



CCI  
CENTER FOR CARE  
INNOVATIONS

# Catalyst 2022 Informational Webinar

We will get started promptly at 12:02 PM



catalyst



blue  of california  
foundation

OCTOBER 20, 2021

# I Housekeeping



## Mute

### Minimize Interruptions

Please make sure to mute yourself when you aren't speaking.



## Chat

### Go Ahead, Speak Up!

Use the Zoom chat to ask questions and participate in activities.



## Introductions

### Introduce yourself in chat

Share your name, what organization you're from and where in California your organization is based.



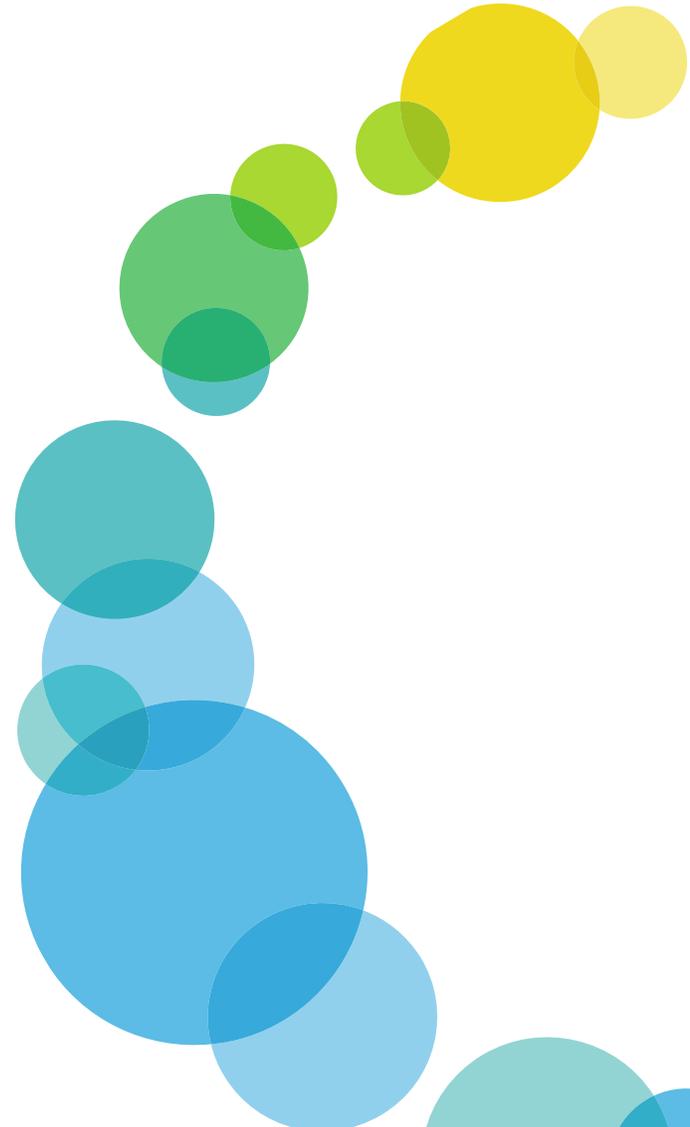
## Tech Issues

### Here to Help

Chat Ally Ottesen privately if are having issues and need tech assistance.

# I Agenda

- 1 Welcome & Introductions
- 2 Background
- 3 Program Overview
- 4 Who's Eligible?
- 5 What Makes a Strong Application?
- 6 How to Apply + Key Dates
- 7 Final Questions



# Meet Your Catalyst Program Leads



Kathleen Figoni

She/Her/Hers

Senior Program Manager

[kathleen@careinnovations.org](mailto:kathleen@careinnovations.org)



Allison Ottesen

She/Her/They/Them

Program Coordinator

[allison@careinnovations.org](mailto:allison@careinnovations.org)

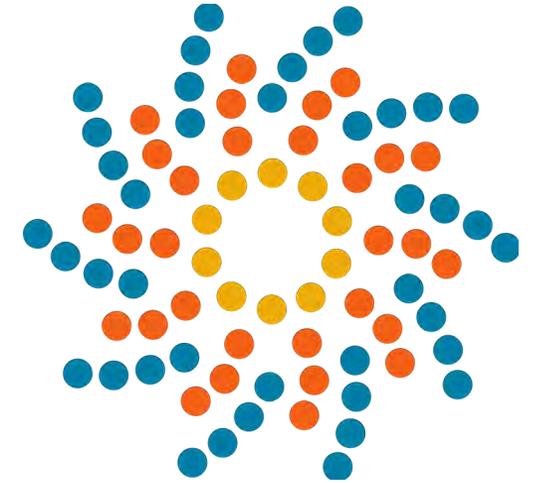


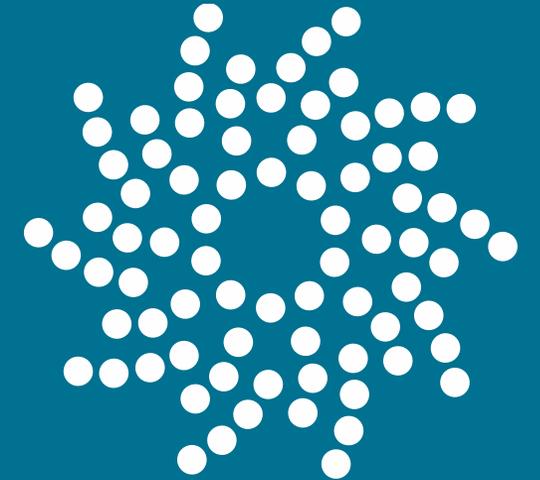
# The Center for Care Innovations



## OUR MISSION

We spark, seed, and spread innovations that strengthen the health and well-being of historically underinvested communities. We create lasting change in collaboration with our partners in the health ecosystem.





AT CCI, WE

- Design + Deliver Programs
- Convene People
- Partner with Experts & Advisors
- Re-grant Funds

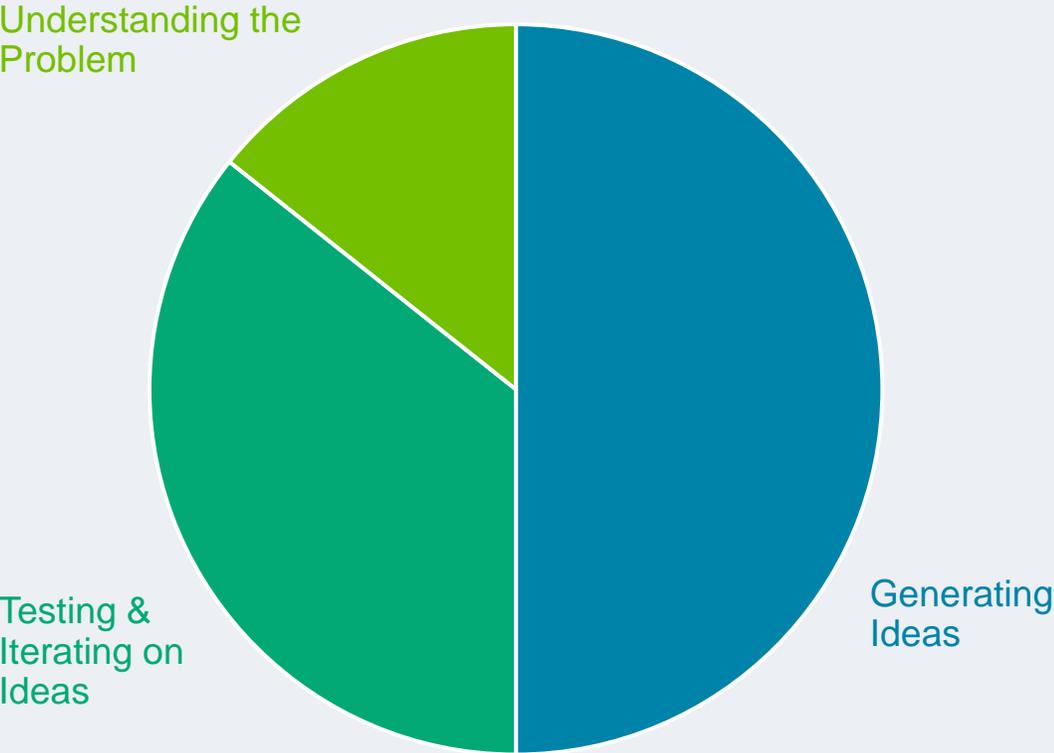
# Background



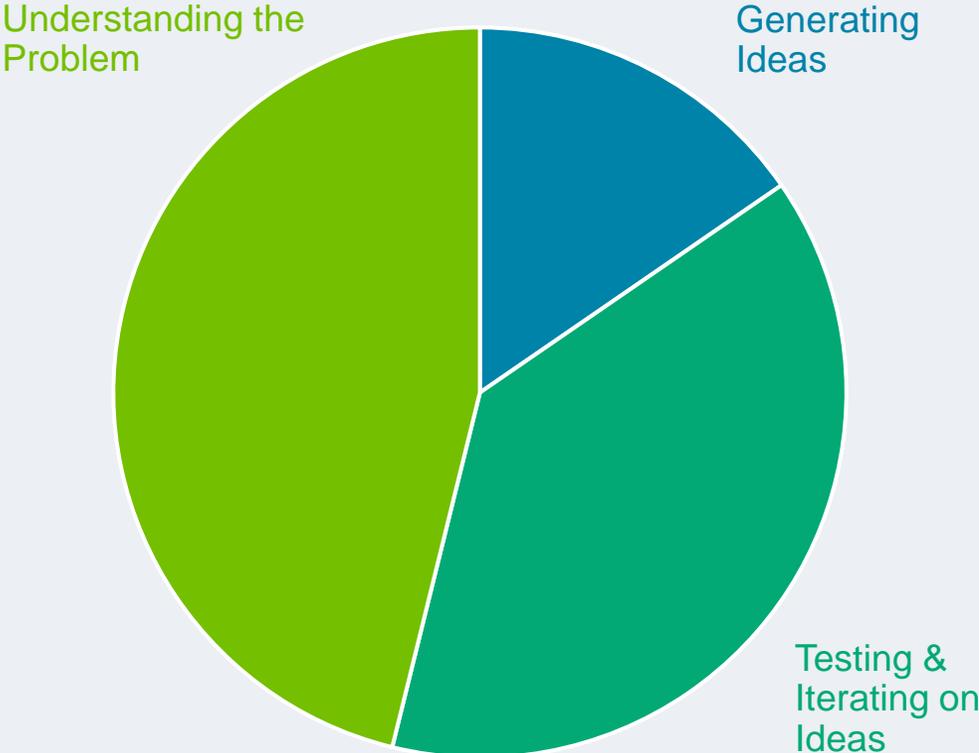
A group of people are gathered around a large sheet of paper covered in colorful sticky notes. One person is pointing at the paper, while others look on. The scene is set in a meeting room with a large window in the background. The entire image has a blue tint.

Human Centered Design is an approach to problem solving that is rooted in understanding peoples needs and experiences, and it requires that innovators get comfortable in deepening their understanding of the problem before jumping into solutions.

# How we're used to tackling challenges



# Shifting how we tackle problems





**Teams will learn to solve  
problems in a  
Human-Centered,  
Collaborative, Creative Way**

6-month Virtual Training Program

338

Catalysts Trained

92

Organizations

5

U.S. States

25

Alumni Coaches

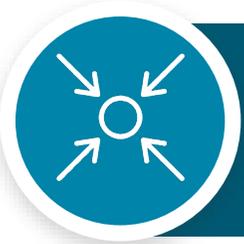
“The Catalyst Program continues to have cultural and social impact across teams and the clients they serve.”

---

**Design Management Institute**  
2015 Design Value Award Winning Program

# Program Benefits

How will this program help your organization?



Helps ensure you are working on the right problems



Provides a systematic approach to develop new ideas



Utilizes a more collaborative approach to include more diverse voices



Brings more fun & joy to work

# Catalyst Alumni Multisector Partnership



# I Food Farmacy: Planting the Seeds of Community Resilience



**Rigo Garcia**

He/Him

Director of  
Health Education  
**Venice Family Clinic**



**Sarine Pogosyan**

She/Her

Health Equity Manager  
**Community Clinic  
Association of LA County**



**Vipra Bhakri**

She/Her

Data Governance Manager  
**Community Clinic  
Association of LA County**



**Pearson King**

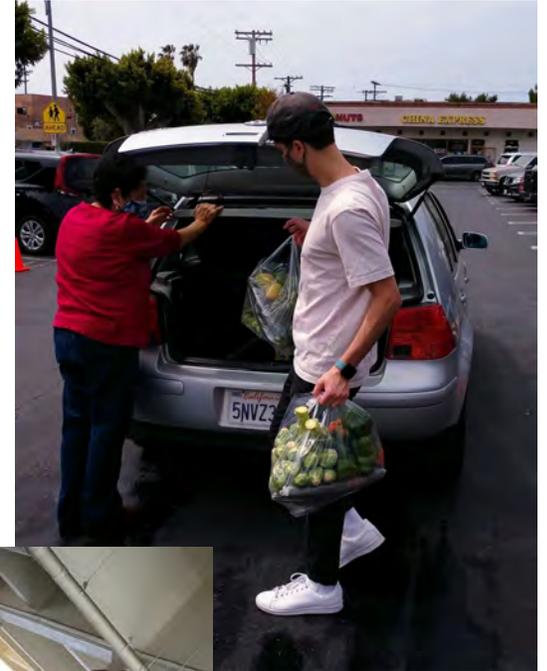
He/Him

Operations &  
Communications Manager  
**LA Food Policy Council**

Partnering to achieve a common goal  
allowed our multi-sector partnership to  
achieve a goal far beyond what we  
thought possible

# I Multisector Partnership

- Over a year of collaboration on Food Farmacy project.
- CCALAC provides expertise on community health centers' needs in the region.
- Food Forward provides the produce and expertise on the food ecosystem.
- Venice Family Clinic distributes that produce directly to their community.
- Bringing all organizations to the table, eliminating obstacles.

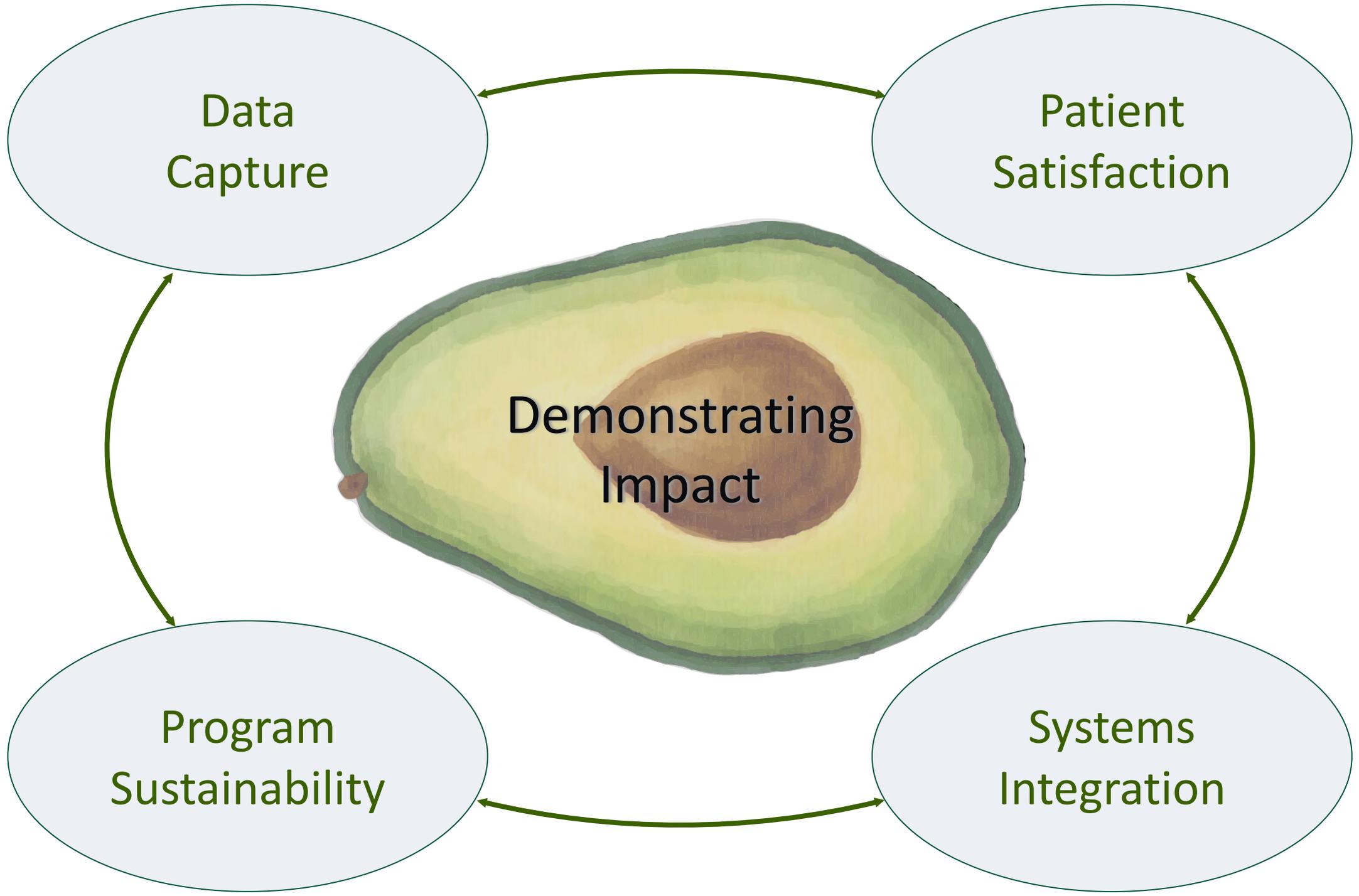


# I Our Collaboration



Over 2 million people are living with  
food insecurity in Los Angeles.

In the wake of COVID-19, need is on the rise.



Data  
Capture

Patient  
Satisfaction

Demonstrating  
Impact

Program  
Sustainability

Systems  
Integration

# I Solution



**Short Term**

Implement  
Food  
Distribution



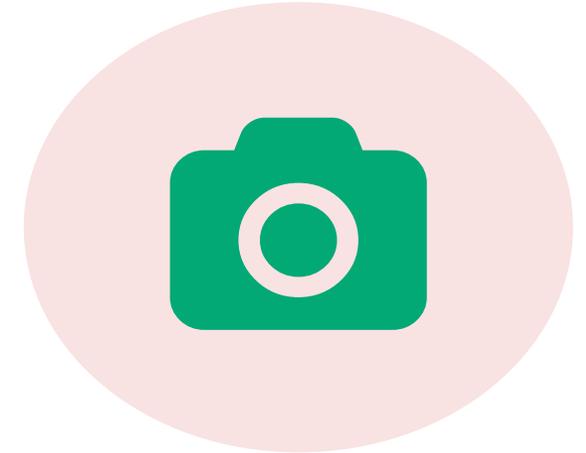
**Short Term**

Pt. Scan /  
Check In  
Process



**Long Term**

Database  
Communication

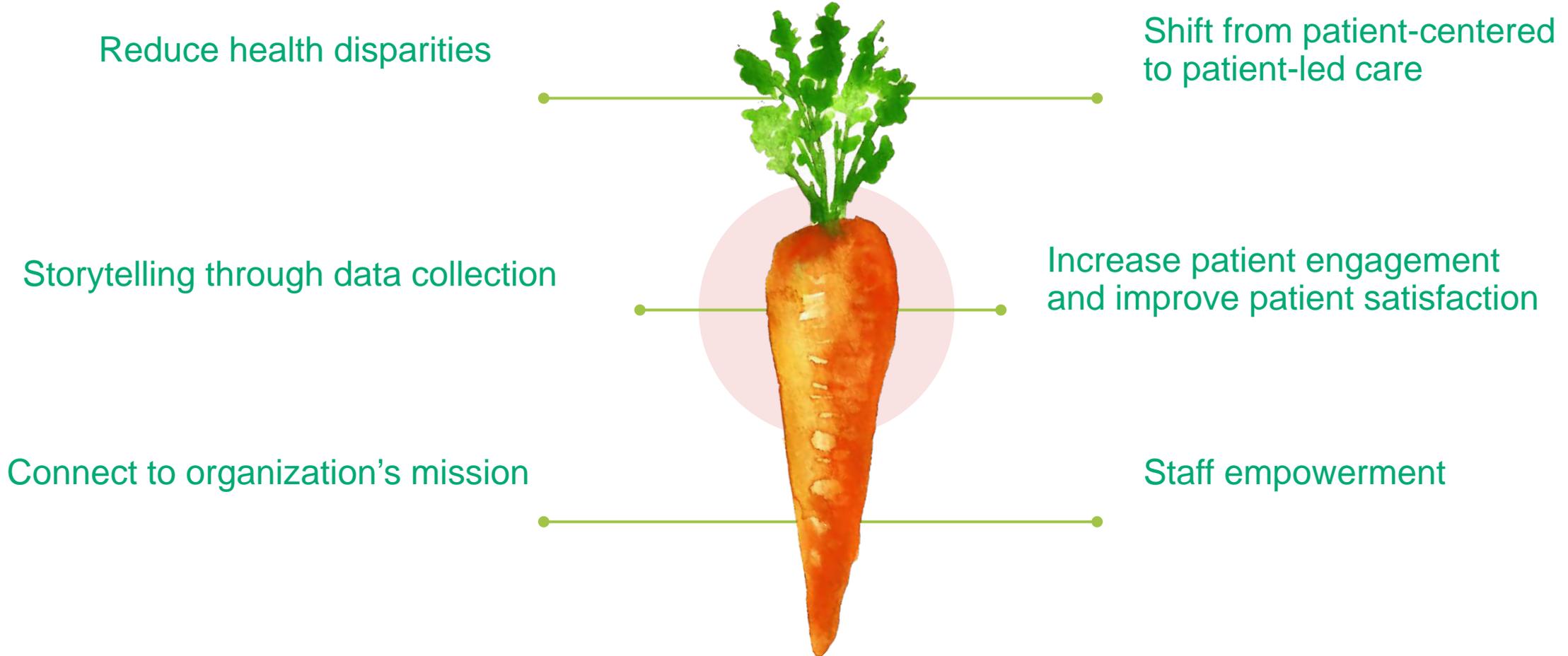


**Long Term**

Storytelling  
->  
Sustainable  
Funding

# I Solution

Are we being nice or are we creating an impact?





We came in thinking we were just out to design food distribution events and after a year of successful food programming, that has since shifted to demonstrating the impact we know we are creating.

– Sarine Pogosyan, CCALAC



<https://youtu.be/o2RwuWLAGzo>

# I Participating in a Skill Building Virtual Program



- Ability to be much more flexible since working virtually
- Faster process to face obstacles
- Virtual tools allowed more visibility and streamlined communications
- Referring back to recorded lectures and teachings
- Commuting to different offices was no longer an issue
- Partnership outside your work area

# Advice for future Multisector Catalyst Partnerships

What is your  
binding mission?

Do not jump  
to a solution

Leverage your  
organizational  
strengths

Get feedback  
early and often

# Program Overview





# Virtual Programming

The Catalyst 2022 Program runs from January 25, 2022, to June 24, 2022

# I Programmatic Goal & Objectives

## The Goal

The Catalyst program will provide 15 teams in California with the training, tools, and space necessary to cultivate an innovative culture and learn an approach to problem solving that is human-centered, collaborative, and creative.



Develop Expansive Mindsets



Learn Creative & Analytic Methods



Apply Human Centered Design Methods & Mindsets to an applied project that focuses on the **recovery & renewal of your community.**



Pitch proposed solution(s) to team sponsor

# What We Provide

- Virtual Training
- Coaching
- Peer-Learning Community
- Virtual Resources
- Grant Funding

# Catalyst Program Timeline

	JANUARY & FEBRUARY	MARCH	APRIL	MAY	JUNE
Stages	<b>Stage 1</b> Adopt the mindsets & behaviors of being creative	<b>Stage 2</b> Understand the people, their experiences & the systems context of your project	<b>Stage 3</b> Frame the challenge & opportunity of your project and create solution directions	<b>Stage 4</b> Prototype, test and shape solutions for success	<b>Stage 5</b> Communicate to build support & acquire investment to pursue your solution
Virtual Lessons Tuesdays   12:00-1:15 PM	2 Lessons	3 Lessons	2 Lessons	2 Lessons	3 Lessons
Virtual Workshops Fridays   12:00-3:00 PM	3 Workshops	3 Workshops	2 Workshops	2 Workshops	2 Workshops
Remote Support	1:1 Coaching Support				
		Check-in with the Center for Care Innovations (CCI)			Check-in with the Center for Care Innovations (CCI)
Milestones	Dimensioning your project	Interview 7 – 12 people	Organize your qualitative data & create a HMW statement	Prototype and get feedback on at least one solution	Pitch your solution to your Team Sponsor at the Showcase



# Program Expectations

## Team Members

- Commit an average of **8-10 hours** per month to Catalyst activities
- Participate in all lessons by watching live or on-demand
- Participate in all virtual workshops in real-time
- Complete all assignments/milestones
- Meet with your coach for at least 1 hour outside of programmatic events

# Program Expectations

## Team Sponsor

- Allocate & protect **8-10 hours** of team members' work monthly
- Support your Catalysts in trying out their new skills
- Regularly meet with your teams to support the advancement of their project.
- Participate in the **entire** Team Sponsor Orientation on January 25, 2022
- Participate in the **entire** Final Presentation on June 24, 2022

Who's Eligible?



# Who's Eligible?



## 501(c)3 Nonprofit Organizations

Must provide social services to improve the physical, mental, social, environmental, or economic well-being of historically underinvested communities



## Multisector Partnership

Safety net health care organizations that provide primary care services or regional clinic consortia **must also apply in partnership** with up to two 501(c)3 nonprofit organizations



# What Makes a Strong Application?



# What makes a strong application?



## Strong Team

Catalyst teams are made up of three team members and one team sponsor.



## Committed Leadership & Resources

Team Sponsors commit to protecting team members time to apply what is learned in this program to their applied project.



## Compelling Project Topic

Your teams applied project must focus on the recovery & renewal of your community.

# How might we...

...design new processes of food redistribution to support food insecure households in our community?

...increase substance use recovery access within our community?

...support our staff in implementing trauma-informed practices while addressing their own trauma?



Past Catalyst projects that have addressed our focus area of recovery & renewal

# How to Apply + Key Dates

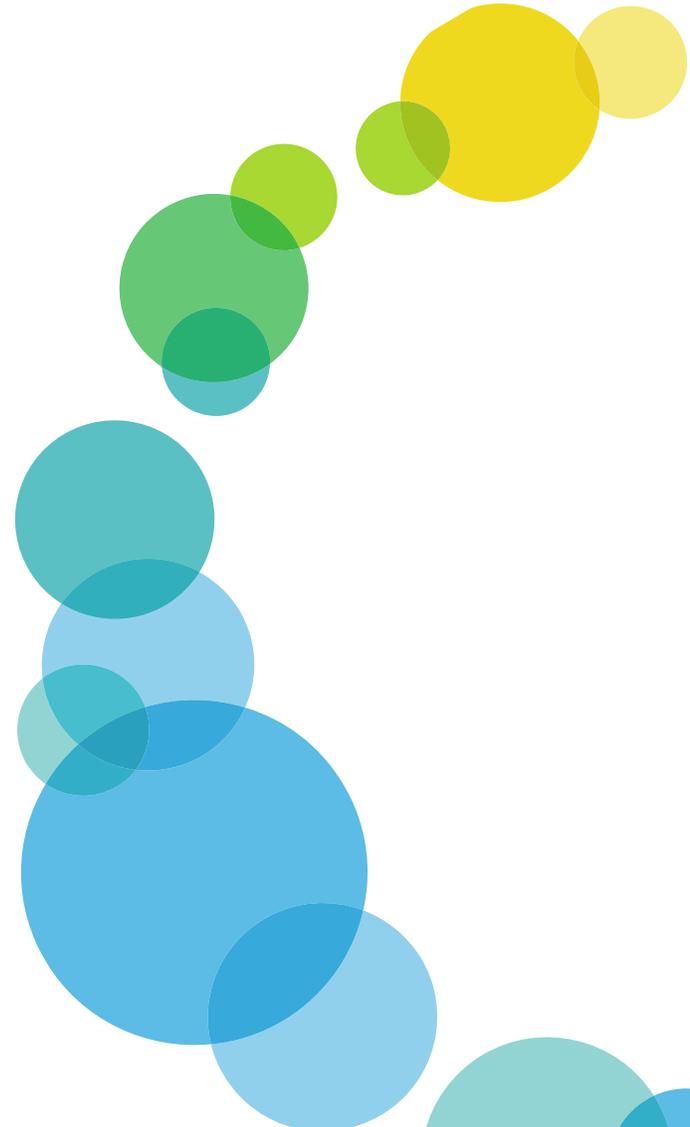


# I How to Apply

Organizations must submit the following materials through the [Application Submission Form](#):

1. Team Narrative
2. Individual Narratives (one per team member)
3. Letter of Support from Team Sponsor
4. Tax Status Documentation

**All materials must be received by 5:00 PM PST  
on Friday November 19, 2021**

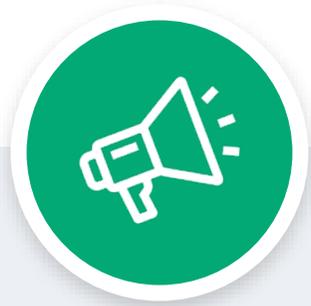


# | Save the Dates



Application  
Due Date

**NOVEMBER 19, 2021**  
Due by 5:00 PM



Cohort  
Announced

**DECEMBER 20, 2021**



Team Sponsor  
Orientation

**JANUARY 25, 2022**  
12:00 PM – 2:00 PM



Program Kickoff

**FEBRUARY 1, 2022**  
12:00 PM – 1:15 PM



**APPLY NOW THROUGH NOVEMBER 19TH**

**<https://www.careinnovations.org/catalyst-2022/>**

# I Stay Involved



## CCI Newsletter

**We're Here to Help.** We share practical innovations to help your organization revolutionize the health and well-being historically underinvested communities. Sign up for our newsletter today!



## CCI Podcast

**We're podcasting.** Health Pilots podcast, is about strengthening the health & well-being of historically underinvested communities. Every episode offers new ideas and practical advice that you can apply today!

# Questions & Answers



# ! We Hope You Apply!



Kathleen Figoni

She/Her/Hers

Program Manager

[kathleen@careinnovations.org](mailto:kathleen@careinnovations.org)



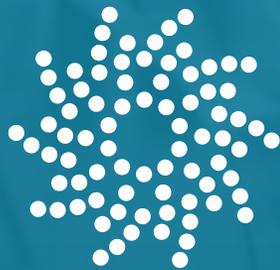
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Program Coordinator

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