Welcome!

This webinar is being recorded and will be posted on iLab-HQ.

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Please keep your webcam on while you’re speaking if you have one.
Innovation Lab: Whole Health
Welcome Meeting
January 18, 2018
Agenda

- Program Overview (5 mins)
- Program Outline & Activities (10 mins)
- CCI Intros (3 mins)
- iLab Project Team Intros (30 mins)
- Innovation Experts Intros (30 mins)
- Action Items (2 mins)
- Discussion (10 mins)
Program Overview
Why did we create Innovation Lab: Whole Health?

We recognize that critical issues surrounding health will not be solved by traditional healthcare solutions.

We need to find new partnerships and new approaches to addressing overall health and wellbeing.

We hope to learn how we might promote sustainable, new innovations and ideas addressing underserved communities’ barriers to good health.
What do we hope to accomplish in iLab?

We created a learning lab to provide communities the space to test bold ideas to address the social determinants of health.

In iLab, your project teams bring ideas to life and monitor what happens so we can all better understand what works and doesn’t work.

CCI is also eager to learn from you what ideas are worth spreading, and what kinds of impact are achievable in ten months.
How do we meet our goals together?

CCI Programming Role

$50,000 in seed funding to foster action, commitment, and support project activities.

1:1 support from experts in business, design, storytelling, evaluation, legal, IT.

Identify needs across project teams and develop responsive programming in real time.

Create venues and channels through which to tell your disseminate your stories.

Project Team Role

Seek diverse stakeholder input to refine your idea.

Develop a measurement plan that provides sufficient evidence to inform the fate of the project in 2019.

Iteratively prototype and gather feedback on your project from stakeholders, modifying the design regularly as you go.

Document your process in photo, video, quotes, and other media to develop a case study.
Program Outline & Activities
Old Timeline (forget this!)

Project sponsors expected to attend January call and September meeting. Each team shares project for input from cohort at one Sounding Board session. Each team presents at one Roadshow event.
*Project sponsors attend 1/27 call and (tentative) 9/13 meeting.  
*Each team shares seeks input on project from cohort at two Sounding Board sessions.  
*Each team presents at 6/28 Catalyst Showcase.  
*Additional optional workshops/trainings may be offered if we identify a collective needs.
## Program Glossary

<table>
<thead>
<tr>
<th><strong>Project Champion Briefing</strong></th>
<th>One-time call with project sponsors to share high level information about the program, answer questions</th>
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</thead>
<tbody>
<tr>
<td><strong>CCI Navigator Check-in</strong></td>
<td>Regular call between team and navigator to provide thought partnership and facilitate connections to resources</td>
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<tr>
<td><strong>Onsite Working Meeting</strong></td>
<td>CCI (and experts, if requested) come to your project site for ~3 hours to problem solve and identify ways we can better support you</td>
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<tr>
<td><strong>Sounding Board Sessions</strong></td>
<td>Two teams seek fresh perspective from peers on their projects. This is not a report out or status update!</td>
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<td><strong>Safety Net Innovation Network</strong></td>
<td>Teams invited to join our semi-annual innovation meeting in Bay Area (travel expenses reimbursed)</td>
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<tr>
<td><strong>Catalyst Showcase Presentation</strong></td>
<td>Teams present their projects and progress to participants in our innovation &amp; design thinking training program (Oakland)</td>
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<td><strong>Connect and Reflect Meeting</strong></td>
<td>Tentative date held for teams to convene for skill building and reflection</td>
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<tr>
<td><strong>Case Study Content</strong></td>
<td>Teams develop copy and provide media to complete a website case study, including photos, videos, quotes from their activities</td>
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Case Study Example

Profile

Community Health Center Network (CHCN) is a nonprofit managed services organization made up of 8 federally qualified health center organizations in medically underserved communities throughout Alameda County, CA and surrounding counties.

Organization: Community Health Center Network (CHCN)
Issue: Addressing social, medical, and behavioral health care needs of high-risk patients to reduce high costs and utilization of hospitals and emergency departments.
Technology: Walkin Health case management platform as part of Care Neighborhood Program
Solution Tested: Implemented at all 8 health center organizations with 21 Community Health Worker (CHW) positions
Stage: Implemented at all 8 health center organizations with 21 Community Health Worker (CHW) positions
Financial Investment: 5.9M Walkin technology platform
Partners: Alameda Alliance for Health, Anthem Blue Cross

"My experience with Care Neighborhood has been very transformative. My case manager empowered me to take an active role in my rehabilitation. She allowed me to realize the importance of taking charge of my own health, while at the same time, offering guidance in avenues where I may need some extra support." - Care Neighborhood Member

Heart of the Model: Person-centered approach to building CHW capacity

CHW care takes the form of face-to-face visits by trained Community Health Worker (CHW) to homebound, institutionalized, and community members who have limited access to health care. CHW's navigate complex health care systems to find the best care for patients, including referrals to specialists, appointments, and medication management. CHW's use their expertise in health promotion and disease prevention to improve patient outcomes.

Key Challenges

- Limited impact of informal social networks
- Promoting patient referrals can be challenging
- Many of CHCN's patients live in communities where access to care is limited

A Scalable Solution

Case Neighborhood, a program in which community health workers (CHW) reach out to those most at risk, is their solution to this problem. CHCN developed a prototype case management tool to drive CHW workflow.

Care Neighborhood"s case management system was initially an email spreadsheet that was sent to CHNs as case management tools were implemented into care neighborhood care plans to manage a high-risk member panel. Escalating to raise the visibility at CHN's annual meetings, CHCN realized the need for a more comprehensive and efficient tool to manage care data and enable better decision making for case managers.

CHCN uses a decision algorithm to identify patient at risk of rehospitalization to provide the most appropriate care plan. Patients are identified through data analysis and are contacted by CHN's community health worker. CHN's provide personalized care plans to help patients manage their health, reduce their risk of rehospitalization, and improve overall health outcomes.

Key Tools & Resources

- Technology Solutions: Care Neighborhood: Community Health Worker (CHW) Training Checklist
- Technology Solutions: Care Neighborhood: Transportation Support Protocol
- Technology Solutions: Care Neighborhood: Legal Aid Referral Workflow

Protected: Care Neighborhood: Community Health Worker (CHW) Training Checklist

Initial pilots have shown improvements across several measures with positive feedback from providers and members. Care Neighborhood participatory group compared to control group (pre and post) showed:

- 43% decrease in reported symptoms
- 21% reduction in ER visits
- 32% increase in PCP visits
www.careinnovations.org/iLab-HQ

- Program References
- Latest Updates
- Connections to Support Team
- CCI Innovation Resource Library
CCI Support Team Intros
Your iLab Program Organizers & Resource Navigators

Diana Nguyen (she/her)
Program Coordinator

Laura Blumenthal (she/her)
Program Manager & Navigator
~ Catholic Charities of SR ~
~ COCCC ~

Veenu Aulakh (she/her)
Program Director & Navigator
~ West County Health Centers ~

Jenny Wright (she/her)
CCI Navigator
~ Marin City Health & Wellness ~

Alexis Wielunski (she/her)
CCI Co-Navigator
~ Santa Cruz Health Center ~

SA Kushinka (she/her)
CCI Co-Navigator
~ Santa Cruz Health Center ~
Your Innovation Expert Support Team

Go to “The Crew” page at careinnovations.org/iLab-hq

Trish Price (she/her)
HumanSights
The Design & Storytelling Guru

MaryKate Scott (she/her)
Scott & Company
The Business Maven

Seth Emont (he/him)
White Mountain Research
The Data Master

Ray Pedden (he/him)
CCI
The IT Handyman & Legal Liaison
Who do I contact for what?

Program Logistics and Events/Activities Deliverables
- iLab Organizers
  - Diana & Laura

Check-ins, updating CCI about your progress
- Resource Navigators
  - Laura/Alexis-SA/Jenny/Veenu

Advice on business model development, design, legal, IT, evaluation
- Expert Innovation Support
  - Trish/MaryKate/Ray/Seth
iLab Project Team **Intros**
~5 minute Intros

1. Organization(s)
2. Location(s)
3. Source of community pride
4. Project team members & roles
5. Project idea
6. What’s on your mind?
Catholic Charities of Santa Rosa
Coalition of Orange County Community Clinics

1. Organization(s)
2. Location(s)
3. Landmark
4. Project team
5. Project idea
6. What’s top of mind
Santa Cruz Community Health Center

1. Organization(s)
2. Location(s)
3. Landmark
4. Project team
5. Project idea
6. What’s top of mind?
Marin City Health & Wellness Center
West County Health Centers

THE LOVE IN THE AIR
IS THICKER
THAN THE SMOKE
Innovation Expert Support Team Intros
Meet Trish Price: The Design & Storytelling Guru

I have over 20 years of experience designing, advising, coaching, and leading teams in creating better, more human experiences.

I enjoy creating thoughtful solutions with my clients and am driven by curiosity and a desire to bring creative ideas into being. My skills include bringing people together for a common cause and guiding collaborative efforts into tangible results.

More about me:
LinkedIn

Find a time to call me here:
https://calendly.com/trishaconnect

If you have background information on your project, please email it to me after you’ve scheduled a calendar appointment and before we chat.
Trishaconnect@gmail.com

I’m an expert in:
• Human-centered design / design thinking
• Facilitation and co-design
• Moving from innovating to operationalizing
• Framing opportunities and visualizing solutions

I’ve worked for:
• IDEO & IDEO.org
• Kaiser Permanente’s Garfield Healthcare Innovation Center and Care Management Institute
• Adaptive Path

I have training in:
• Interactive media and animation
• Video ethnography
• Psychology and Hispanic studies
Meet MaryKate Scott: The Business Maven

I am a management consultant and coach for business planning and business sustainability solutions. I work in the public and private healthcare sectors with health center leaders, and investors focusing on the safety net space. I've worked on operational redesign, software, medical devices, pharmaceuticals, pharmacy, labs and across several therapeutic areas (cardiology, dermatology, radiology, orthopedic, maternity, among others). I have worked with many California FQHCs as well as health systems that integrate with the safety net system.

You can expect me to join our calls by video.

More about me:
LinkedIn

Find a time to call me here: https://calendly.com/marykatescott/cci-hubs-business-coaching

If you have background information on your project, please email it to me after you’ve scheduled a calendar appointment and before we chat. marykate@marykatescott.com

I’m an expert in:
- Business model and business plan development
- Strategy and sustainability planning
- Making the business case for your project and demonstrating ROI
- Telling the business story of your project

I’ve worked for:
- Many healthcare systems, health centers and companies (digital, technology, pharma, device)
- Foundations: CHCF, Pew, Kellogg, Arcora, others
- McKinsey & Company
- Procter & Gamble

I have training in:
- Business strategy
- Management consulting
- Investment diligence
- Market research
- Business storytelling

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Meet Seth Emont: The Data Master

I have provided research and evaluation technical assistance for a number of national and statewide initiatives in the following areas: innovation in health care delivery, clinical care delivery and efficiency, quality improvement, social networks, human capital and leadership development, chronic disease management, patient- and family-centered care, childhood obesity policy (healthy eating and physical activity), end-of-life care, tobacco control, substance use, and eHealth.

More about me: LinkedIn

Find a time to call me here: https://calendly.com/sethemont_evalcoach

If you have background information on your project, please email it to me after you’ve scheduled a calendar appointment and before we chat. sethemont@outlook.com

I’m an expert in:
- Quantitative/qualitative research and evaluation
- Survey design and sampling
- Metrics development and tracking
- Data analysis and interpretation

I’ve worked for:
- Robert Wood Johnson Foundation
- U.S. Centers for Disease Control
- Christiana Care Health System
- Johnson & Johnson Health Care Systems
- Indiana State Dept. of Health

I have training in:
- Epidemiology
- Public Health
- Psychology
Evaluation.
Coaching.
Support.

Work with you to develop and track a set of early indicators to help you refine your idea.

Based on early indicators, develop a set of longer-term measures to track the impact of your pilot (and beyond).

Help you develop questions and a plan to gather feedback from staff / providers / patients (if needed).

Review data with you and provide any assistance you need along the way.

On a case-by-case basis and with CCI staff approval...

Help you with data analysis of de-identified data set and summarize findings.
Meet Ray Pedden: The IT Handyman + Legal Liaison

I am a longtime partner of CCI’s with over 25 years of senior healthcare management experience. I have operational management experience with academic and multi-specialty group practices, in developing physician-hospital joint venture organizations, information systems strategy and implementation, managed care, business operations, clinic operations and developing multi-specialty group practices.

Call me when you need legal advice, and I’ll connect you to the big guns: our pro bono counsel at Ropes & Gray.

More about me:
LinkedIn

Find a time to call me here:
https://calendly.com/rap

If you have background information on your project, please email it to me after you’ve scheduled a calendar appointment and before we chat.
ray@careinnovations.org

I’m an expert in:

• Contract development and negotiation with vendors
• Co-development of technology interfaces
• Healthcare information systems
• Legal advice (through Ropes & Gray)

I’ve worked for:

• Stanford University
• Cornerstone Research
• Heuristic Technologies
• Heuristic Associates

I have training in:

• Medicine
• Engineering
• Business administration
Action Items Before March 1
Action Items

CCI To Do’s:

By 1/22: We will reach out to your team to schedule a 30-minute recurring meeting between you and your CCI navigator.

We recommend teams start with monthly meetings; these may become less frequent over time.

Project Team To Do’s:

Today: Bookmark careinnovations.org/ilab-hq

By 1/26:
- Respond to CCI’s email with for CCI Navigator check-in.
- Pick potential dates here for a three-hour visit to the project site with CCI and TA advisor(s).

By 2/15: Schedule and hold a one hour meeting with Seth to work on a measurement plan.

By 2/28: Share a one-page project timeline with CCI (see template)

By 3/1: Share a draft measurement plan with Seth and CCI.
Thank You!

Diana@careinnovations.org
Laura@careinnovations.org