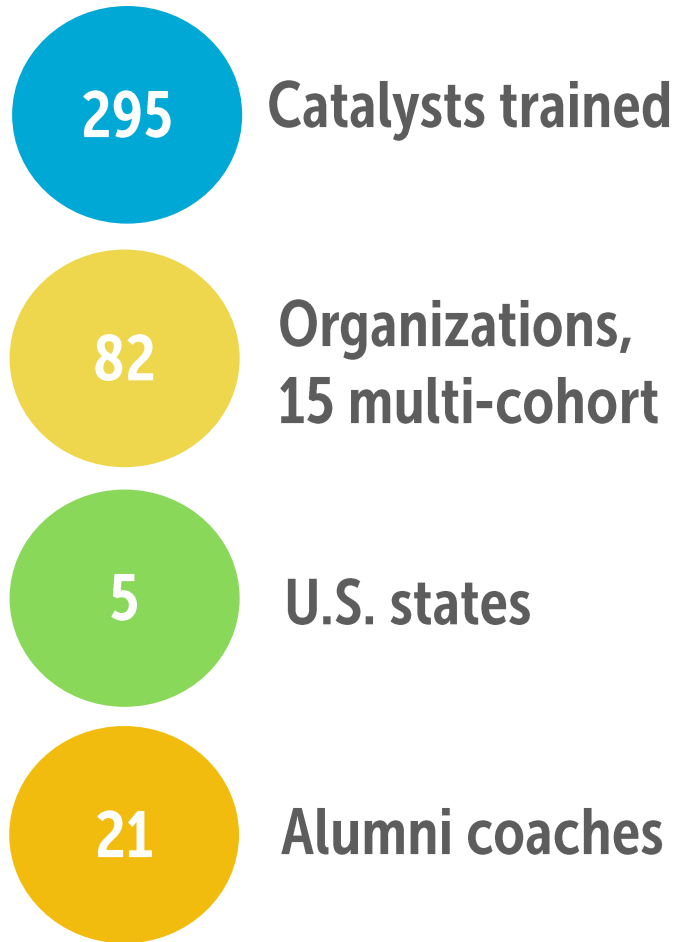
- Six-month program
- Stipend \$ to subsidize program costs and travel
- Three hands-on workshops
- Coaching from alumni
- Virtual learning opportunities
- Online resource library
- Peer support and networking

6 Months | 3 Workshops | 1 Showcase



[Download roadmap](#)

Catalyst Gets Better Every Year



Powerful Words from our Alumni



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

Using design thinking gave us the tools to "**take the reigns off people and allow creative, deep expression.**"
-Catalyst, program manager



CCI ^{workshop #1} catalyst

JOURNEY ^{map}

HUMAN

innovation

CENTERED

design thinking

DO · SAY · THINK · FEEL

FRAMING



HAVING A

GOAL



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) Nonprofit organizations providing social services to improve physical, mental, social, environmental, or economic well-being in underserved communities.
- (2) Safety net healthcare organizations that provide primary care services may also apply in partnership with nonprofit organizations, and the team must include representatives from both organizations.

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 have priority.

Multi-organization teams are allowed.

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
- ✓ Compelling Project Topic

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

Three Secrets to Success in Catalyst

✓ Strong Team

+ Includes someone who is positioned to drive change in the organization.

+ Includes someone who has first-hand perspective into the challenge or will be responsible for executing the project after the program is over.

+ Excited and curious individuals!

+ Great to have an “extended team” of people who will be included in project activities but don’t attend the workshops.

+ Can commit 4-6 hours per week to the project.

Three Secrets to Success in Catalyst

✓ Committed Leadership and Resources

+ Connects the project to organizational and community priorities.

+ Able to protect 4-6 hours per week 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 brought along in the Catalyst experience and provide feedback to the team.

Three Secrets to Success in Catalyst

✓ Compelling Project Topic

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

+ Topic is aligned with community priorities.

+ Topic is aligned with the organization's priorities.

+ 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 2020 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

Riverswood 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 8, 2018 • CENTER FOR CARE INNOVATIONS

Venice Family Clinic piloted a discharge callback system for prenatal patients to solve issues with discharge wait 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

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



INNOVATION & DESIGN THINKING

Case Study: Cultivating Workplace Happiness

FEB 21, 2018 • CENTER FOR CARE INNOVATIONS

Altameda Health System's Highland Hospital developed No Good Deed Goes Unrewarded, 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 unmet...

Key Dates for Your Calendar



November 22	Applications due
December 11-16	Follow-up calls
December 18	Cohort announced
January 16	Kickoff Virtual Meeting 12-1:00 pm PST <i>Please save on your calendar!</i>
February 19-20	Workshop 1
April 15-16	Workshop 2
June 17-18	Workshop 3 and Showcase

Keep Up with CCI Opportunities

careinnovations.org/subscribe/

**Veenu's
Email**

**Monthly
Newsletter**

[Navigating Power Dynamics in Co-Design: Nov. 19 at 12pm PT](#)

Hear from Selena Wilson and Landon Hill, staff at the East Oakland Youth Development Center and alums of Catalyst 2018, share how they're navigating power dynamics to engage youth and parents as experts on their community and their own experience.



Apply Now through Nov. 22

careinnovations.org/catalyst-2020

We Hope You Apply!



Diana | Senior Program Coordinator

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

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



Jenny | Senior Program Manager

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

(415) 234-7984 jennifer@careinnovations.org