Designing for the Future: Innovating for Your Organization

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Independence 2017 HEALTH CARE FORUM BUILDING CONNECTIONS
Human-Centered Innovation
Innovation @ Independence

Our Mission
To unite design thinking principles and cross functional groups to reimagine health care.
Innovation @ Independence

- Reimagine health care
- Foster innovation collaboration
- Engage community
- Build internal culture & capability
The 5 Phases of Design Thinking

1. **Empathize**
   Learn about the audience for whom you are designing

2. **Define**
   Construct a point of view based on user needs & insights

3. **Ideate**
   Brainstorm creative solutions

4. **Prototype**
   Build a representation of one or more ideas to show others

5. **Test**
   Return to original user group & test ideas for feedback
First Burst

- Individual brainstorming of high-level concepts
- Clustered by topic
- Voted on for build out
Today’s Challenge

In what additional ways can we partner with you to improve your employees’ health, well-being, and productivity?
Services for You

Design Thinking Workshop

Design Thinking Training

Journey Mapping

Innovation Engagement Strategy
Workshops

Goal

• Improve engagement
• Reduce turnover
Workshops

Devereux
ADVANCED BEHAVIORAL HEALTH

Process
Group of Devereux employees & Independence HR employees learned & applied human-centered innovation methodology
Design Thinking Training
Journey Mapping

Tell the *story* of the customer’s experience
step-by-step for a given interaction
Journey Mapping

1. Realize a Need
   Learn about the audience for whom you are designing

2. Understand the Law
   Construct a point of view based on user needs & insights

3. Research
   Brainstorm creative solutions

4. Assess Cost
   Build a representation of one or more ideas to show others

5. Compare & Decide
   Return to original user group & test ideas for feedback
Innovation Engagement Strategy

Let our innovation experts work with you to determine the right strategy for you.
Questions?