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.”

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

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