

**RESILIENT
BEGINNINGS
NETWORK**

Welcome!

Understanding & Framing your
Innovation Opportunity
With Interviews

RBN Breakout | January 14, 2020

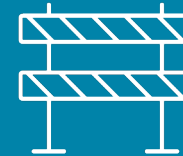


Housekeeping Reminders



Chat Box

Please chat in your
questions



Tech Issue

Private chat Jackie Nuila or
Megan Obrien for assistance

Agenda



Context Setting



Introduction to Interviews & Framing Your Opportunity Techniques

What are they and why do we use them?



Show & Tell

An example from the field



Discussion

How can you use these techniques to advance your RBN work?



Context Setting

Understanding & Framing

To understand the depth & complexity of a problem its imperative that we see things from the point of view of those you are designing for.



Choose your innovation

Frame your opportunity

Gain empathy via Interviews

Why?

So that your team can spend the rest of the time addressing the root cause of the problem & needs of the people experiencing the problem

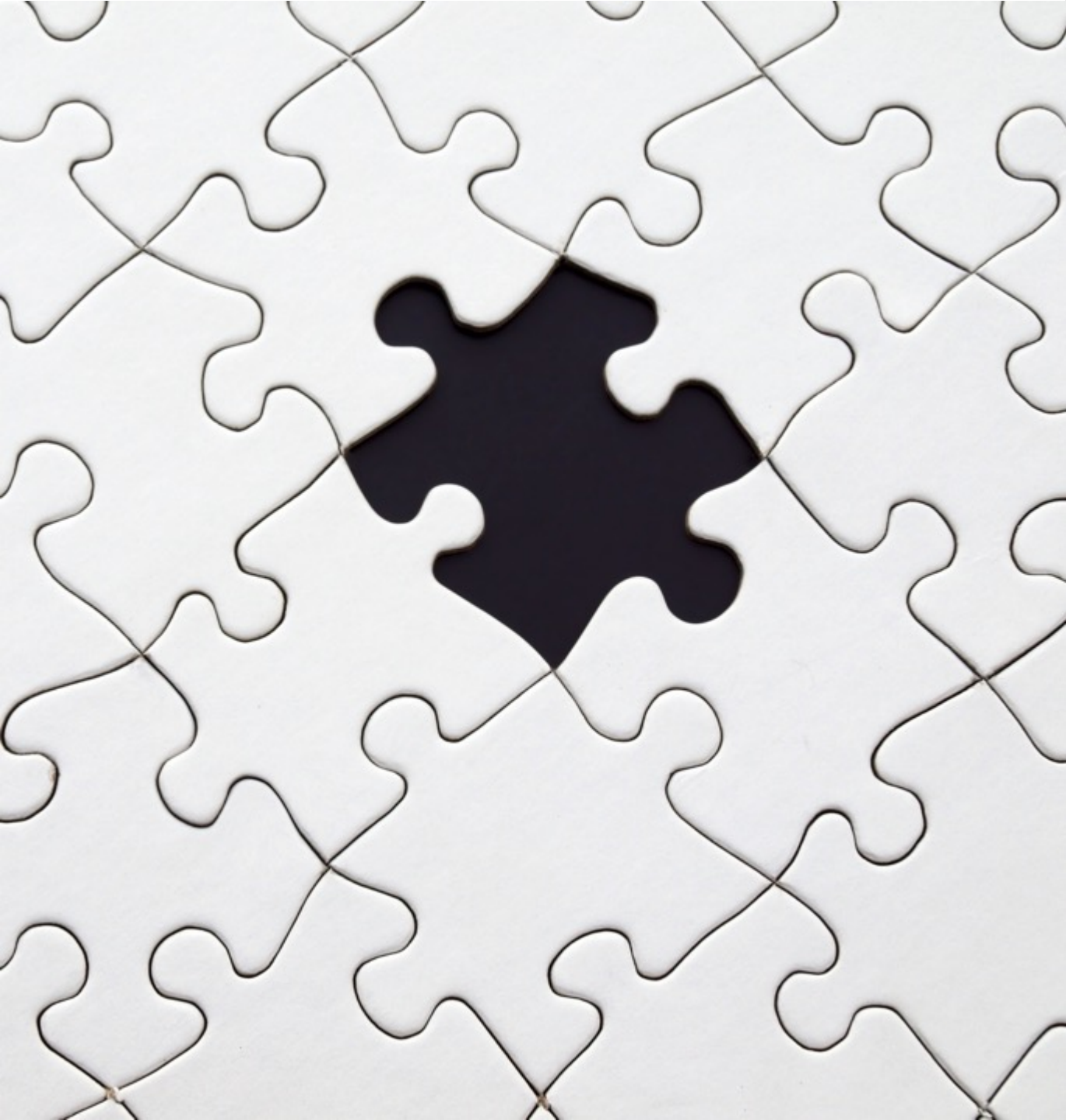




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Framing Your Opportunity

What is it & Why is this technique helpful?

Helps you narrow in on the problem you want to solve.

It guides your discovery process and puts you on a path towards finding those innovative solutions.

Frame your opportunity by answering 4 questions

What is the problem you're trying to solve? (Broad)

Describe the ultimate impact you're trying to have.

Describe some of the limitations or constraints that you're facing. (It could be technical, geographic, etc.)

Now, try to frame the problem as a question. (Narrow)

Tips for Framing Your Opportunity

Is the question focused on ultimate impact?

Your question must be clearly stated and framed around goal but should NOT specify how the impact will occur.

Does the question allow for variety of solutions?

Your question should NOT suggest one particular way of solving for your problem but rather a variety of solutions.

Does the question take into account context and constraints?

Your question must take into consideration the context and environment in which you're designing.

Frame Your Challenge – Example

What is the problem you're trying to solve? (Broad)

Example: We are trying to figure how to prevent and mitigate early childhood adversity in our youngest patients.

Describe the ultimate impact you're trying to have.

Example: We want to improve the connection and navigation for pediatric patients to CBOs.

Describe some of the limitations or constraints that you're facing. (It could be technical, geographic, etc.)

Example: COVID-19 caused furloughs to a lot of our CBO partnering organizations; a large portion of our pediatric primary care visits are happening by phone.

Now, try to frame the problem as a question. (Narrow)

Example: How might we help our youngest patients access CBOs support amidst COVID-19?

Introduction Interviews



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Interviews

What is it & Why is this technique helpful?

Helps you gain insights and understanding.

There is no better way to understand the problem you're solving for than by asking people that directly interact with the challenge itself!



Interviews

Talk to a patient and/or staff member to learn more about their experience with *(insert your framing opportunity here)*.

Interviewee Name:

Tell us about your experience with *(insert your framing opportunity here)*

Type their answer here.

Type their answer here.

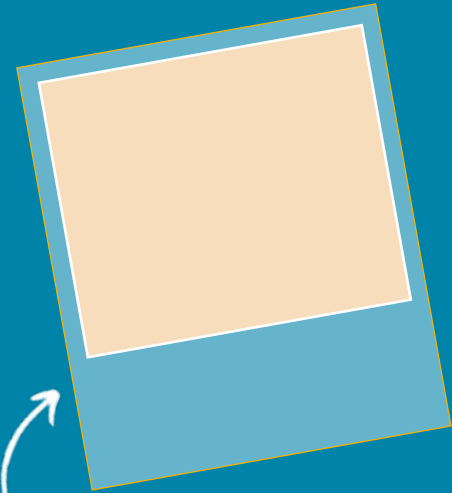
Insert your favorite quote here

Describe the most confusing part of *(insert your framing opportunity here)*

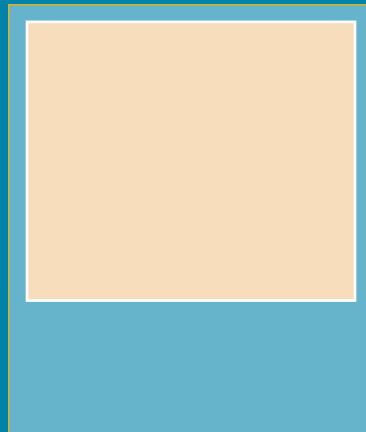
Type their answer here.

Tell us what works well with *(insert your framing opportunity here)*

Type their answer here.



Add your photos here
(Make sure they fill out a consent form)



Interviews

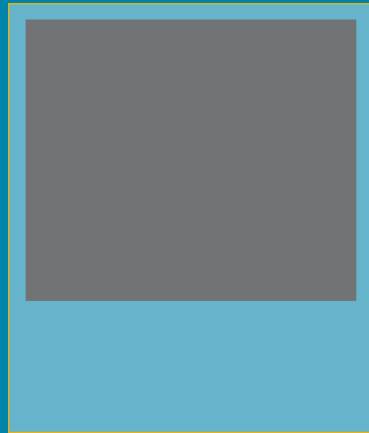
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Tell us about your experience with
(insert your framing challenge here)

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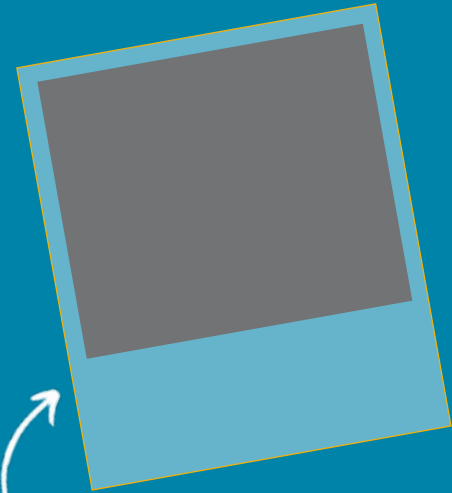
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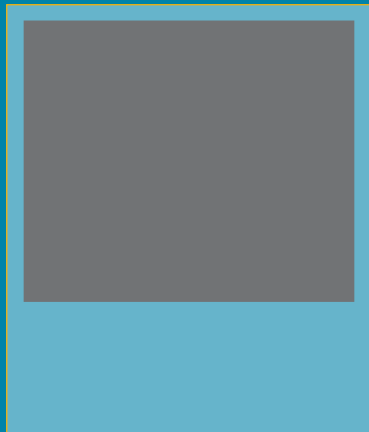


Interviews

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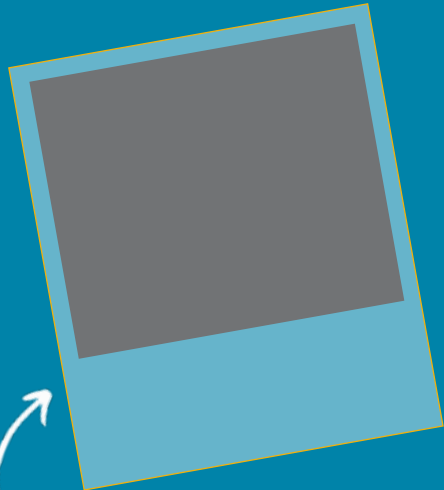
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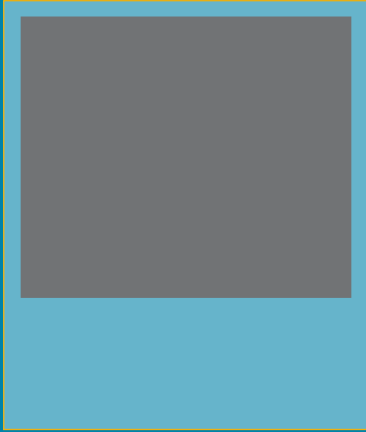


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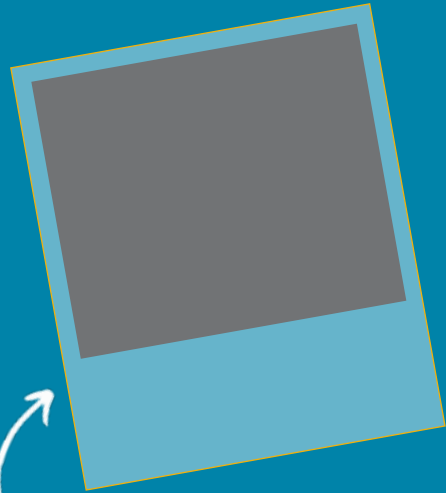


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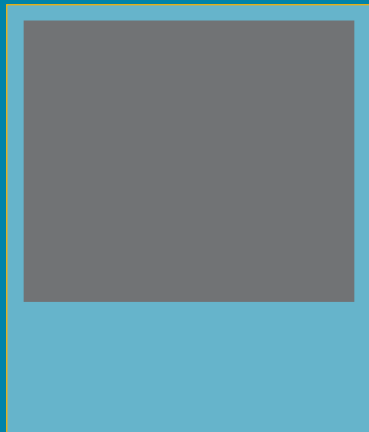
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Type their answer here.

Insert your favorite quote here



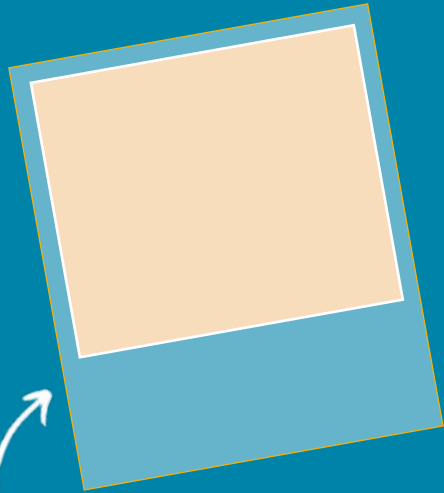
Why do we care about quotes?

- **Direct quotes can be so powerful in capturing your someone's experience.**
- **Quotes become little gems that inspire your team as you move through the innovation process.**
- **Can help you communicate the problem to stakeholders as you work on getting their buy-in.**

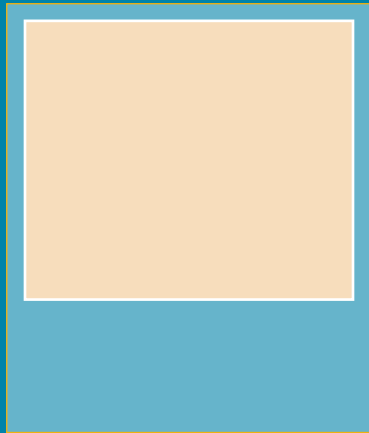


Interviews

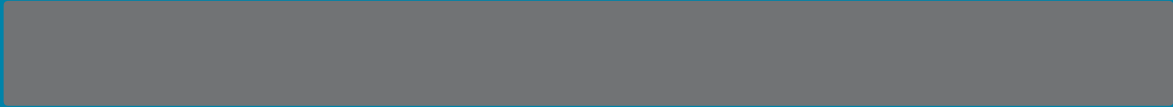
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Insert your favorite quote here



How to Interview

Arc of an Interview



Translate exactly.

Take good notes.

Take non-identifying photos with permission.

Tips when Interviewing

Give yourself enough time

It can be difficult to establish a good relationship and trust with a limited amount of time. Ideal interview time is 30 – 60 minutes.

Interview with a beginner's mindset

Set aside what you know about the problem and find out the problem from your user's point of view. Ask obvious questions, ask for explanations, ask a lot of "why" questions.

Ask "Why"

If someone says, "I think," states a belief, or seems to prefer one thing over another, then the conversation is not over! Ask "WHY is this important to you?"

Tips when Interviewing

continued

Watch out for leading questions

It's easy for us to fall into the trap of asking leading questions, limiting your ability to gain authentic, candid insights into your interviewee's pain points.

It's okay to stop the interview & help

If someone is at risk stop the interview immediately and help.

Have two team members present

Have one person focus on the patient engagement and interaction, and the other focus on not take and observing non-verbal cues.

Show & Tell

An example from the field



Early Partnership

Health & Education

Our Unique Partnership

- Employees who have either graduated from or have children at Guerneville School
- Strong sense of community fostered through 40 years of working together
- WCHC is the only healthcare organization out and Guerneville School is the only School District in the lower Russian River Area.
- 10 years of collaboration through Health Action and Cradle to Career Committee





WCHC & GSD Partnership

- **Addressing Absenteeism**

- GSD has the highest Absenteeism Rates in Sonoma County
- School success has a strong correlation with healthy development.
- Students who miss more than 10% of school for any reason (chronic absenteeism) have less success in school

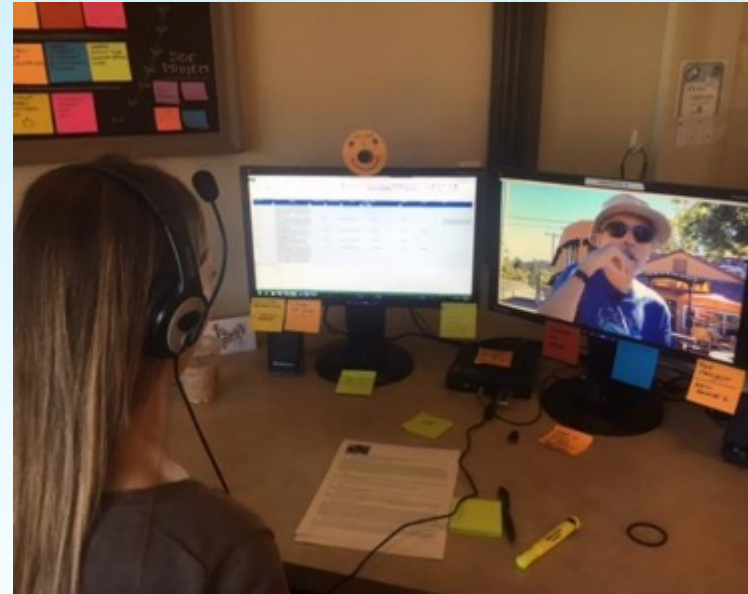
- **Framing our Opportunity**

- HMW understand the factors that influence absenteeism and co-create successful & healthy solutions together?



Understanding the Problem - Interviews

To better understand the problem, we used an interview technique to help us understand the underlying root of the problem





What we learned





What we learned – **Quote**

“For our entire K – 8th grade school we have one counselor that is shared between two other schools. And I just heard that her position will be cut back by 10% this upcoming school year.” ~ **School Administrative Assistant**





RBC Program

- **Two key findings**
 - Trauma and;
 - The need for more behavioral / mental health resources for students and parents.
- **TIC Training for RBC Program**
 - We invited Guerneville School Teachers & the Principle to participate in our TIC All Staff Training.
 - We knew from our insights that as a community we needed to build capacity and share a common language around trauma informed care so we can **together**, better serve our patients / students and their families.





Student Success Collaborative

- Established a monthly meeting with Innovation Team, CMO and Guerneville School's Superintendent
 - Goal
 - Co-create TIC strategies and interventions that will support parents and address childhood adversity.
 - HMW WCHC provide behavioral / mental health support for GSD students and parents?
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Discussion

How can you use these techniques to advance your RBN work?

Question & Answer