



Catalyst 2019 Sponsors Meeting

February 7, 2019



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

Agenda

- **Catalyst Program Overview**
- **Sponsor Intros**
- **What it takes to build a culture of innovation**
- **What's next after the Catalyst program**
- **Discussion**

Program Overview

Program Leads



Diana Nguyen

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Coach Experience Manager
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Chris Conley

Lead Facilitator and Coach
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Why we created the Catalyst Program

Underserved communities deserve a social services 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.



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.

What we set out to achieve



Support your organization to 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.

Sponsor Expectations

- 1. Support your teams (see slide 22).**
- 2. Participate in the June 27 Showcase in Oakland.**

Learn More: www.careinnovations.org/wearecatalysts

The screenshot shows the homepage of the Catalyst Community website. At the top left is the CCI logo, which consists of a colorful circular pattern of dots next to the text 'CCI CENTER FOR CARE INNOVATIONS'. To the right of the logo are several menu items: 'Population Health', 'Data Analytics', 'Innovation & Design Thinking', 'Technology Solutions', 'Delivery System Reform', and 'Community-Centered Care'. Further right are 'ABOUT', 'PROGRAMS', 'GET INVOLVED', and a search icon. A prominent orange button labeled 'The Resource Center' is located below these items. The main header area has a blue background with a pattern of circles and contains the text 'STAY UP-TO-DATE!' followed by 'Catalyst Community' in large white font. Below this is a navigation bar with five tabs: 'OVERVIEW' (which is highlighted), 'MEET YOUR COMMUNITY', 'PROGRAM ACTIVITIES', 'RESOURCE LIBRARY', and 'COACH CORNER'. The main content area is white and features 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.' At the bottom of this section, it says 'For more information about Catalyst, please visit the [program page](#).'



Our Design Thinking Framework

Catalyst Innovation + Design Thinking Framework



SEE & EXPERIENCE



DIMENSION & DIAGRAM



QUESTION & REFRAME



IMAGINE & MODEL



TEST & SHAPE



PITCH & COMMIT

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 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.

Observation
Shadowing
Show + Tell Interviews

Collaborative Cycle
Empathy Mapping
Journey Mapping

"How Might We..."
Statements
Analogous Examples

Brainstorming
2x2 Matrix
Solution Mapping

Paper Prototypes
Storyboarding
Role Play

7-Part Pitch Structure
Calculating Value
Video Storytelling
"I Like I Wish, I Wonder"

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 build and 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.

GOALS

Your roadmap

METHODS

What you learn

ACTIVITIES

What you do

MINDSETS

Your keys to success

Inclusion + Empathy

Collaboration

Starting Small + Learning Fast

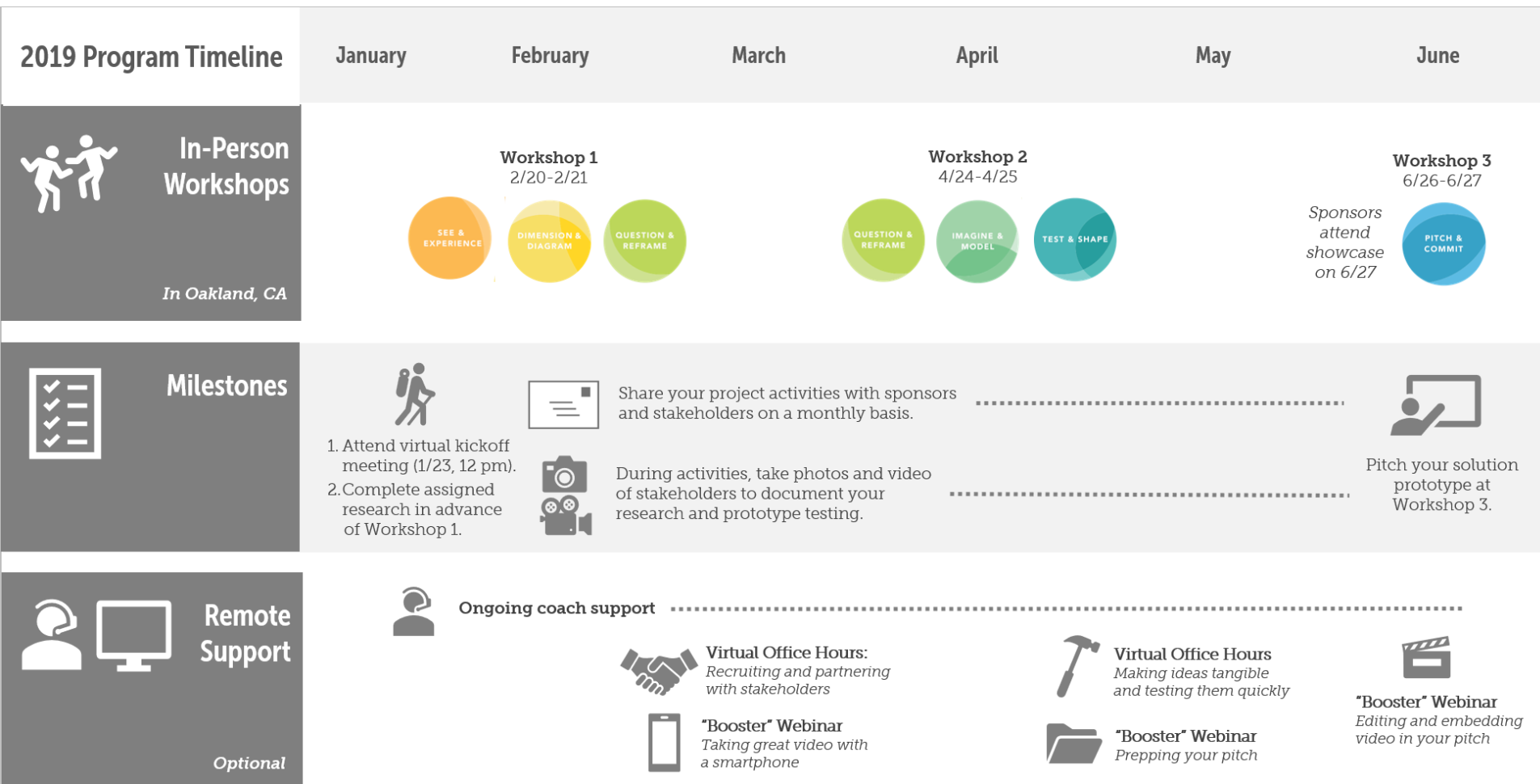
Making Things Tangible

Sharing Unfinished Work Early + Often



Go to: careinnovations.org/wearecatalysts

2019 Program Timeline



Wonder what a Catalyst project looks and feels like?



INNOVATION & DESIGN THINKING



Case Study: Caring for the Caregivers

JAN 17, 2019

WEAVE, a Sacramento-based nonprofit organization, is the primary provider of crisis-intervention services for survivors of domestic violence and sexual assault in Sacramento County, and the county's o...



INNOVATION & DESIGN THINKING



Case Study: Cultivating Workplace Happiness

FEB 21, 2018 • CENTER FOR CARE INNOVATIONS

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



INNOVATION & DESIGN THINKING



Case Study: All Hands on Deck for MyWellness Patient Portal

JAN 3, 2019

Staff at LAC + USC Primary Care Adult West Clinic had a problem.

Find Catalyst case studies: www.careinnovations.org/wearecatalysts/resources/



Sponsor Intros

1. Name
2. Organization
3. Why you are sending a team through Catalyst



**What it takes to build
a culture of innovation**

Improvement is
about **current** ideas.

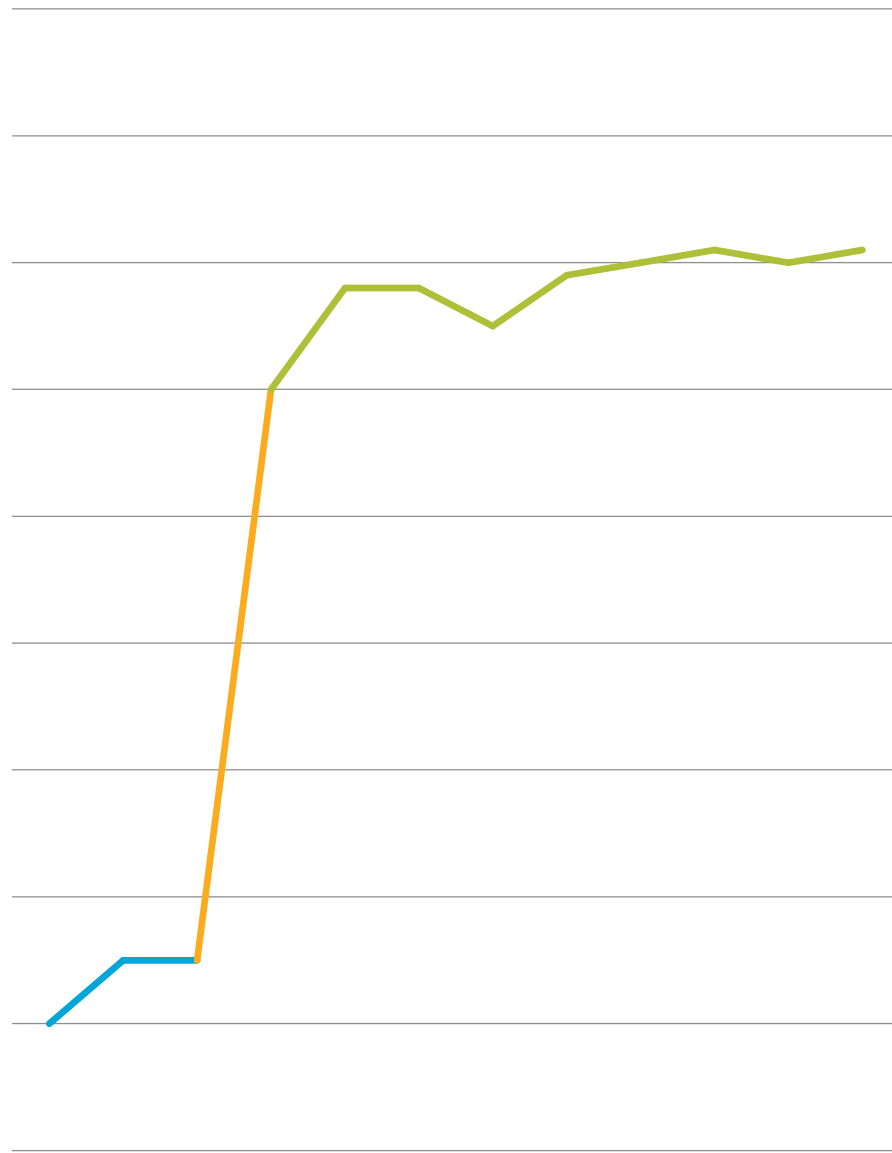


Improvement is
about **current** ideas.

Innovation is about
new ideas.

Courtesy of Chris McCarthy, Innovation Learning Network





Improvement THEN lifts you to the the best best place

Innovation leaps you to the worst best place

} the current state

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



These **mindsets** are
the **secret sauce** of
the HCD practice.



inclusion + empathy



collaboration



start small + learn fast



make things tangible



show work early + often

Our Design Thinking Framework

Catalyst Innovation + Design Thinking Framework

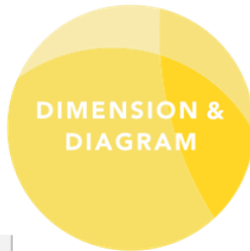


SEE & EXPERIENCE

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Shadowing
Show + Tell Interviews

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QUESTION & REFRAME

Refine and focus the scope of your challenge based on key insights from your research.

"How Might We..."
Statements
Analogous Examples

Articulate your challenge in a concise, focused, and optimistic way.



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

Encourage people with diverse perspectives to contribute ideas. Prioritize which ideas to try first, and which specific elements to build and test.



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

Create and test at least three variations on your best idea(s) using sketches, scripts, mock-ups, and other tangible formats.



PITCH & COMMIT

Communicate with people outside of your core team about your project and why it's worth doing.

7-Part Pitch Structure
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Making Things Tangible

Sharing Unfinished Work Early + Often



Go to: careinnovations.org/wearecatalysts

How will this help your organization?

- Gives you new tools for your toolbox
- Provides a systematic approach to develop new ideas
- Takes a more user centered approach to understanding and solving problems
- Utilizes a more collaborative approach to including more diverse voices
- Helps to ensure you are working on the right problems
- Brings more fun and joy to work

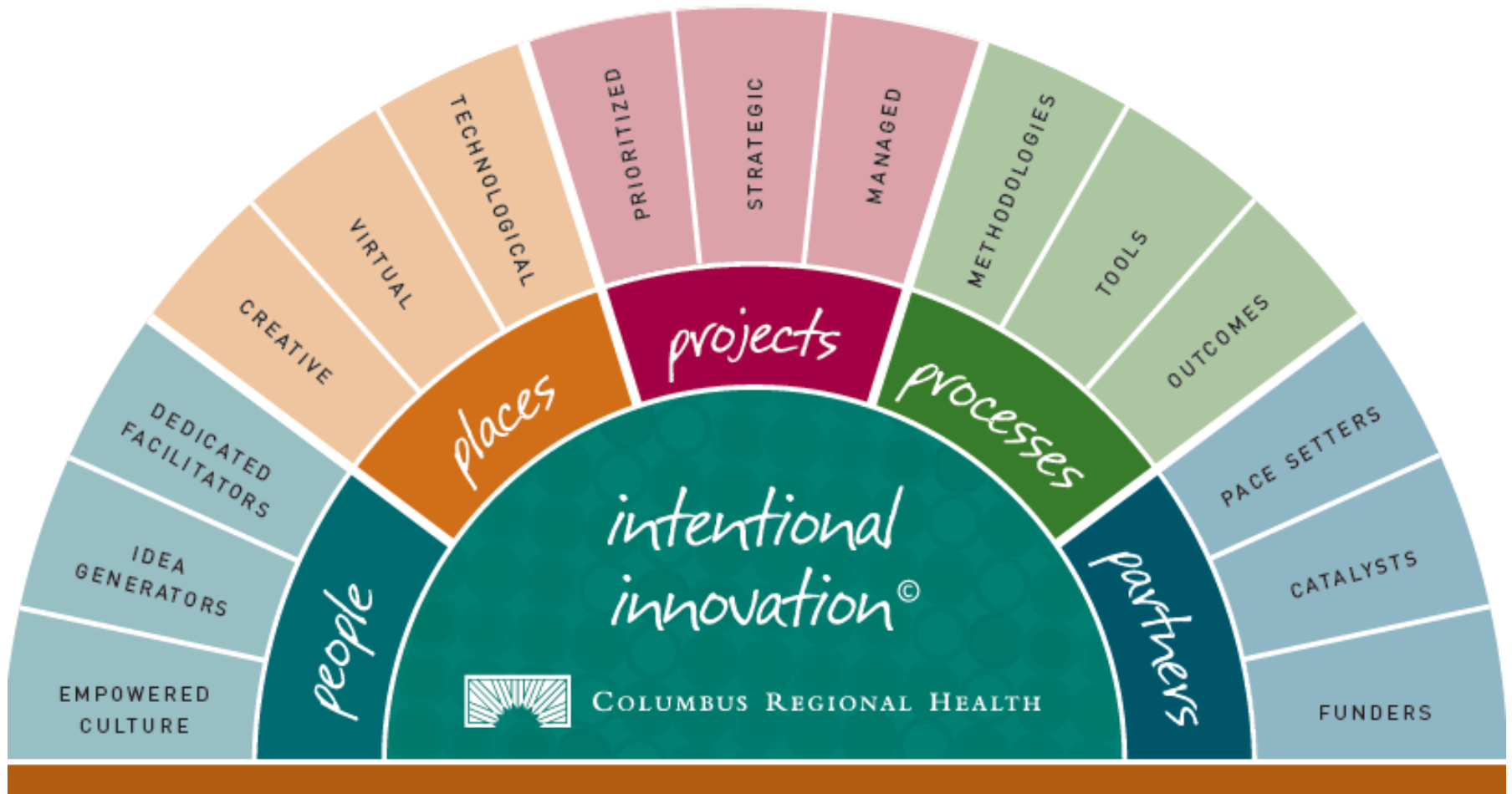
What can you do as a leader to support your Catalysts?

- Provide your team with the time to do the work
- Show interest! Check in with your team to see how work is going
- Ensure the project is something you care about solving
- Be comfortable with letting your team try out new skills
- Allow people to take risks and pivot the project if needed

What can you do as a leader to support your Catalysts? (cntd.)

- Be open and curious
- Help eliminate roadblocks and help the group get “unstuck”
- Encourage testing to learn and improve
- Join in on the fun when you can!

Longer term commitment to Innovation



Learn from
organizations
that have
embraced HCD
and innovation!





What's next after the Catalyst program

The background features several overlapping circles in various shades of blue and green, creating a layered, abstract effect. The colors range from light sky blue to deep forest green.

Questions