



CCI

CENTER FOR CARE
INNOVATIONS

Leading Profound Change Webinar: Prototyping

May 14, 2019

Webinar Reminders

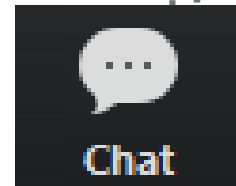
1. Everyone is muted.

2. Join us by video by clicking the



button.

3. Remember to chat in questions along the way! Use the chat window to ask/answer questions.



4. Webinar will be recorded, posted on CCI's website, and sent out via a follow up email.



Agenda

1. Welcome & Introductions
2. Recap of Leading Profound Change Workshops
3. Prototyping
4. Wrap Up & Evaluations

Leading Profound Change: Webinar Series

- 1 Brainstorming Techniques
- 2 Journey Mapping
- 3 Prototyping
- 4 PDSA
- 5 Leveraging Multiple Tools to Address Primary Care Issues
- 6 Leading Profound Change: Clinic Experiences

Population Health Learning Network



2-year **learning collaborative** & network, aimed at enhancing the **population health management** capabilities of 25 organizations across CA

Christi Zuber

Managing Director, Aspen Labs
christi@aspenlabsnetwork.com

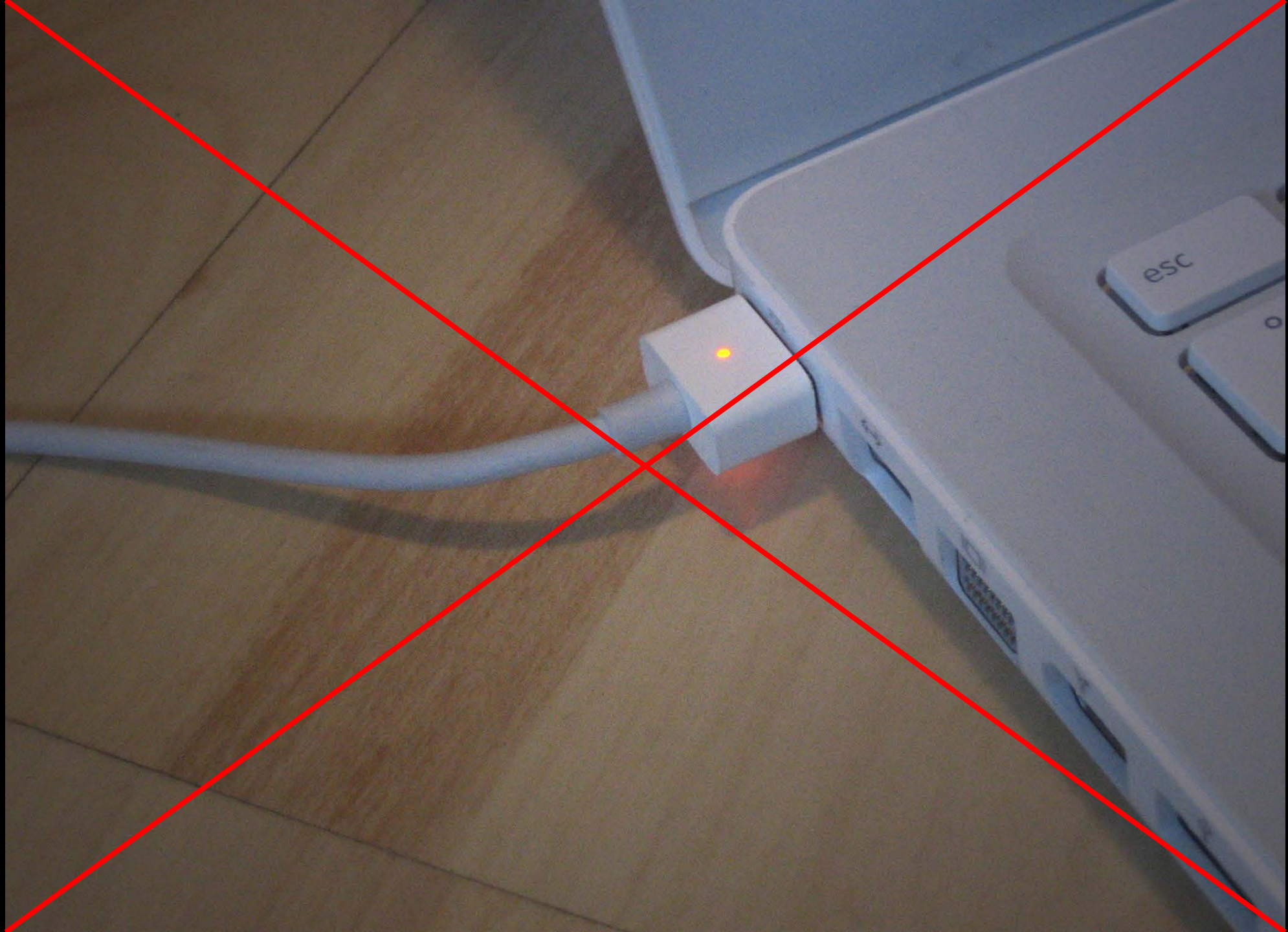
Christi, PhD, MHA, RN has over 20 years of experience leading teams, observing and partnering with users, creatively generating ideas and conducting field experiments to develop solutions that work at organizations.

She founded Kaiser Permanente's Innovation Consultancy and is a faculty member at Northwestern University.





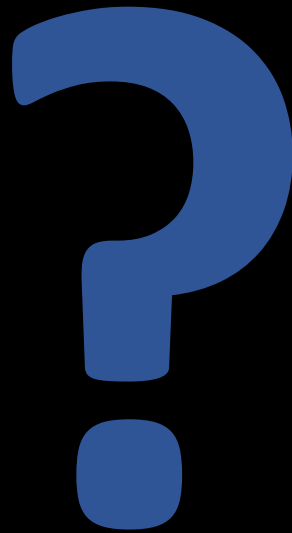


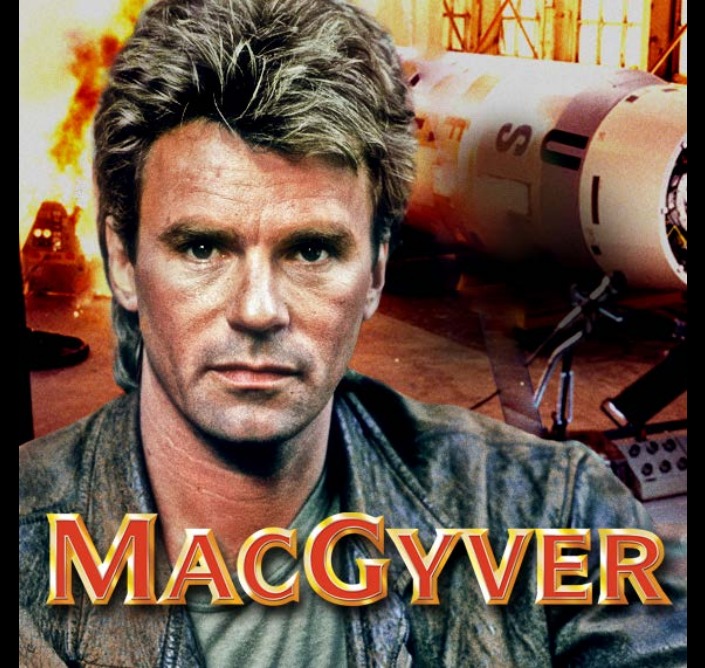


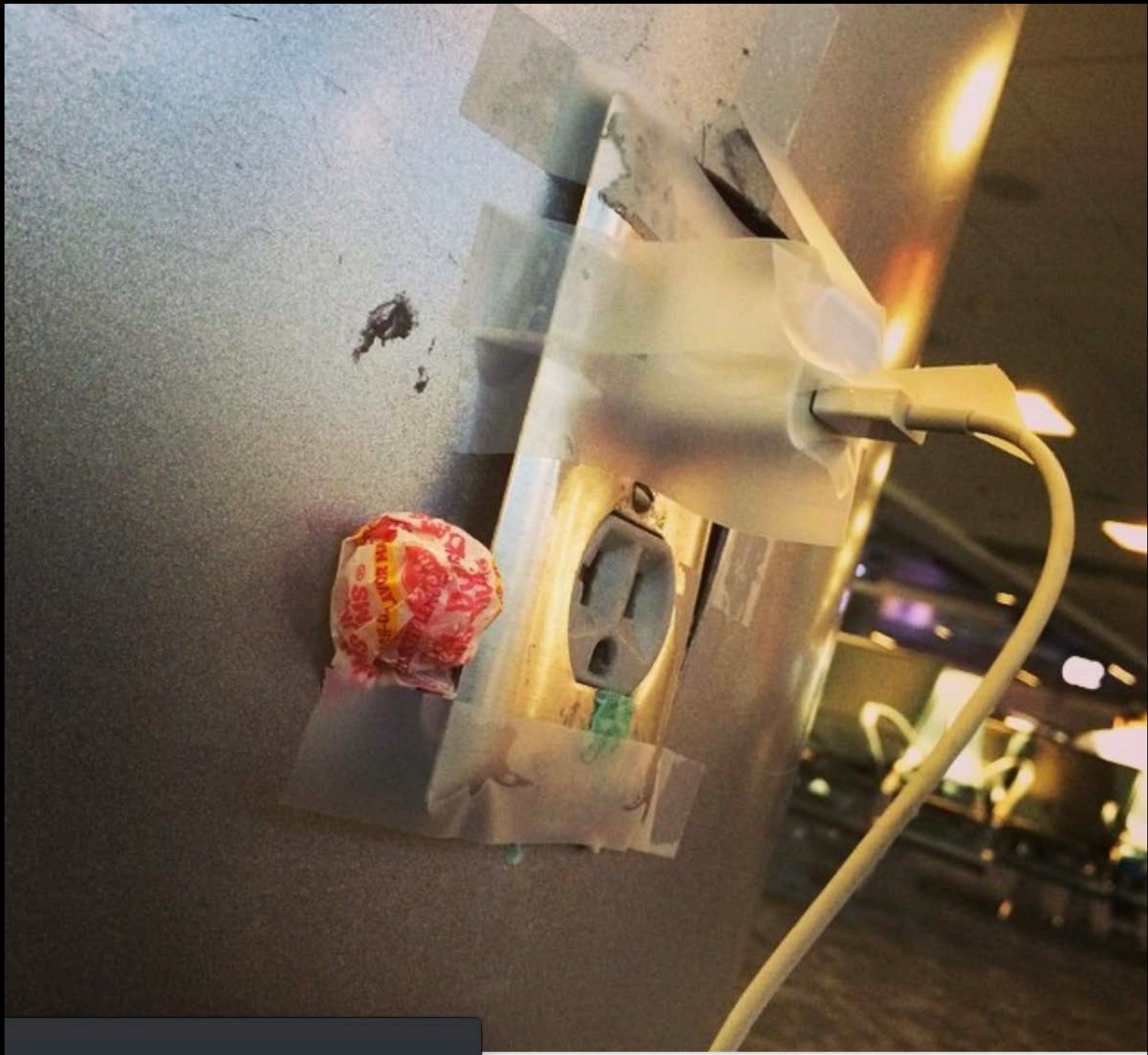
















The prototyper

What do you think are
the most important
behaviors of a
prototyper?

The Prototyper



Get curious

Talk to people

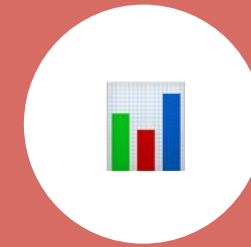
Try stuff!

-Dave Evans and Bill Burnett
Stanford dLabs





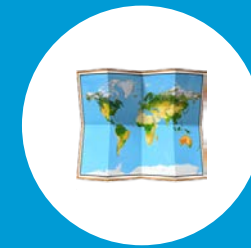
KNOWLEDGE
Scaffold and try ideas



VARIATION
Share through storytelling



PSYCHOLOGY
Build empathy



SYSTEM
Demonstrate connectedness



KNOWLEDGE

**Scaffold and try ideas to bring
a potential change to life.**

Scaffolding is the process of making ideas tangible, learning while building them and sharing them with other people.

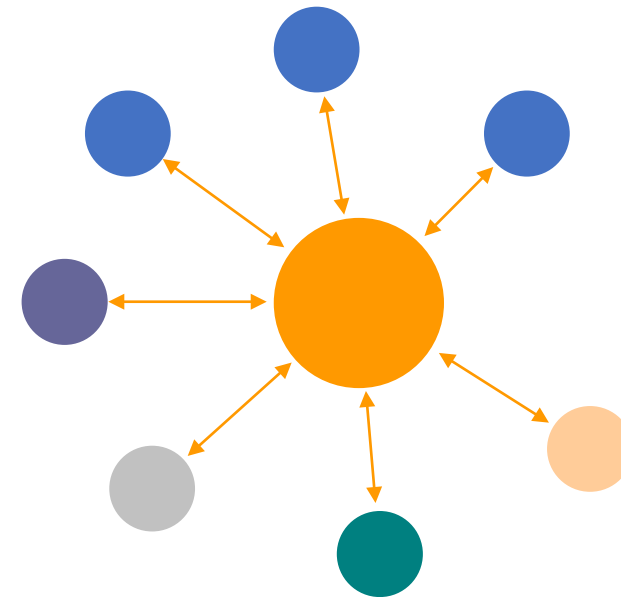
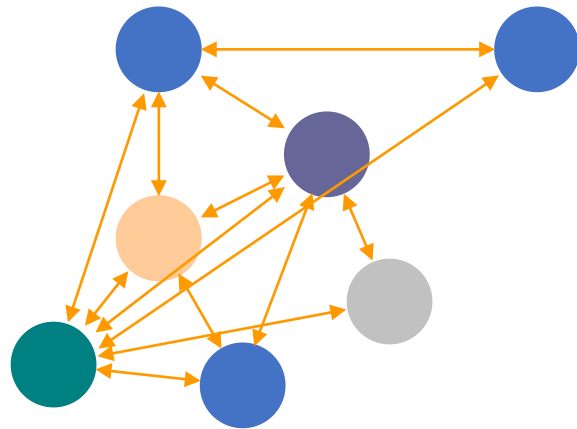




“The value of prototypes resides less in the models themselves than in the **interactions** they invite.”

— Michael Schrage, *Serious Play*

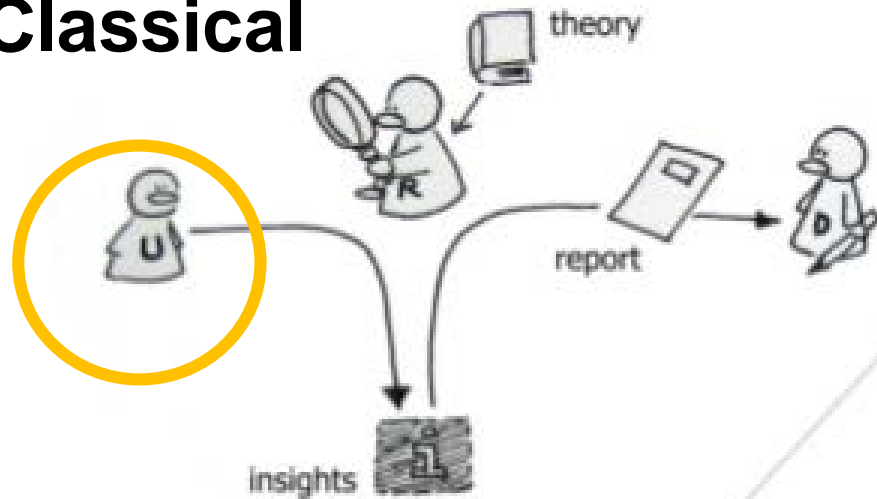
Prototypes give teams something to think with





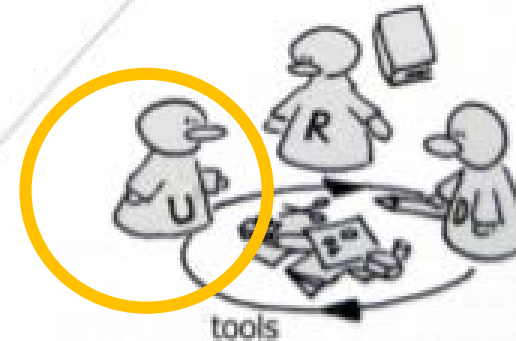
Facilitating a Co-design process

Classical



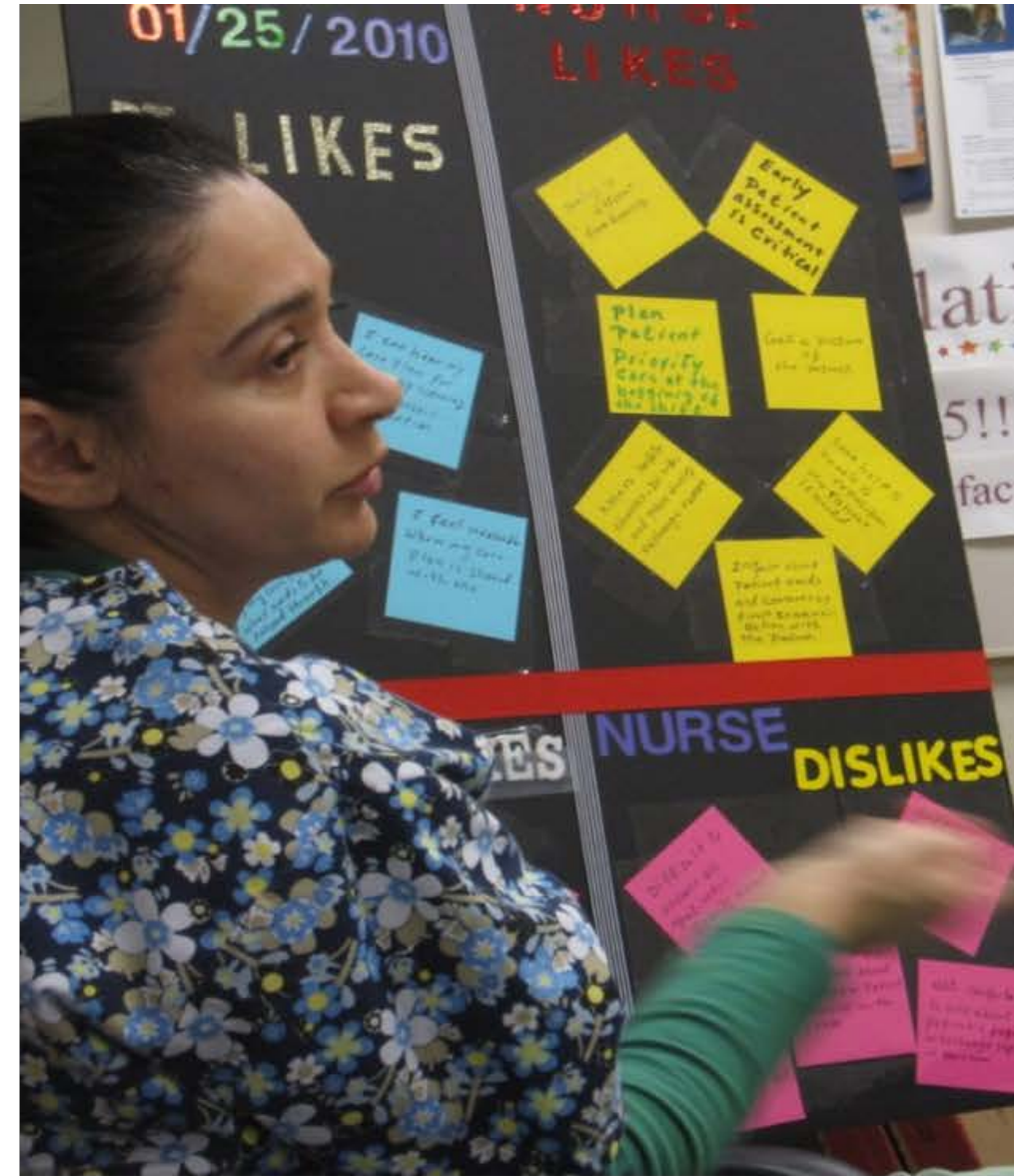
User as focus of study and communication

Co-design



User as participant and contributor

Sanders (2008)



Why a prototyping is important

You don't even know...It's so rare that people tell us **why** we're doing what we're doing. Usually, they just say, 'here, this is what we're doing now.' And it is even more rare that people ask us what we think about the idea, and how it might be better.”

Med-Surg RN

Starter methods for Profound Change



KNOWLEDGE — Scaffold and try ideas

PDSA cycles

Brainstorming

Paper prototypes



VARIATION — Share through storytelling

Aim statements

Problem Statements

Run charts



SYSTEM — Demonstrate connectedness

Driver diagrams

Gemba walk

Co-design



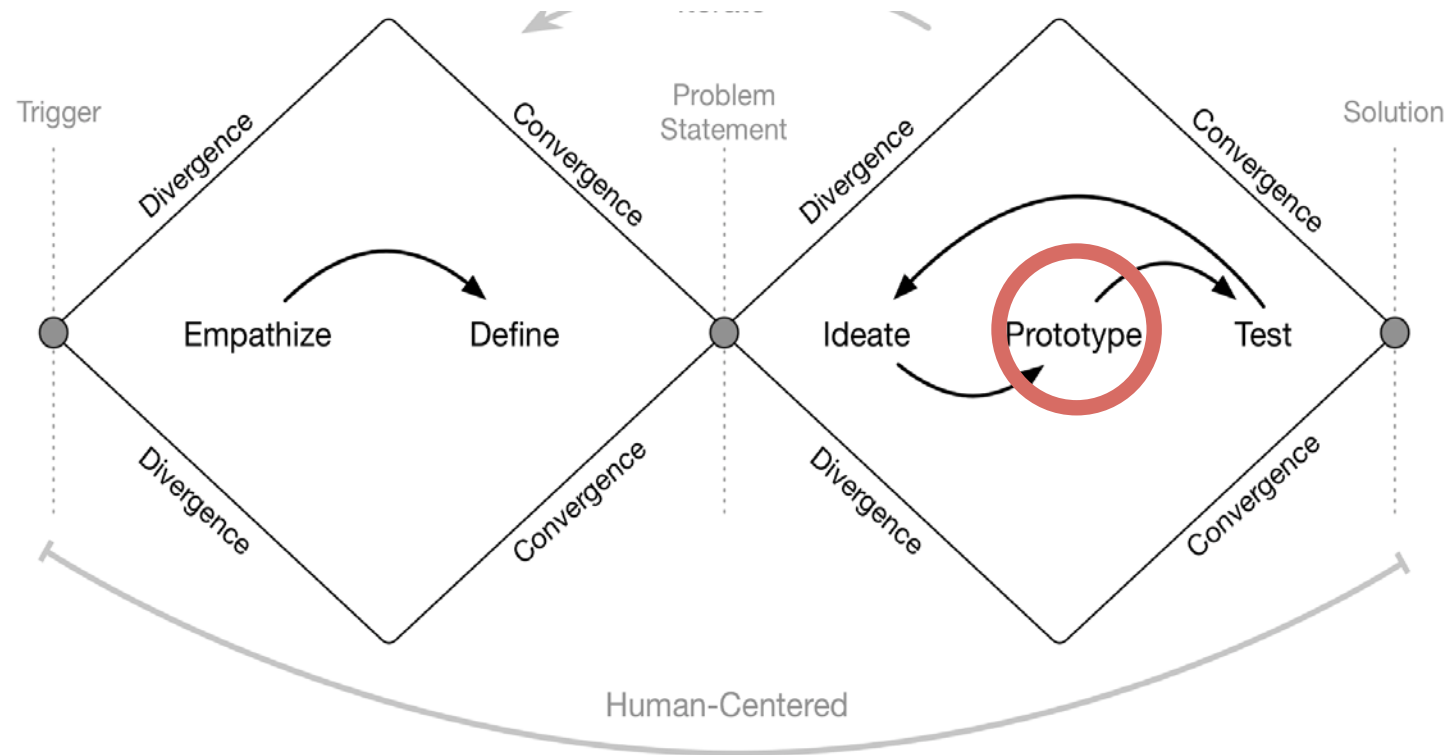
PSYCHOLOGY — Build empathy

Ethnographic observations

Journey maps

Visual controls (huddle board)

Prototyping for solutions



What can you prototype? 6 types



1



2



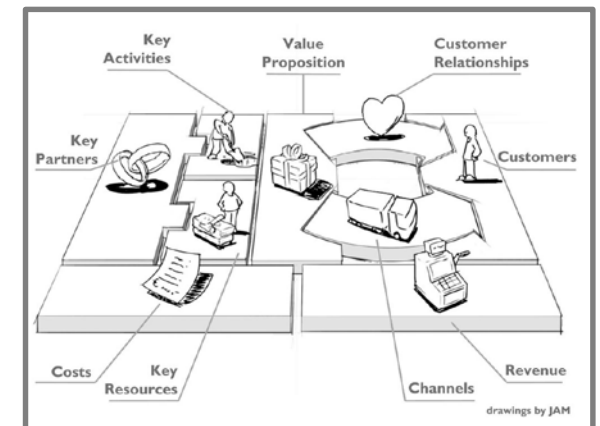
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4



5



6

What can you prototype? Tools



1



2



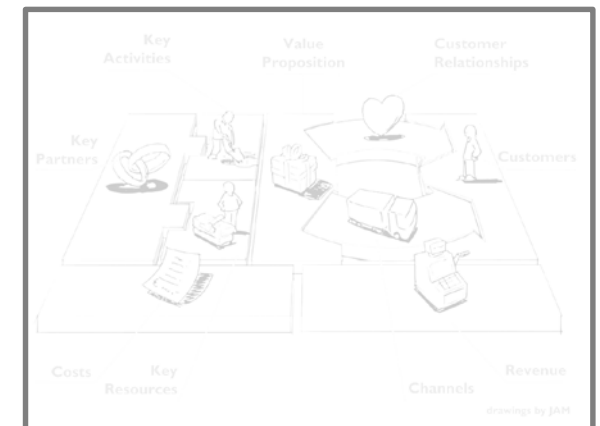
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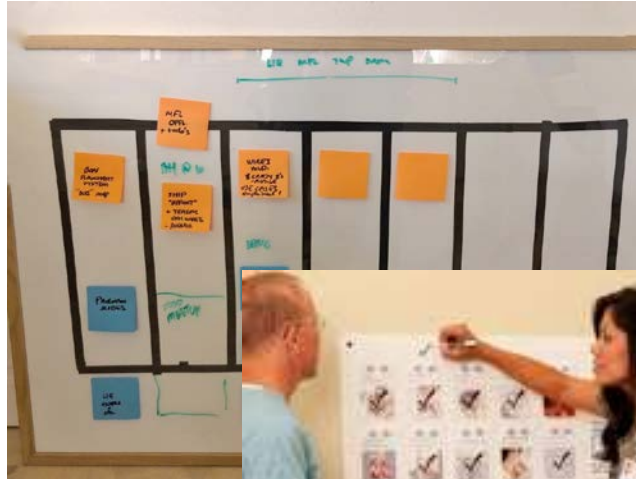


5



6

What can you prototype? Tools



The screenshot shows a patient portal interface with the following elements:

- Header:** "JOURNEY HOME STEPS" and "9:02am".
- Navigation:** "Say a topic to learn more" and "Going Home Time" (Last updated: Today 8:00am).
- Content:** A section titled "Useful videos for your recovery" featuring several video thumbnails:
 - "Rest & Recovery" (3:17, 275 views)
 - "Preventing Type 2 Diabetes" (2:50, 126 views)
 - "Visitors" (2:32, 45 views)
 - "Testimony: Transition Home" (2:22, 67 views)
 - "Contacting Your Care Team" (2:40, 137 views)
- Progress:** "1 Step Remaining!"
- Footer:** "Your Journey Home" with a progress bar showing "2 out of 3 completed!" and steps: "Lab Work", "X-Rays", and "Discharge Instructions".

What can you prototype? Technology



1



2



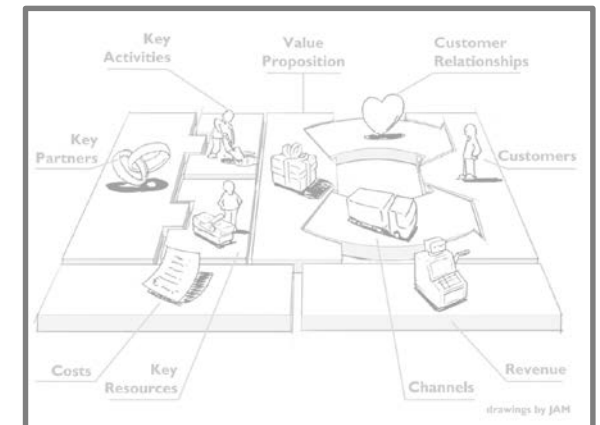
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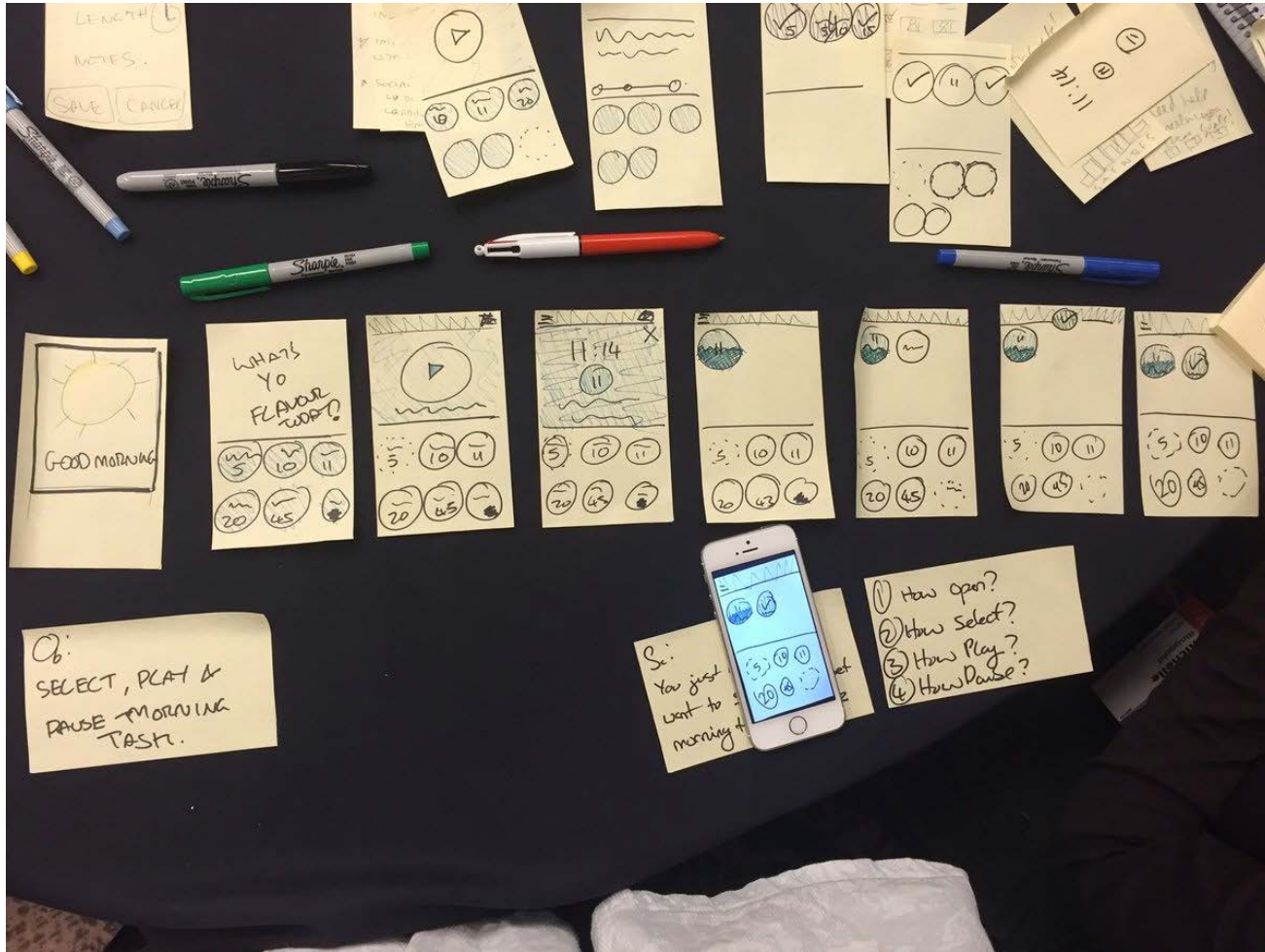


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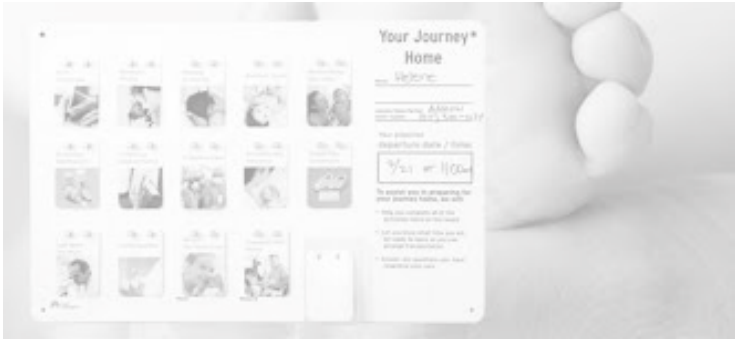
What can you prototype? Technology



What can you prototype? Technology



What can you prototype? Workflow



1



2



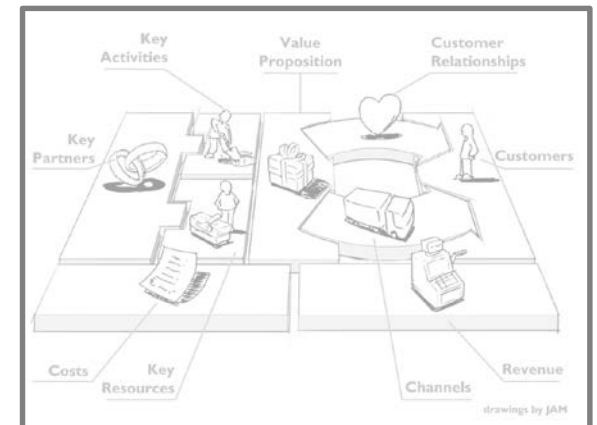
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4



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What can you prototype? Workflow



RENN Car Dealer Partner

„This Passat is awesome!
I want it!“





“Humans are not ideally set up to understand logic; they are ideally set up to understand stories.”

Roger C. Schank, Psychologist



Storyboards

Storyboarding in the form widely known today was developed by....

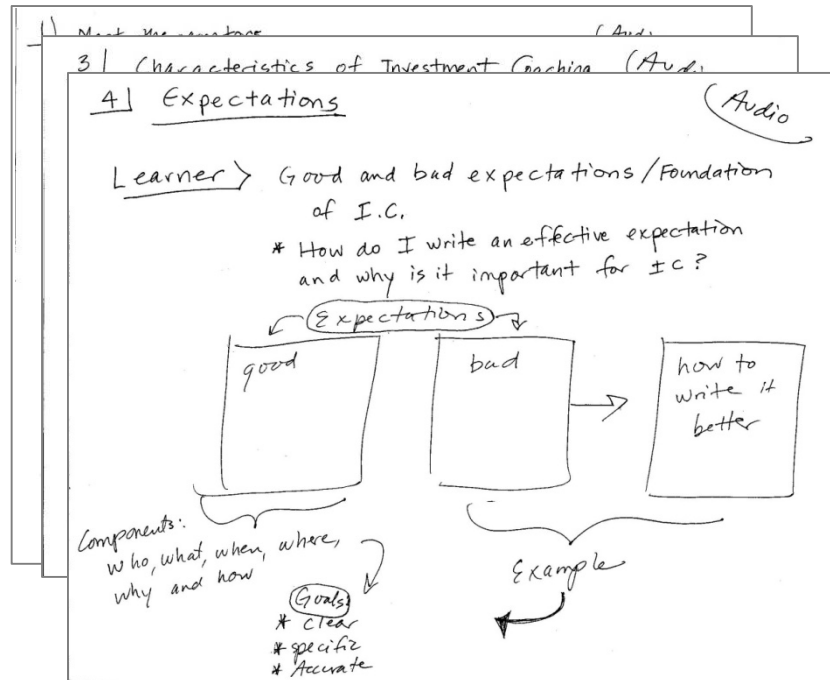


Walt Disney Photo

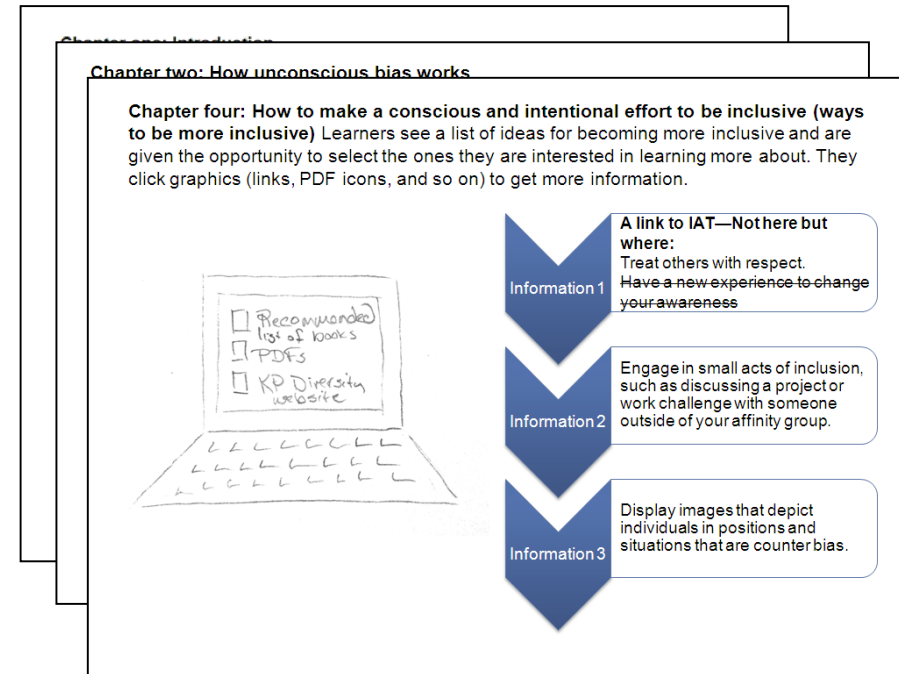
Photo: United Artists/Photofest

Learning Solutions examples

- Design sketches



- Prototype screens



What problem are you trying to solve (in simple language)

Consider writing the sentence like "I am a" (their role) "trying to" (what are they trying to do) "but" (what is keeping them from that) "which makes me feel/experience" (the resulting emotion or action). If you have a few customer "types," try writing a few of them if you have time.

Example:
current state
storyboard sketch



Current State

| | | | | |
|-----------|-----------------|-----------------|-----------------|-------------------------|
| beginning | unfolding story | crisis or issue | crisis or issue | implication and emotion |
|-----------|-----------------|-----------------|-----------------|-------------------------|

Future State

| | | | | |
|-----------|---------------------------|------------------|------------------|-------------------------|
| beginning | potential crisis or issue | new intervention | new intervention | implication and emotion |
|-----------|---------------------------|------------------|------------------|-------------------------|

ASPEN LABS

INSPIRATION



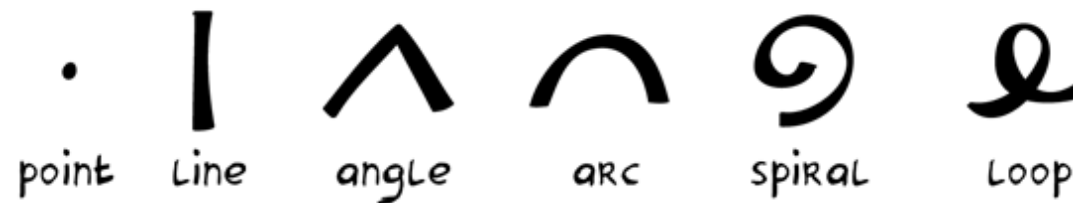
"Use storyboarding to move beyond the functional view and into the human story of the experience, to shift the focus to the user and the problem that the new experience could solve."

- Liedtka and Ogilvie
Design Thinking Toolkit for Managers

Visual storyboard - sketching

Sketching is a great form of rapid prototyping that helps you visualize and refine ideas. You don't need to be an artist!

THE VISUAL ALPHABET



©sunnibrown.com

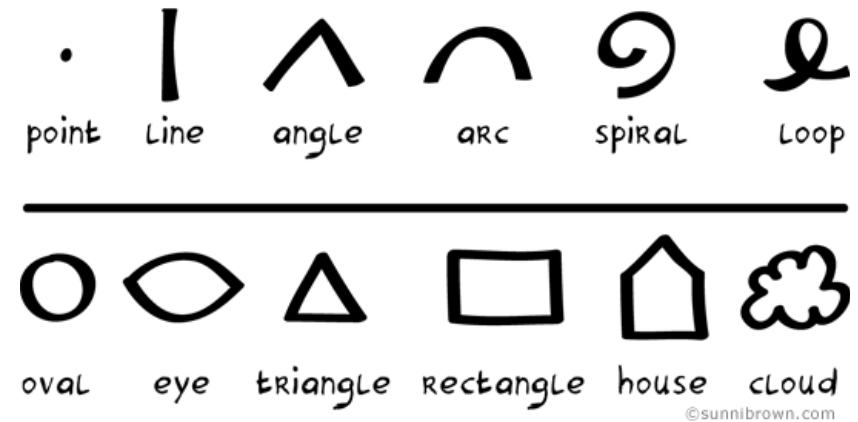


Sketching

The more you sketch, the more literate you'll become!

Bringing together simple shapes and elements, you can begin to quickly represent ideas on paper

THE VISUAL ALPHABET



Imagine sketching...

- smartphone
- toaster
- whiteboard



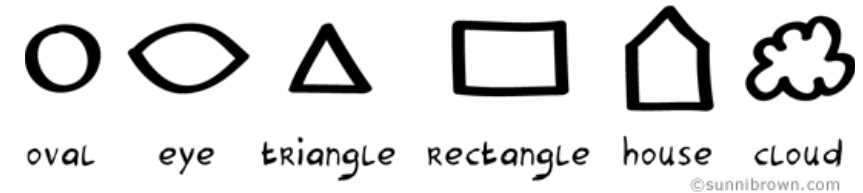
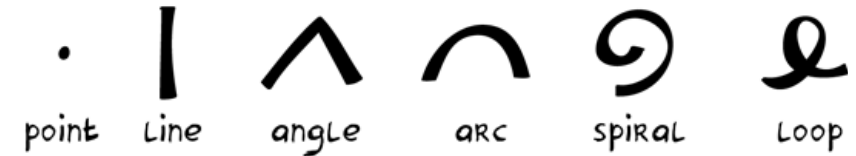
Sketch and share
these 3 basic items

Sketching

The more you sketch, the more literate
you'll become!

Bringing together simple shapes and
elements, you can begin to quickly
represent ideas on paper

THE VISUAL ALPHABET



ACTIVITY!



Draw as many of these as you can in one minute:

1. Smart Phone

2. Toaster

3. Whiteboard

sketch in 1 minute and share via video



This is a storyboard!

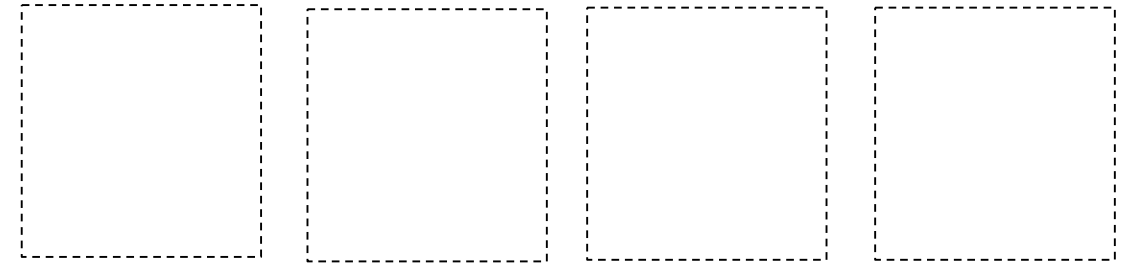
Sketching

Think about your tooth brushing routine.

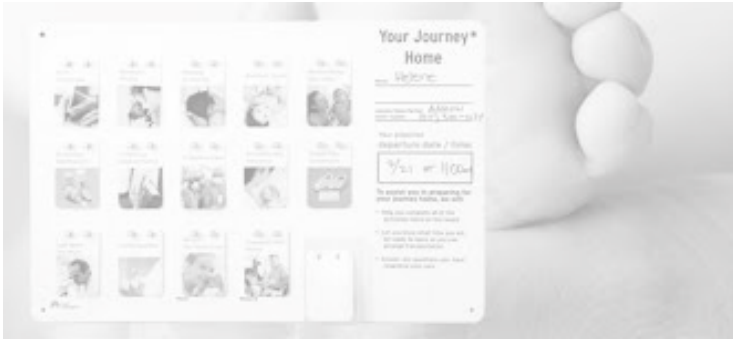
Sketch out this “workflow” in 4 frames.

Share with video if ‘ya can

(At work you could also sketch out the before and the future imagined clinic workflow, or the hiring process for example...)



What can you prototype? Roles



1



2



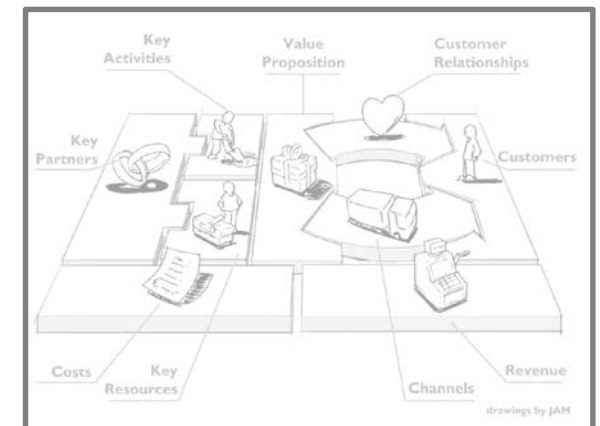
3



4



5



6

What can you prototype? Roles



Working on through-put

Identified bottle-necks with observations and interviews

Idea came up for an ADT Nurse role



How would you prototype this?

What can you prototype?: 6 types



1



2



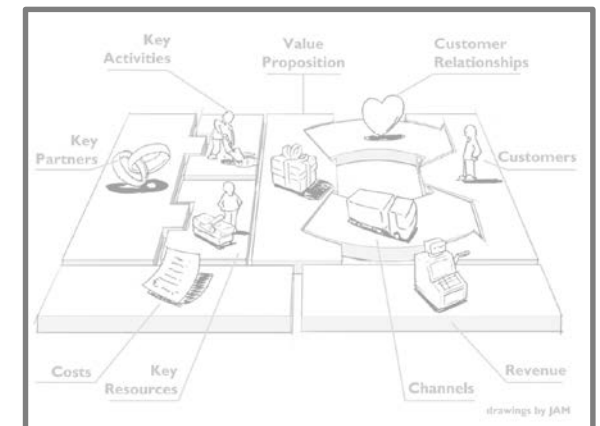
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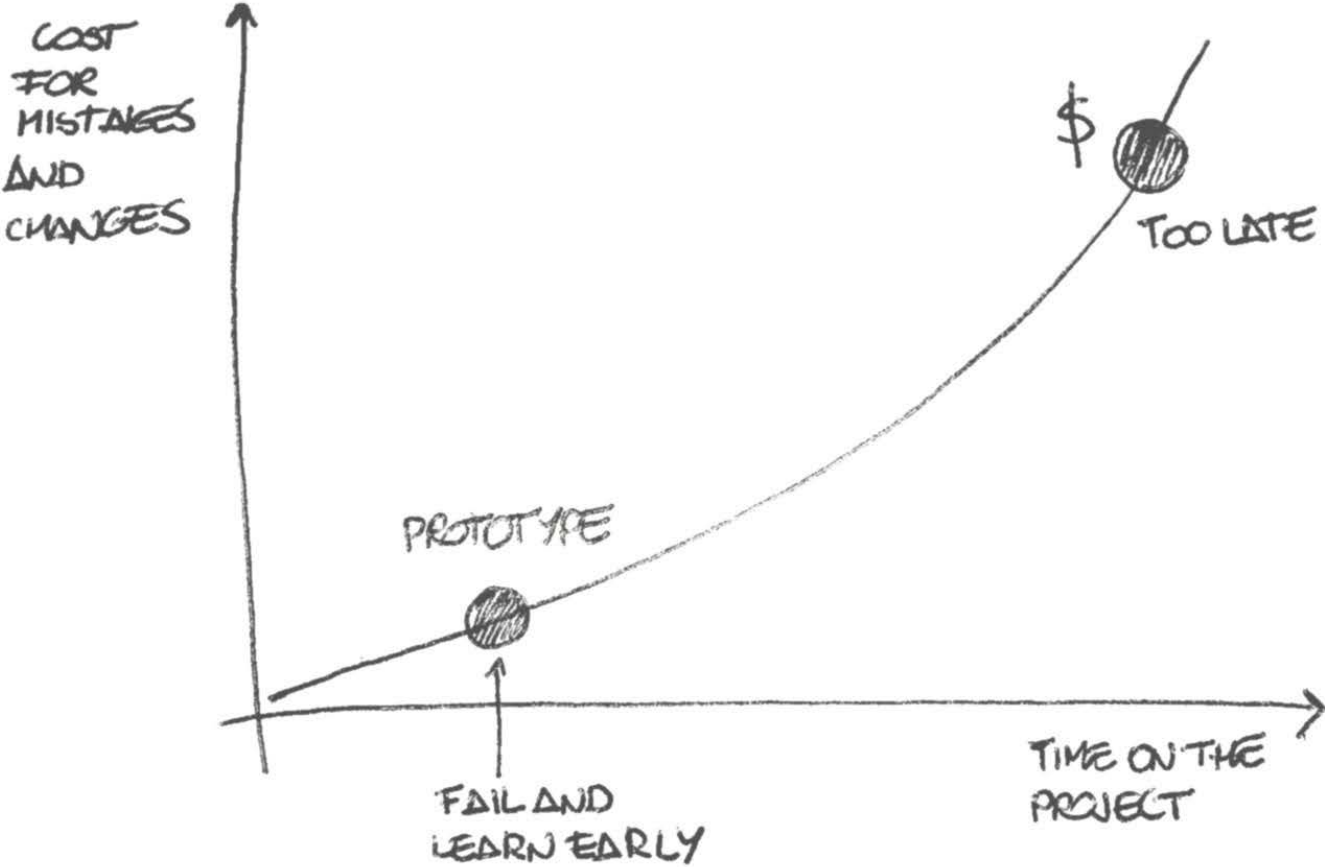


5



6

Time is money













What can you prototype?: 6 types



1



2



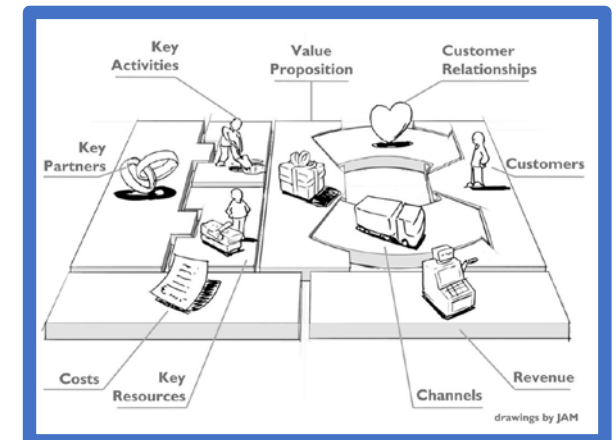
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What can you prototype?: Business Model

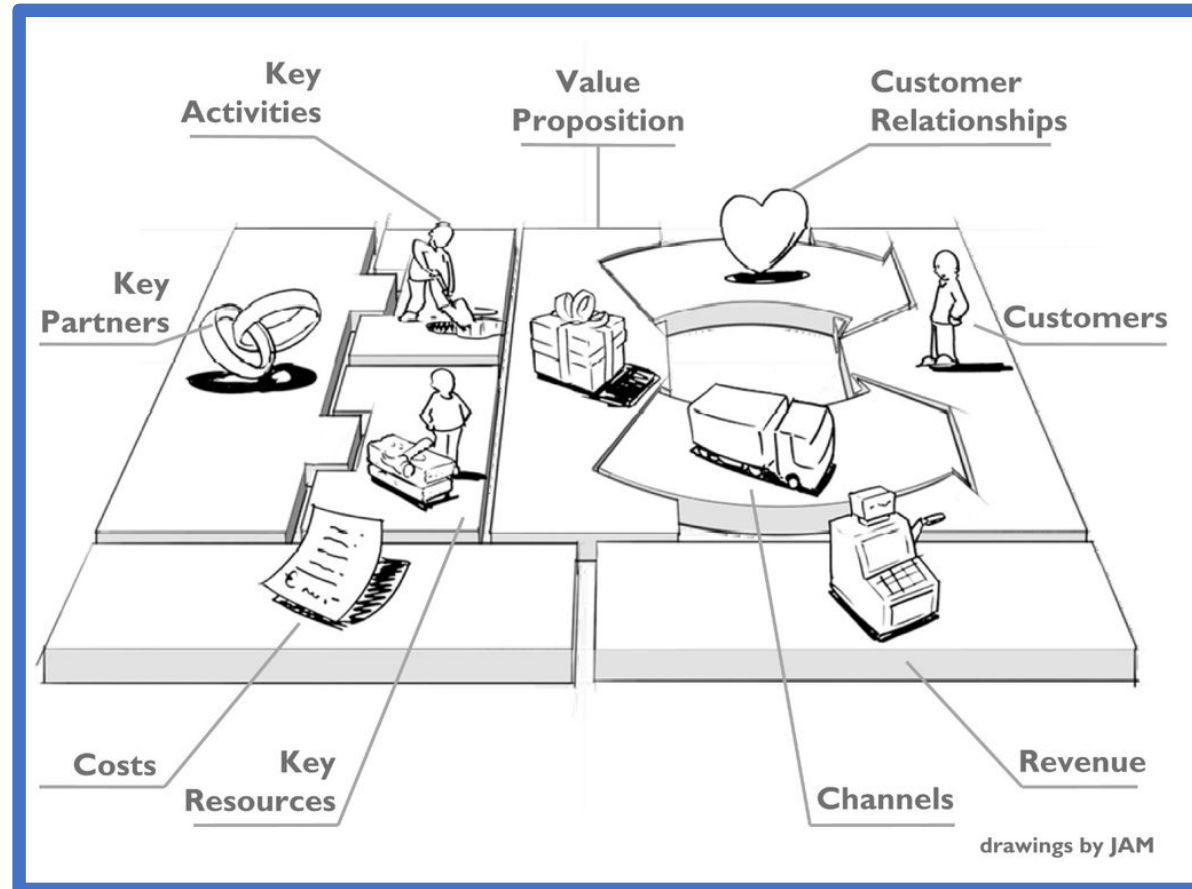
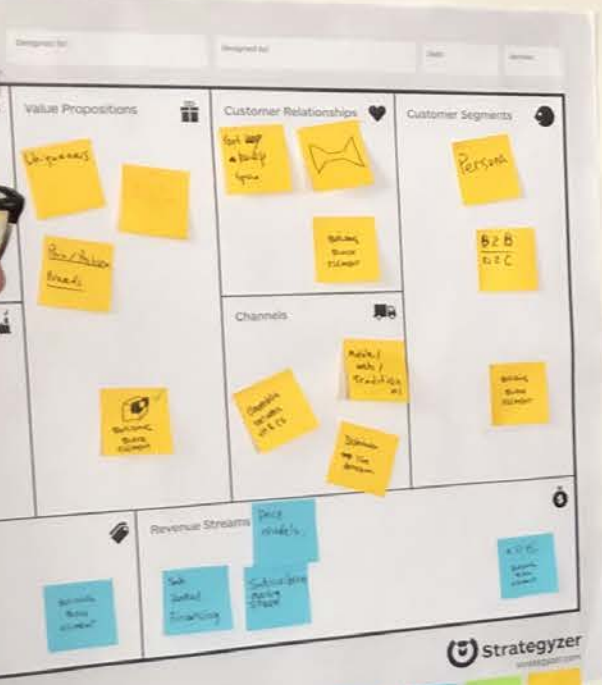


Image credit: Strategizer

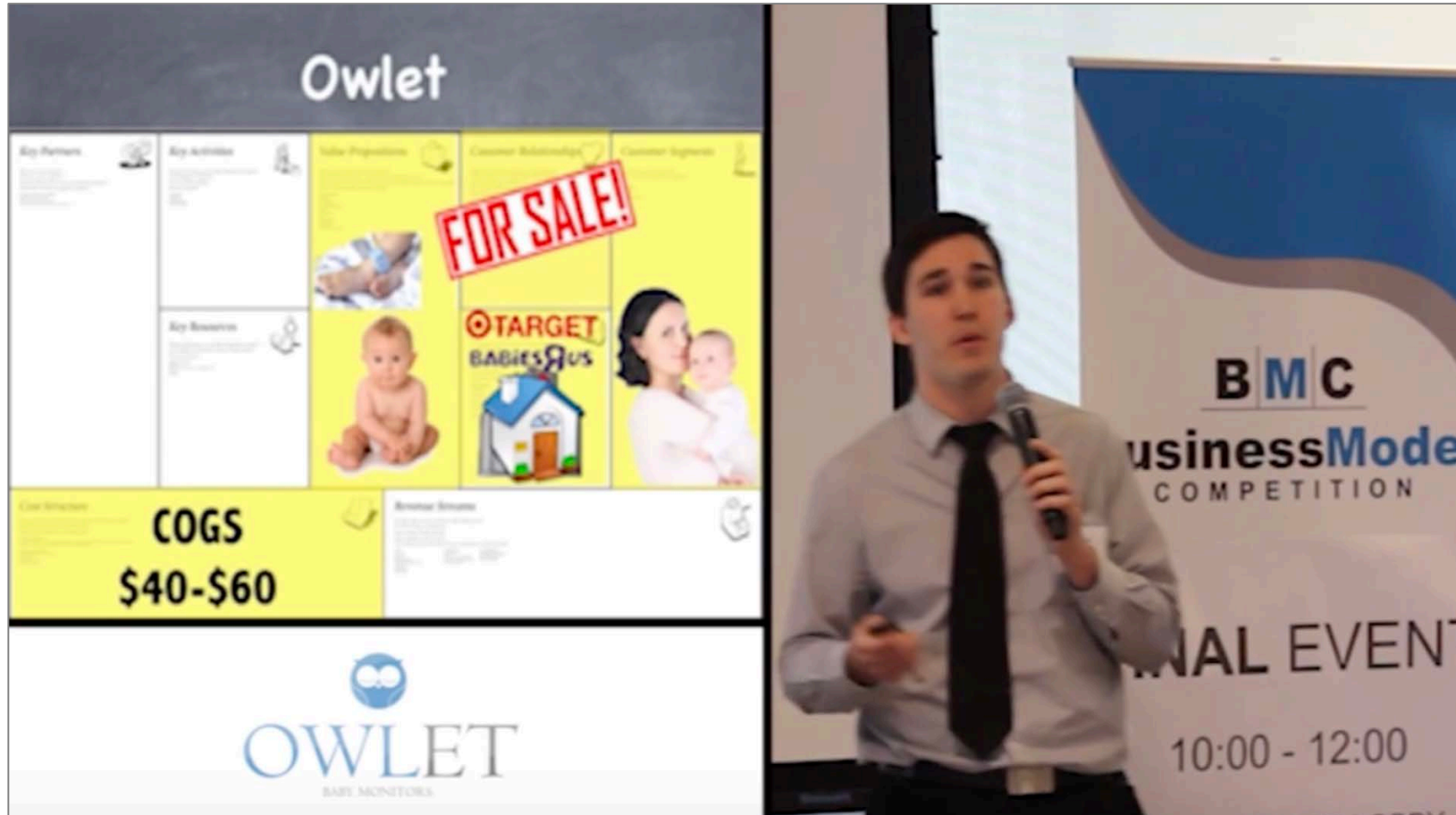


strategyzer
strategyzer.com

Lean Experiment Map



What can you prototype?: Business Model



What can you prototype? 6 types



1



2



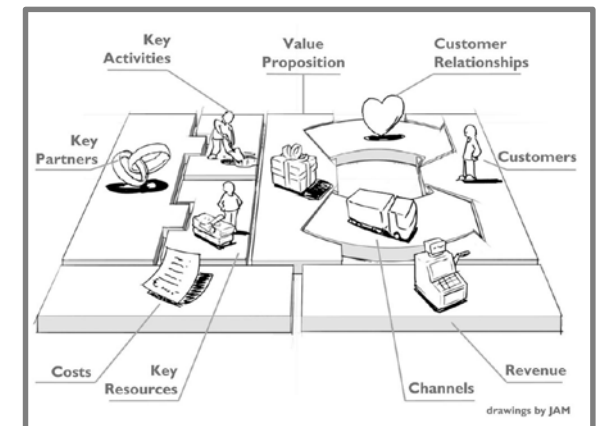
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Prototypes

Early samples or models built to test a concept or process or to act as a thing to be replicated or learned from.

HUMAN-CENTERED DESIGN



**HOW DOES THIS
LEAD CHANGE?**

Photo credit: Chris McCarthy

The Prototyper



Get curious

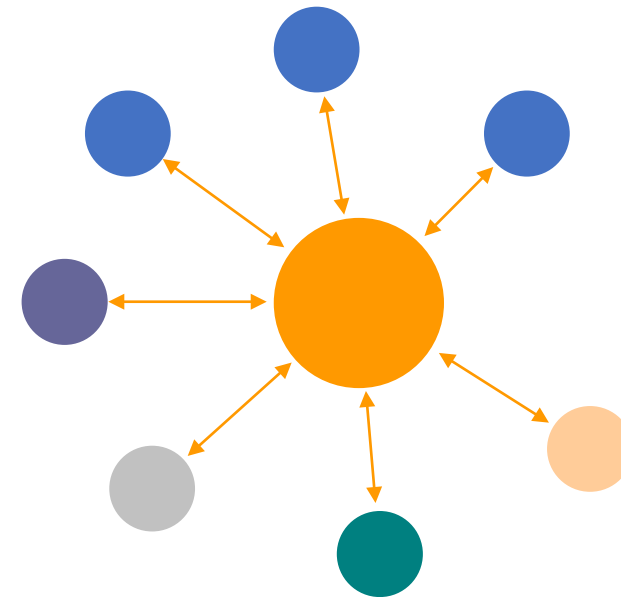
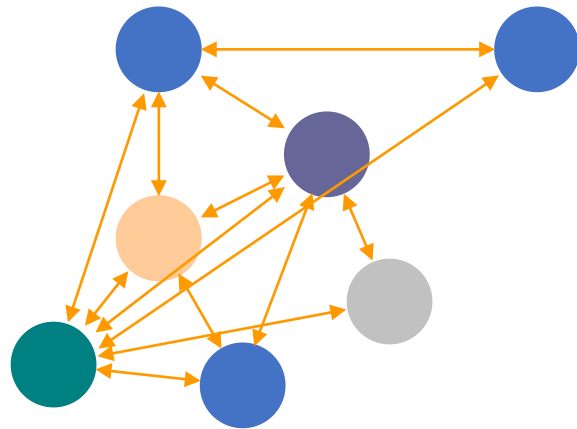
Talk to people

Try stuff!

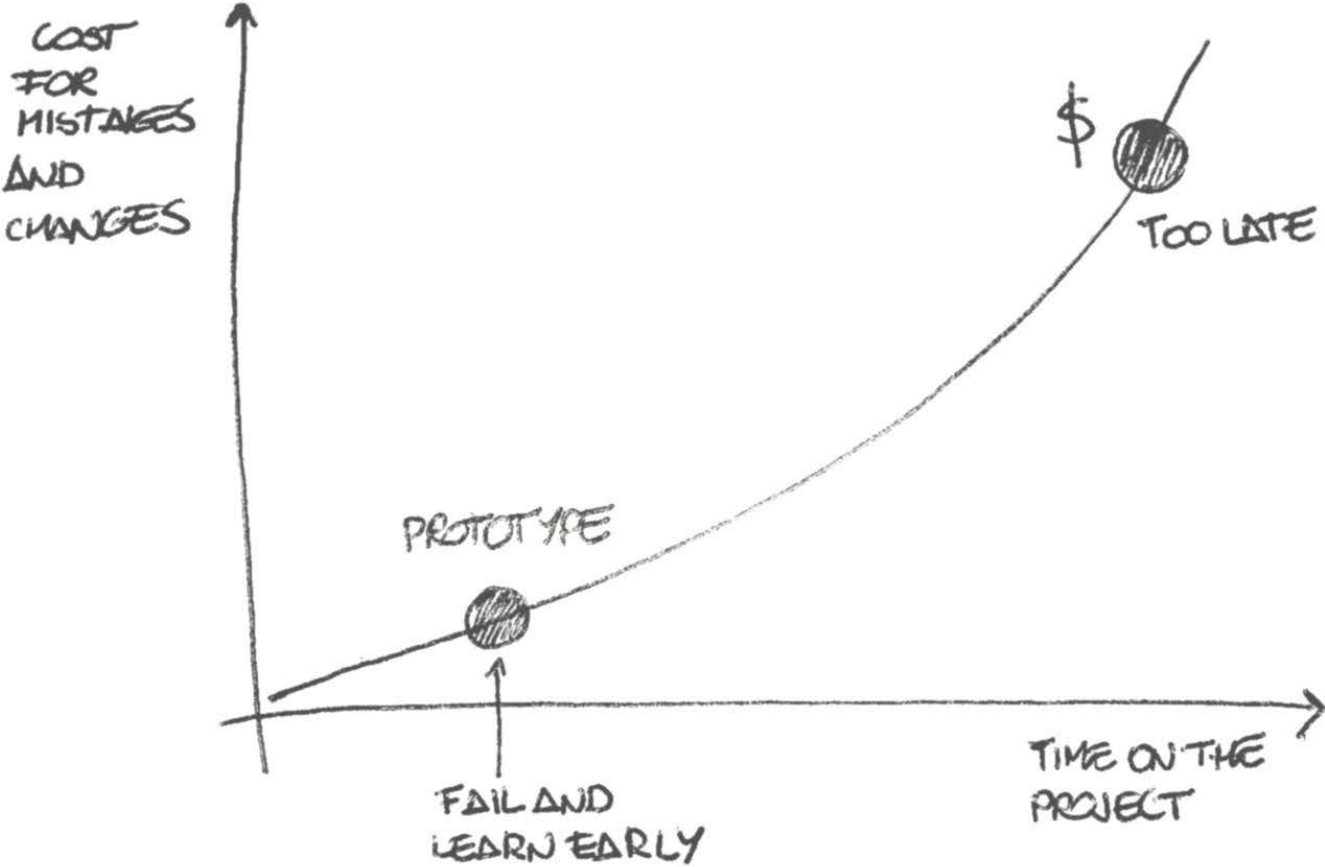
-Dave Evans and Bill Burnett
Stanford dLabs



Prototypes give teams something to think with



Time is money



Prototyping

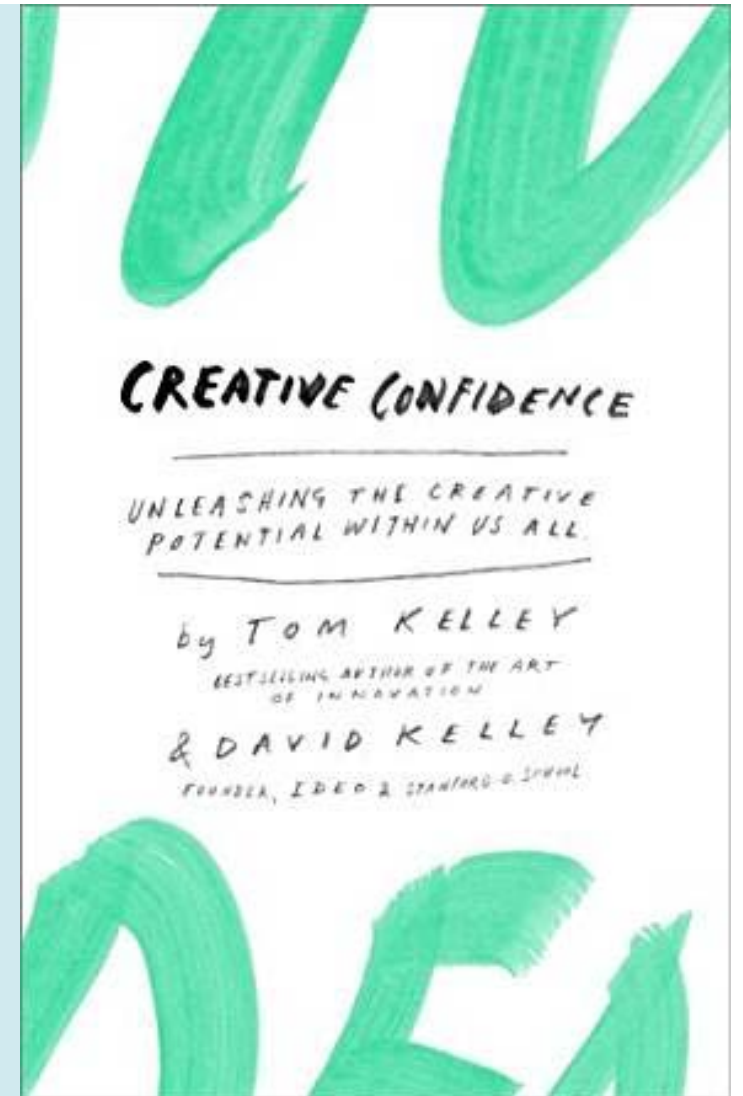


Some quotes to leave you with...

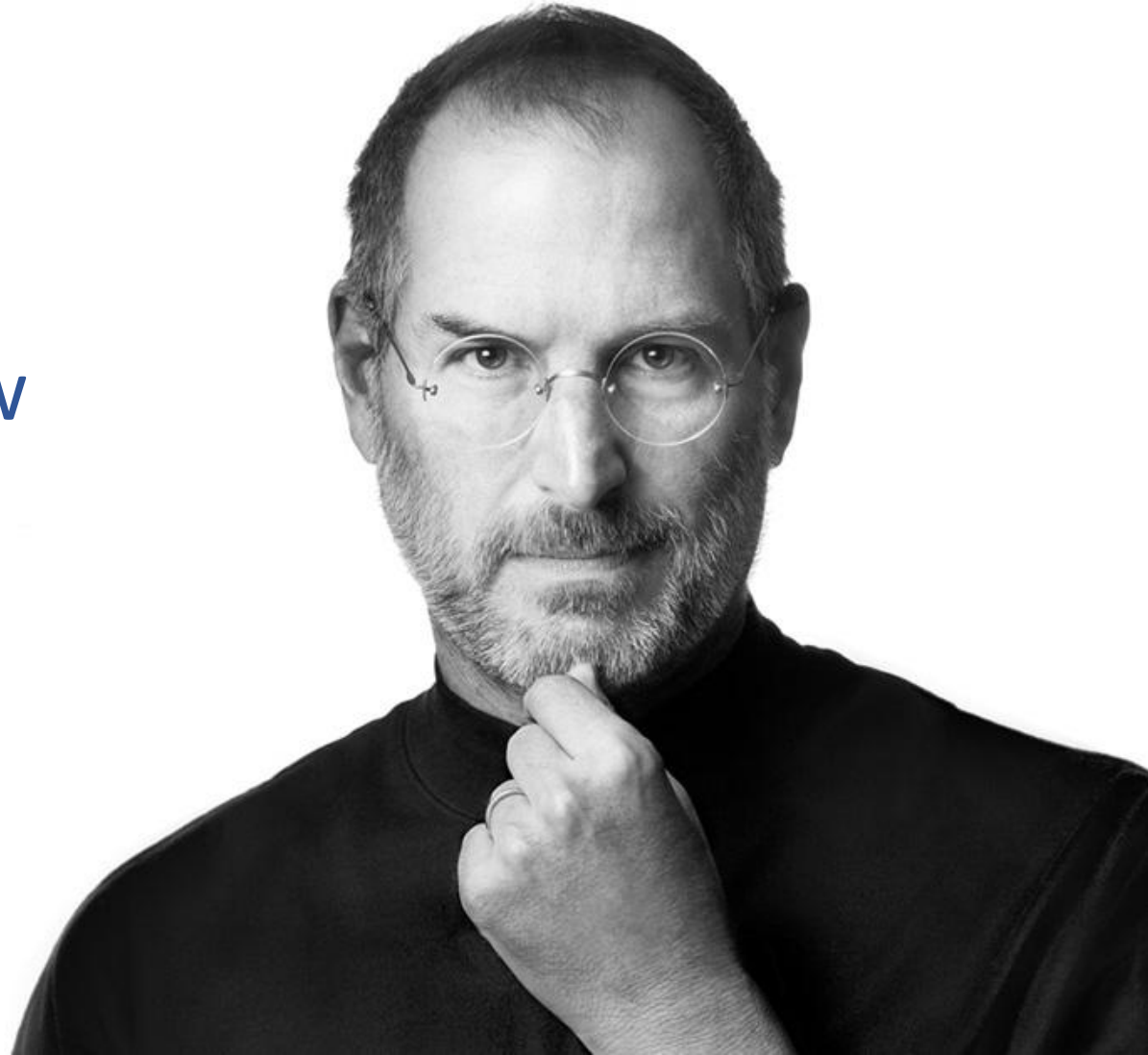


“Part of creative confidence is the willingness to try.”

Tom Kelley, Partner, IDEO



“Sometimes
people don’t know
what they want
until you show it
to them.”



“What I hear I forget,
What I see, I remember.
What I do, I understand.”

– Lao Tse

“Talk less, do more.”

– me



Prototypes

Thank you for your time and attention

Leading Profound Change

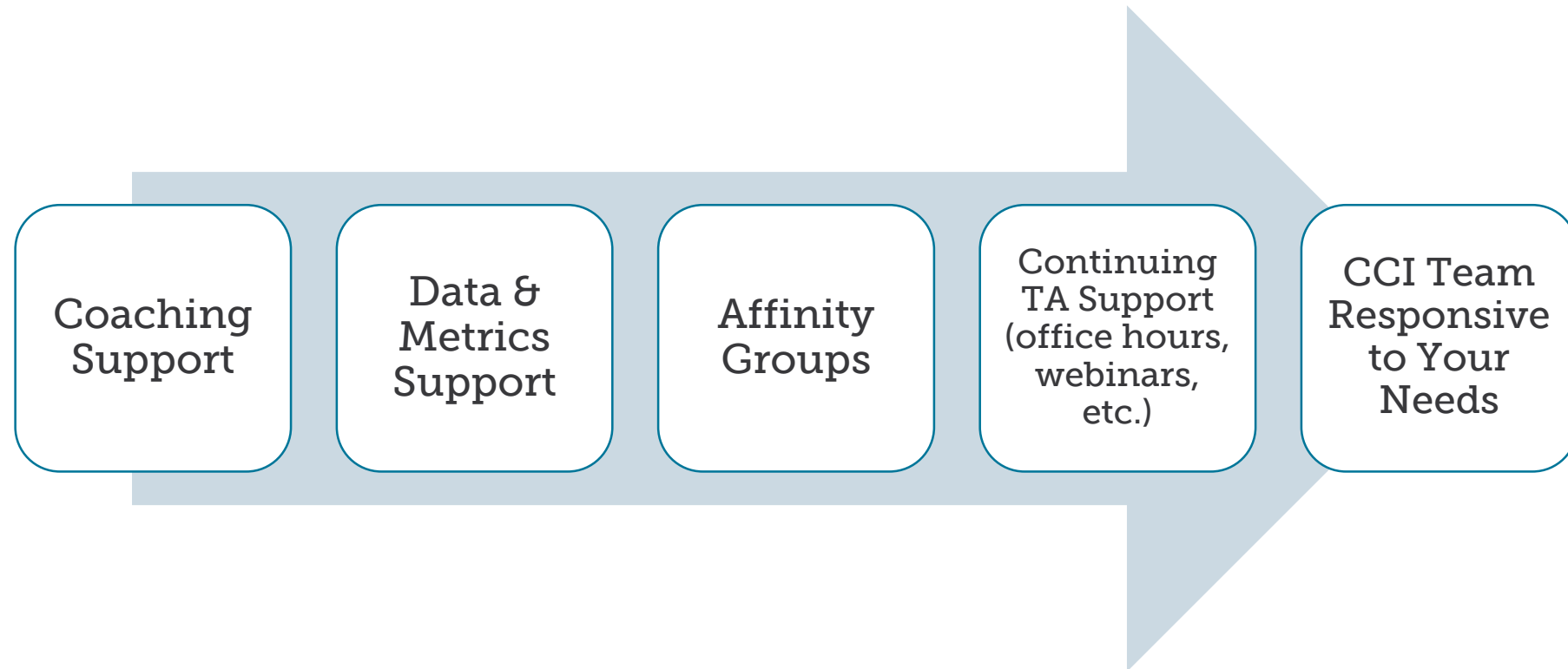


**Questions?
Comments?**

Leading Profound Change: Webinar Series

| Date | Webinar Topic | Webinar Summary |
|--------------------|--|---|
| July 9, 2019 | PDSA | Each of us is unique in how we go about leading change and it shows up in what phase of the PDSA cycle we seem to like the best. It's easy to get stuck in the part that makes us most comfortable. Tammy Fisher, from CCI, will share a treasure chest of real-world approaches and stories to help rev up your PDSA cycles for the greatest impact. |
| September 10, 2019 | Leveraging Multiple Tools to Address Primary Care Issues | We will map out a few more tangible approaches to tie together many of the skillsets and mindsets we have learned throughout this program. They will be demonstrated in the context of how they might look in a primary care setting to help bring it home. |
| November 12, 2019 | Leading Profound Change: Clinic Experiences | We will share our own experiences...what we tried, what didn't go so well, what surprised us and what tips we have to give to one another. Hear from your peers and jump into the conversation on the fly with questions and examples of your own. This session will tap into the wisdom of the crowd. |

Reminder of PHLN Year Two Offerings



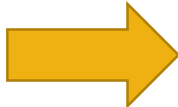
PHLN Forum



all categories ▾ **Categories** Latest Unread (2) Top

+ New Topic ≡

| Category | Topics |
|---|---------------|
| ★ PHLN Activities Discussions about program-related items, including convenings, site visits, webinars, and more! | 18 |
| Affinity Groups | 6 1 unread |
| Behavioral Health Integration Information and tools about integrating behavioral health into primary care, covering different models, roles, screening tools, and use of registries to identify and manage patients; monitoring outcomes. | 3 |
| Care Management for Complex Patients Identifying high-risk patients; defining interventions for patients based risk levels; building community partnerships, and managing hospital transitions. | 6 |
| Data Governance & Analytics Data governance, stewardship, and analytic tools. Data visualization and data transparency. | 4 |



| Latest | Topics |
|--|----------|
| T Social Needs/SDOH ³ Affinity Groups | 3 3d |
| [Profile] Obesity: PDSA ideas? Planned Care and In-Reach | 1 4d |
| [Profile] Structured Team Morning HUddles ³ Team-Based Care 2.0 | 5 6d |
| L Outreach to members non users Proactive Outreach | 1 7d |
| D Risk Stratification Affinity Groups | 5 12d |
| [Profile] Access Strategies to Optimize Planned Care & Outreach Affinity Groups | 1 14d |
| E Split Visi | |

<https://forum.careinnovations.org/>

Thank You!

For questions regarding today's content, contact:

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Program Coordinator

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**Please fill out the
post-webinar survey linked
in the chat box!**