



### Insights & Innovation in Healthcare

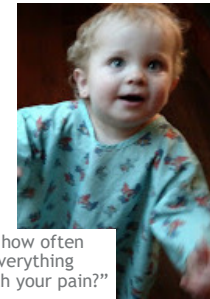
Mind-Blowing Stories from the Field  
07.21.2016

### Quality of care over quantity of services

Health & Human Services means business

“Your HCAHPS results also account for **25% of your value-based purchasing score** - directly impacting your hospital’s Medicare payments.”

Source: <http://www.pressganey.com/solutions/service-a-to-z/hcahps-regulatory-survey>



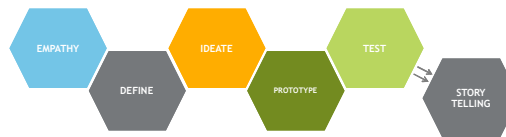
“During this hospital stay, how often did the hospital staff do everything they could to help you with your pain?”

### What is innovation?

Process vs. the lone genius



### One way to innovate



### Insights

Mind-blowing stories from the field

### My first interview

St. Jude Marathon expo



### Empathy isn't just talking

Observation is important



### We can empathize with providers

Talking about pre-certification



I have to explain myself to some 18 year old twerp just out of high school?! The whole thing is ridiculous!

### Creating a need state

Cardinal Health

I need an efficient way to get insight to provide optimum care:

A simple system that gives visibility into all symptoms, treatments, policies, and costs, including immediate information about coverage, prior-authorization, patient out-of-pocket expense, along with real-time Buy & Bill analysis.

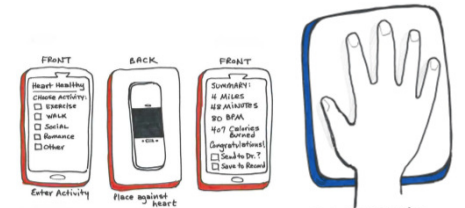


### Innovation

When stories become solutions

### Ideation is based on Empathy

Process is efficient, inexpensive



What do these things have in common?  
X-Box and insoles



Dr. Scholl's footmapping kiosk  
Enjoy now in Olive Branch, Southaven, West Memphis



Meet Doug Dietz  
Principal Designer, GE Healthcare

<https://youtu.be/jajduxPD6H4>

Result  
Creating adventures - The Fishing Trip

