

# Welcome!

This webinar is being recorded and will be posted to [careinnovations.org/wearecatalysts](https://careinnovations.org/wearecatalysts)

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Everyone is muted. **Press \*6** when you want to unmute yourself.

# Catalyst 2018 Program Kickoff

January 23, 2018



Blue Shield of California Foundation is an Independent Licensee of the Blue Shield Association

# Agenda

- **CCI Team Intros (2 mins)**
- **Innovation ≠ Improvement (5 mins)**
- **Program Overview (10 mins)**
- **Meet the Cohort (3 mins)**
- **Meet Your Coaches & Facilitator (10 mins)**
- **Design Thinking Overview (15 mins)**
- **Prep Work for 2/13: Show & Tell Interviews and Empathy Mapping (20 mins)**
- **Action Items + Q&A (10 mins)**

The background consists of several overlapping circles in various shades of teal and green. The circles are semi-transparent, creating a layered effect. The colors range from a bright, light teal to a deep, dark green. The overall composition is abstract and modern.

# CCI Team Intros

# Hello from the CCI Team!



**Diana** | Program Coordinator  
Coach Experience Manager  
[diana@careinnovations.org](mailto:diana@careinnovations.org)



**Laura** | Program Manager  
Catalyst Coach  
[laura@careinnovations.org](mailto:laura@careinnovations.org)



**Veenu** | Executive Director  
[veenu@careinnovations.org](mailto:veenu@careinnovations.org)

# Innovation $\neq$ Improvement

Content Courtesy of Chris McCarthy, Innovation Learning Network

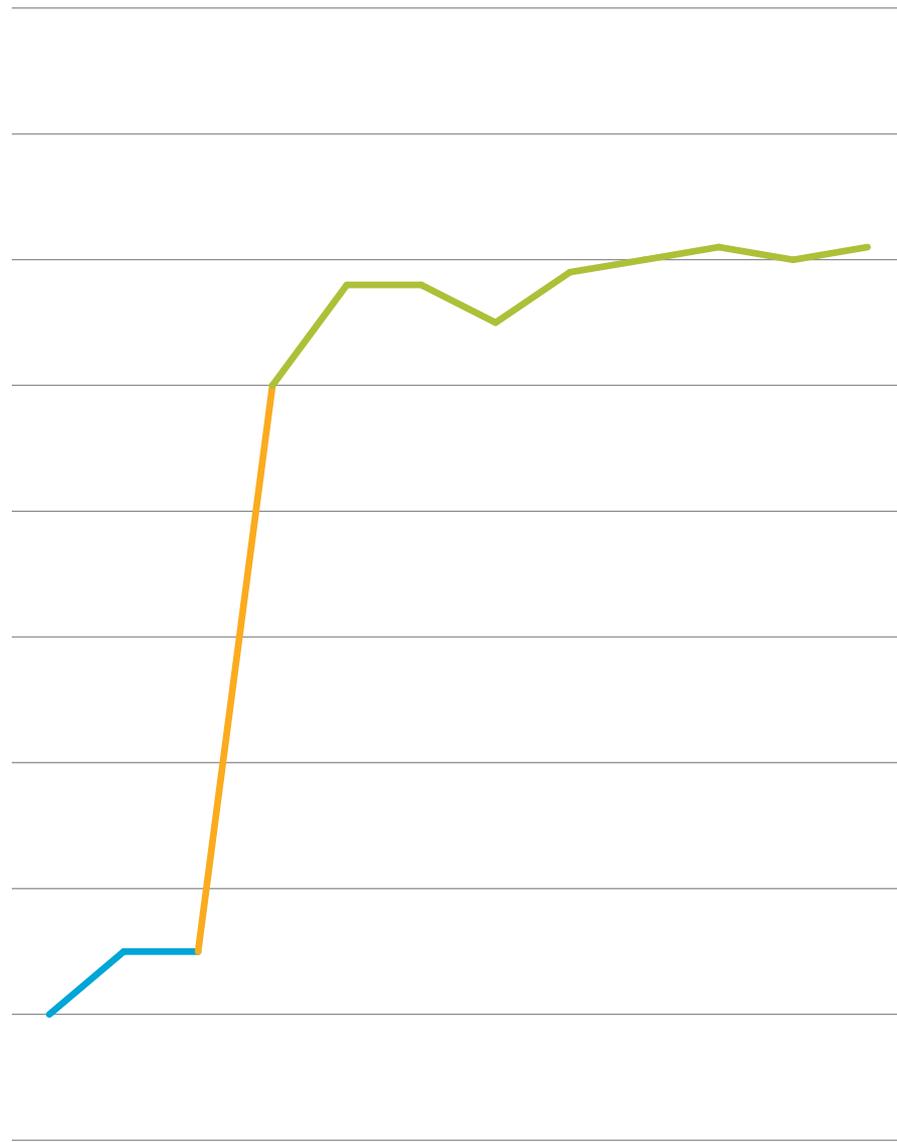
Improvement is  
about **current** ideas.



Improvement is  
about **current** ideas.

Innovation is about  
**new** ideas.





Improvement THEN lifts you to the the best best place

Innovation leaps you to the worst best place

} the current state

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# Program Overview

# Why we created the Catalyst Program

**Underserved communities deserve a health system that offers services tailored to their needs and context.**

**Resource-constrained organizations need new ways of working and problem solving to respond to their communities' needs in an ever-changing environment.**

# What we set out to achieve



Your team will begin to **internalize design thinking mindsets** and **practice the methods** that spark innovation **by applying them to a strategic project.**

Your organization will find value in working in a new way.

# How we plan to get there...

We offer your team the



time,



space,



and resources

to innovate...

# How we plan to get there... together

We offer your team the



time,



space,



and resources

to innovate...

...You

immerse in exploratory research,



focus and re-frame your opportunity,



and prototype several ideas.



# How to set yourself up for success



# How to set yourself up for success



**COMMIT.**

**Attend all workshops, and reach out to your coach for help.**

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## CO-DESIGN.

**From the outset, treat the people impacted by your challenge as experts and partners. Include them in project activities as extended team members and regularly ask for their input.**

# How to set yourself up for success



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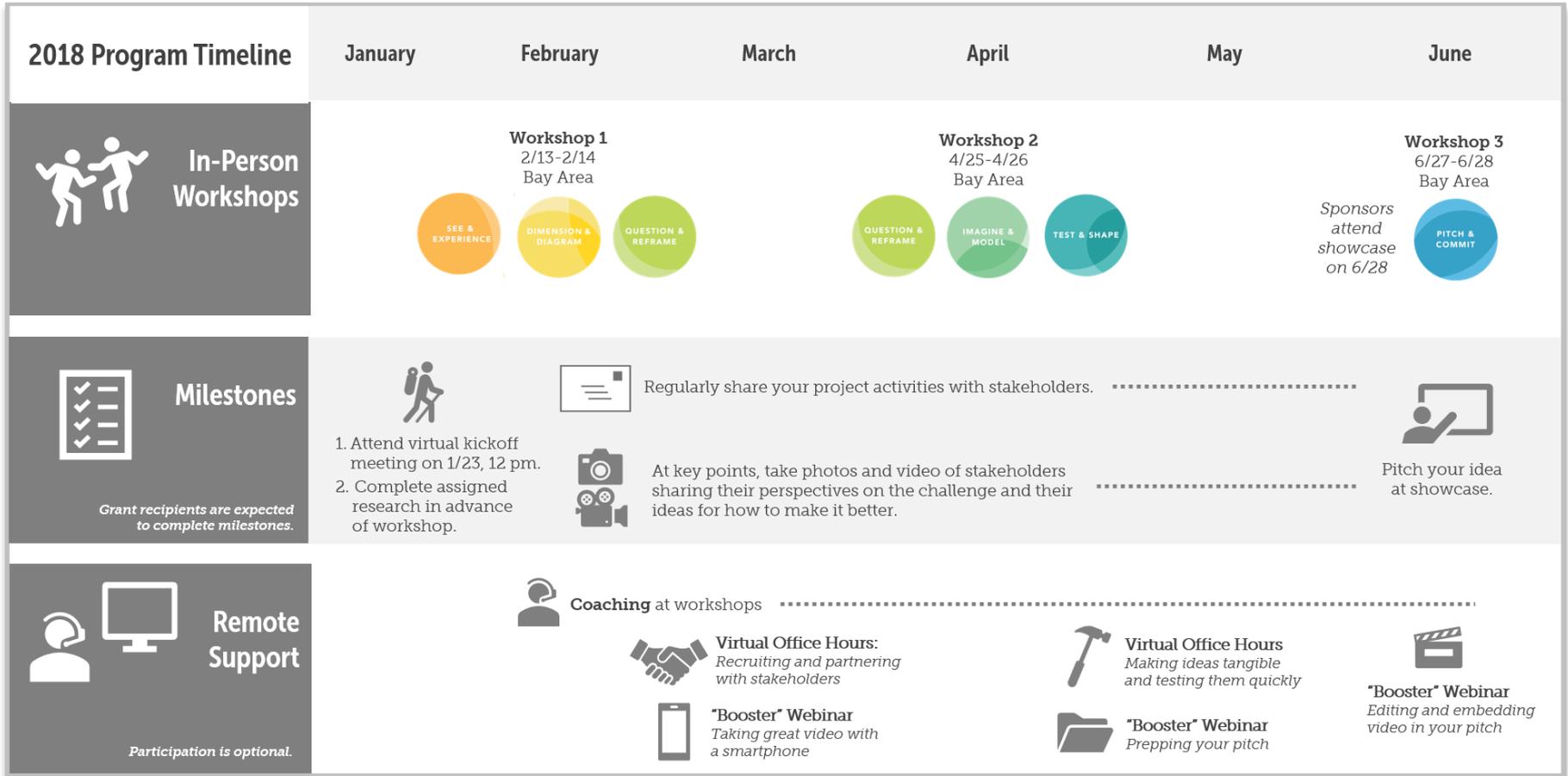
**TELL STORIES  
TO BUILD WILL.**

**Regularly share your activities with your organization using photos, video, and quotes from stakeholders.**

# Catalyst Design Thinking Framework

Catalyst Innovation + Design Thinking Framework		SEE & EXPERIENCE	DIMENSION & DIAGRAM	QUESTION & REFRAME	IMAGINE & MODEL	TEST & SHAPE	PITCH & COMMIT
 <b>GOALS</b> What will you do?	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 key 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 users and 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.	
 <b>METHODS</b> How will you do it?	Observation Shadowing Show + Tell Interviews	Collaborative Cycle Empathy Mapping Journey Mapping	"How Might We..." Statements Analogous Examples	Brainstorming Voting 2x2 Matrix Solution Mapping	Paper Prototypes Storyboarding + Scenes Role Play	7-Part Pitch Structure Calculating Value Video Storytelling "I Like I Wish, I Wonder"	
 <b>ACTIVITIES</b> What will it involve?	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 test.	Create and test at least three variations on your best idea(s) using sketches, scripts, mock-ups, and other tangible formats.	Present a compelling story about your challenge to organizational leadership and propose next steps.	
 <b>MINDSETS</b> What will ensure your success?	Inclusion + Empathy   Collaboration   Starting small + learning fast   Making things tangible   Sharing unfinished work early + often						

# Catalyst Program Structure



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**Meet the 2018 Cohort!**

# 2018 Teams

Alameda Health System  
Community Health Center Network  
Contra Costa Health Services  
East Oakland Youth Development Center  
LAC+USC Primary Care  
LifeLong Medical Care  
Neighborhood Healthcare  
Olive View UCLA Medical Center  
Open Door Community Health Centers  
Oregon Primary Care Association  
Petaluma Health Center  
Riverside University Health System  
Tri-City Health Center  
Venice Family Clinic  
WEAVE  
WellSpace Health  
CCI Team

Blue = Organizations new to Catalyst  
Green = 2<sup>nd</sup>+ Team from Organization  
Orange = Outside CA  
Pink = Non-Medical Community Organization



# An Interesting Mix of Challenges!

- *Building a high-functioning, multi-disciplinary team*
- *Conveying the impact of work to staff and community*
- *Making data useful to staff and patients*
- *Caring for staff's wellbeing like we care for clients  
(burnout, fatigue, vicarious trauma)*
- *Creating a seamless care transition experience for people discharged from the hospital*
- *Providing culturally competent care*
- *Valuing and respecting patients' time*
- *Offering more access points to care*
- *Approaching services with a trauma-informed lens*
- *Facilitating patients' agency over their health information*



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**Meet Your  
Coaches and Facilitator!**

# What is a Coach?

## Coaches are...

- Catalysts
- Navigators
- Motivators
- Teachers
- Mentors
- Sounding Boards
- Confidantes
- Peers

## Coaches do...

- Listen to their teams' POV
- Build trusting relationships
- Facilitate connections to resources and other teams
- Help navigate teams to appropriately scoped solutions
- Model mindsets, behaviors & methods
- Provide inspiration & encourage fun!

## Coaches do not...

- Assess teams' work
- Offer answers
- Do the work for teams
- Provide project oversight
- Hold teams accountable to deadlines
- Provide programmatic updates

# Interacting with Your Coach



Working with your coach is optional... but **highly encouraged!**



Teams will work with their coaches at each in-person training.

# Your Coaches & Faculty



Ariel Singer  
CCI, Catalyst '17  
OPCA



Brea Olmstead  
CCI, Catalyst '17  
Contra Costa  
Tri-City



George Su  
CCI, Catalyst '13  
Olive View  
Riverside



Kathleen Grenham  
CCI, Catalyst '14  
Alameda  
Petaluma



Laura Blumenthal  
CCI, Catalyst '15  
EOYDC  
WEAVE



Luke Emerdello  
CCI, Honorary Catalyst  
LifeLong  
Venice



Sarah Kerr  
CCI, Catalyst '17  
LAC+USC  
Neighborhood



Susie Estrada  
CCI, Catalyst '17  
Open Door  
WellSpace



Renata Fineberg,  
CCI, Catalyst '16  
CCI  
CHCN



Yui Nishiike  
CCI, Catalyst '16  
CCI  
CHCN

# Your Coaches & Faculty



**Trish Price**  
Founder, HumanSights  
**Master Coach**



**Chris Conley**  
Founder, Two Bit Ventures  
**Lead Facilitator**

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# Design Thinking Overview

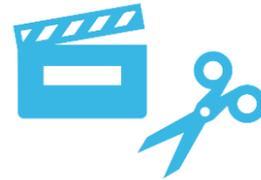
Design Thinking  
are the **mindsets**  
**and methods** to  
succeed at  
innovation.



# Mindsets



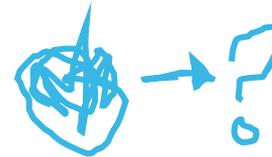
inclusion +  
empathy



making things  
tangible



collaboration

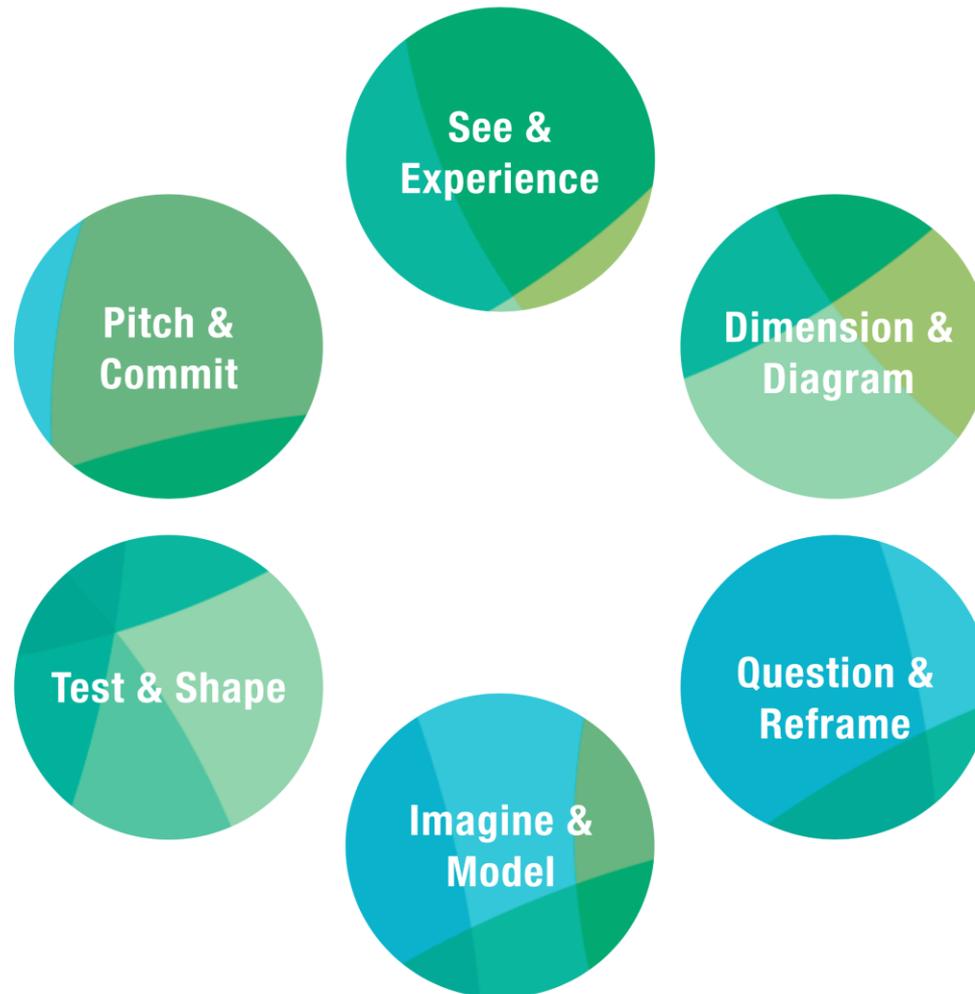


show work  
early + often



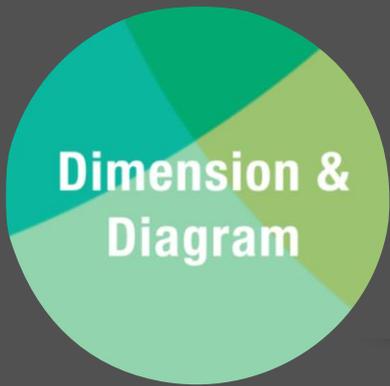
start small +  
learn fast

# Six Principles underlie the methods



**See &  
Experience**





***dimensions of uncertainty***



***pain  
management***



***managing  
medications***



***coordinating  
care***



***managing  
“life”***



***economic  
recovery***



***emotional  
well being***



Question &  
Reframe

*We finally realized that "no-shows" have a lot more to do with relationships than reminders."*

# Imagine & Model

→ AVAILABLE  
 → WITH A PATIENT  
 → ALMOST DONE

MELINDA available

4

① takes survey

1

PROVIDERS CAN SEE DATA

---

find trends & insights

4

SOCIAL MEDIA FEED

CALENDAR

# of people served

3

where

Anonymous encouraging notes

1

Alerts via Smart...

# Test & Shape

- Tasks:
1. Open the EE app
  2. Register and Log-in
  3. Remove the minutes tile
  4. Place the "add \$10 Top-up" tile to your home screen
  5. Re-arrange the tiles on your home screen

USER NOTIFICATION.

INPUT FIELD.

PRESSABLE BUTTON.



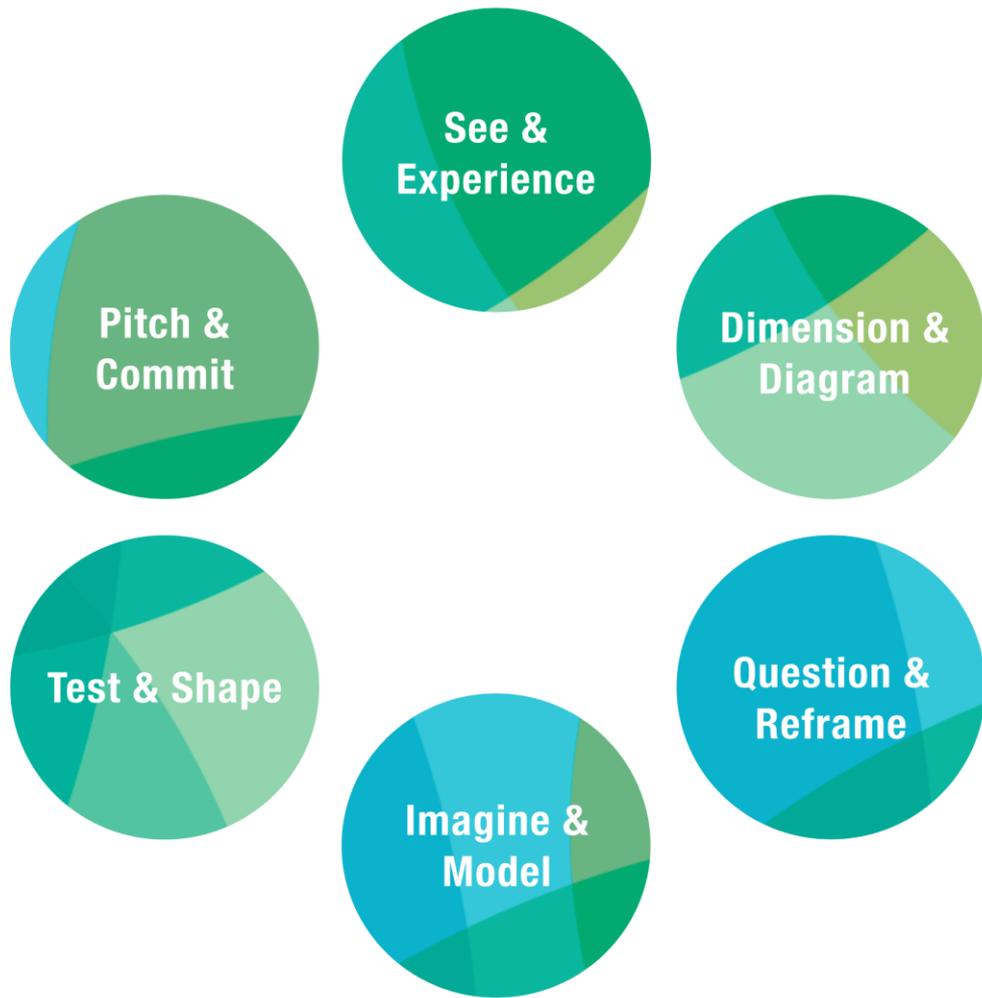
Olive View-UCLA Medical Center  
Catalyst Innovation Grant  
June 28, 2017



**PILL POSITIVE**

*Promoting Adherence to HIV Medication in the Positive Care Clinic*

Olive View-UCLA Medical Center  
Catalyst Innovation Grant  
June 28, 2017



**See &  
Experience**

# Show-and-Tell Interviews

# "Show & Tell"

"... is a common expression about showing an audience something and telling them about it."

Remember back to elementary school...

# Show & Tell Interview

We use this same approach professionally to better understand a situation and a person's experience with it.

# Food preparation Show & Tell



# Why? - to learn all sorts of interesting things...

- What the person *really* does
- How the person does it
- Challenges that arise
- How other things impact the experience such as policy, relationships, other activities
- Ways the person "works around" or solves the challenges

# Show & Tell Interview overall

- Consider your project and who you could learn from with a Show-and-Tell interview.
- Recruit that person, schedule a time and prepare to meet with them.
- Conduct the interview
- Debrief what you learned immediately afterwards
- Fill out an Empathy Map from your interviews

# Consider your project and recruit

- Whose experience intersects with your project topic?
- What activities are they engaged in relevant to your topic?
- Which of these people and activity could help you understand your topic *from their point of view*.

# A Show-and-Tell interview

- Tell me about your background and the role you play here. (develop rapport)
- OK, now it would be great if you could show me how you... (key activity to understand)
- OK, tell me more about... (details of activity)
- Great this is really helpful. (appreciation)
- What tends to go wrong? (pain points)
- What would be ideal? (positive points)
- Thank you so much. May I follow up? (relationship)

# Debrief notes

- After the interview, immediately brainstorm key points, what struck you, etc.
- Key quotes
- Pain Points and Positive Points
- New questions
- Reflect on the method - what worked, what can you do better next time?

# Empathy Map:

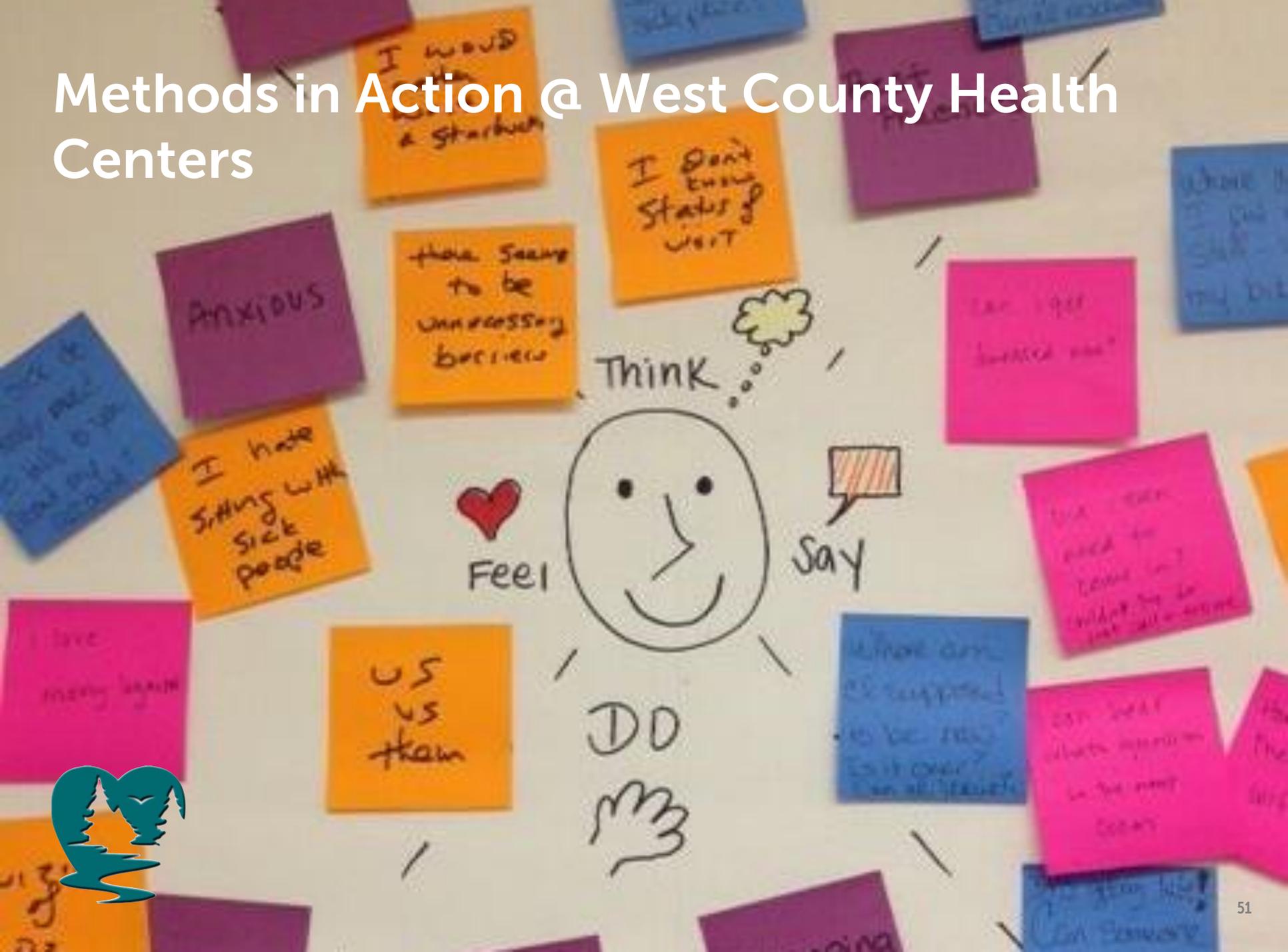


# Methods in Action @ West County Health Centers

**Show & Tell Interviewing  
with “discovery kits”**



# Methods in Action @ West County Health Centers



# Observational Mapping: Lab

work station


F.O./H

work station

15 minutes

MA 5

MA 4

MA 3

work station

MA 2

MA 1

MA 5

F.O.

MA 5

work station

work station

15 minutes



C1 DOOR

C1 CHECK-IN

BROCHURES



VOLUNTEER SERVICE DESK

C2 CHECK-IN



# Catalyst Pre-work resources

- 
- Prework instructions
    - \* Planning
    - \* Show & Tell Interview
    - \* Synthesis
  - Two articles on interviewing
  - Planning worksheet
  - Debrief worksheet
  - Empathy Map template
  - [Catalyst Community Portal](#)

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# Action Items



**Let's.  
Get.  
Started!**

**Prep Work for Workshop #1**

# Methods in Action @ West County Health Centers

**Show & Tell Interviewing  
with “discovery kits”**





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# Q&A + Action Items

# Action Items



## CCI To Do's

This week, we will:

- (1) Send your Catalyst Team an email, introducing you to your coach.
- (2) Update the [Catalyst Community page](#) with slides and recording from today's kickoff, prep work instructions and other resources.

See you on February 13<sup>th</sup>!

## Catalyst Team To Do's

**Today:** Bookmark [www.careinnovations.org/wearecatalysts](http://www.careinnovations.org/wearecatalysts)

**This week:** Find a recurring hour each month when you and your coach can connect.

**January 26:** Book your hotel for Workshop #1!

**February 2:** Register for Workshop #1 on [Eventbrite](#) and book your travel.

**February 13:** Complete prep work assignment and be ready to share about the experience and what you learned.

# www.careinnovations.org/wearecatalysts

The screenshot shows the Catalyst Community website landing page. At the top left is the CCI logo (Center for Care Innovations) with a colorful starburst icon. To the right of the logo are three columns of text: 'Population Health', 'Data Analytics', and 'Innovation & Design Thinking'; 'Technology Solutions', 'Delivery System Reform', and 'Community-Centered Care'; and a navigation menu with 'ABOUT', 'PROGRAMS', 'GET INVOLVED', and a search icon. Below the navigation menu is an orange button labeled 'The Resource Center'. The main content area has a blue background with a pattern of circles and features the text 'STAY UP-TO-DATE!' followed by 'Catalyst Community' in large white font. Below this is a horizontal navigation bar with five tabs: 'OVERVIEW' (highlighted), 'MEET YOUR COMMUNITY', 'PROGRAM ACTIVITIES', 'RESOURCE LIBRARY', and 'COACH CORNER'. The main content area below the navigation bar has the heading 'WELCOME, CATALYSTS!' followed by a paragraph: 'This site is a support center for **Catalyst** teams. Program updates, resources, and community contact information can be found on this website. This website is managed by Center for Care Innovations.' and a link: 'For more information about Catalyst, please visit the [program page](#).'



# Thank You!



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