



Leading Innovation: Navigating Healthcare's Paradigm Shift

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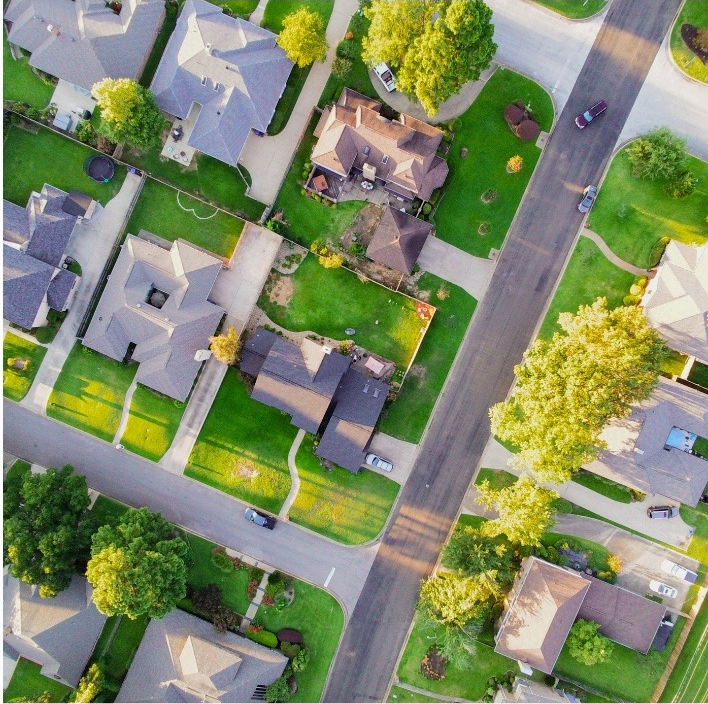
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“The dogmas of the quiet past are inadequate to the stormy present.

The occasion is piled high with difficulty, and we must rise **with the occasion.**

As our case is new, so we must think anew and act anew. We must disenthrall ourselves, and then we shall save our country.”
--Abraham Lincoln

Imagine Care Anywhere



- **Everyday life is the new context of care**
- **Integrated care teams linked to people, not to places**
- **Personalized health experiences enabled with technology**

Consumer Demands Better Experiences

1 Effective

2 On Their Time

3 Cost

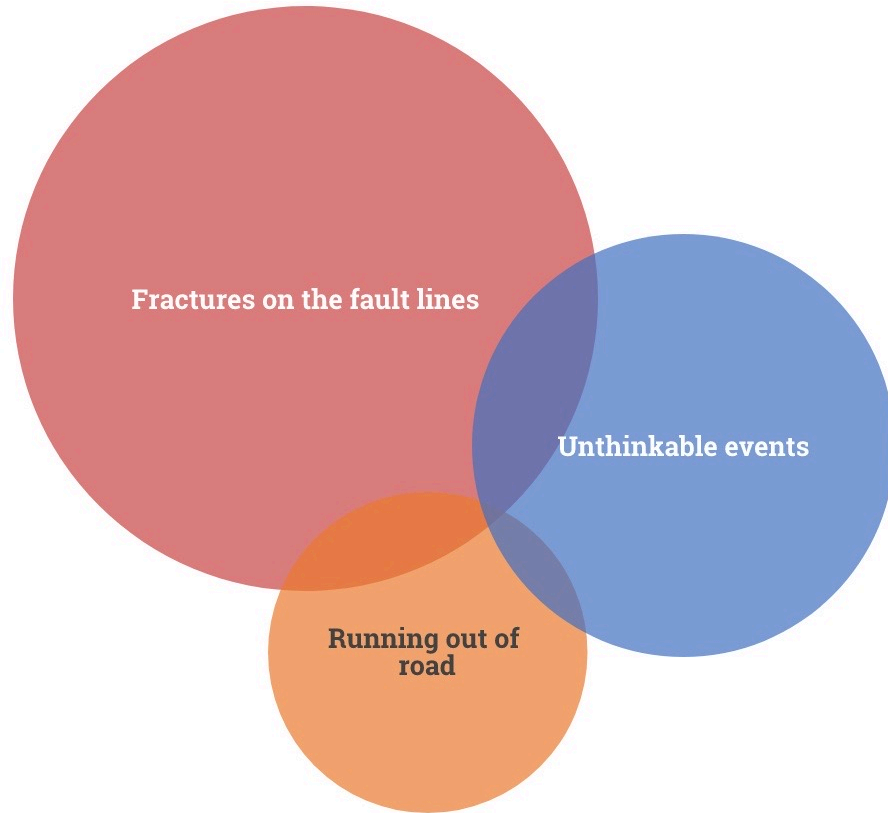




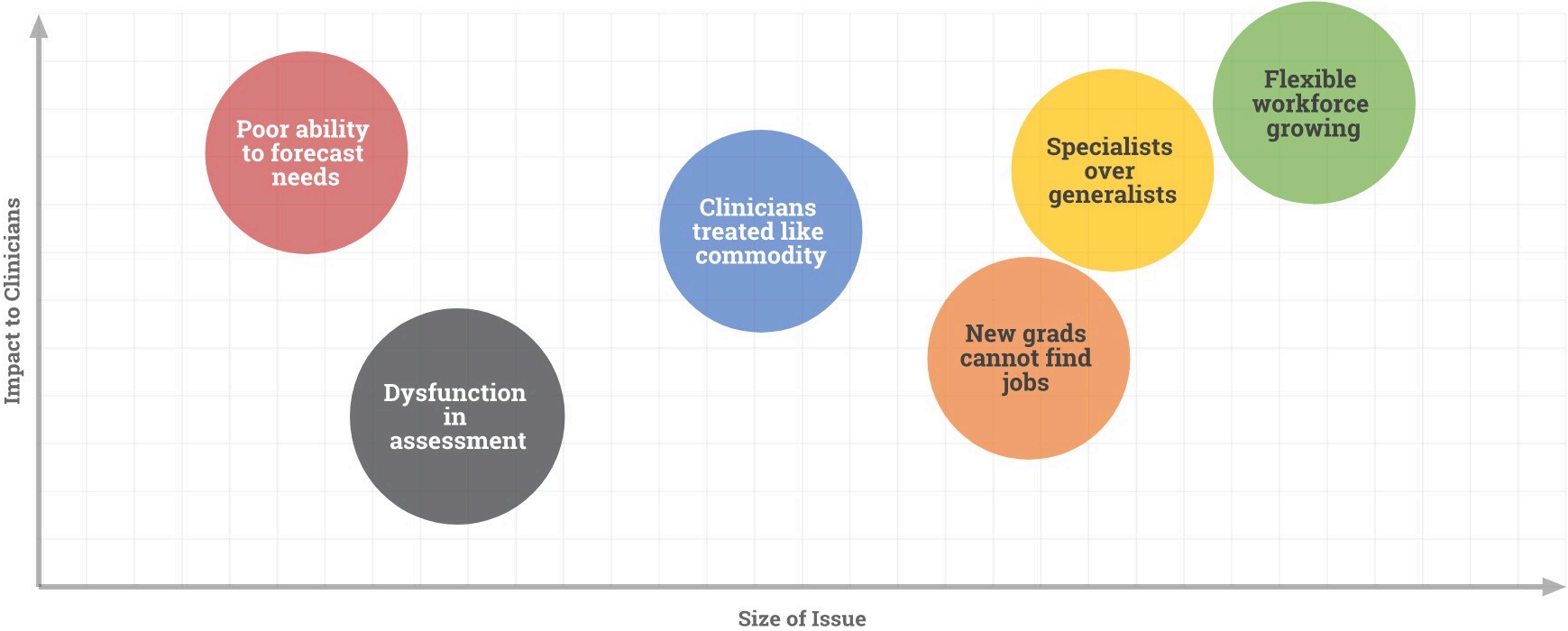
The Case for Innovation

Catalysts of Change in Markets

The market and the product are not in perfect alignment



Fractures on the Fault line: The Broken System



Unthinkable Events



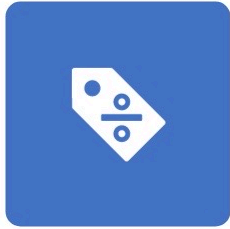
Challenges our assumptions

Forces adaptation despite past restrictions

Shifts priorities for laggards

Diminishes bureaucracy

Running Out of Road: Issues Impacting Home Health



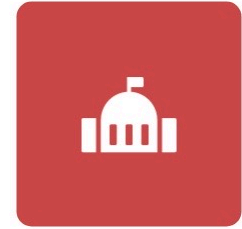
Cost of Care

The cost of home healthcare services is rising, making it difficult for many to access the care they need.



Staffing Shortages

The shortage of qualified home healthcare staff is a major challenge for many providers.



Regulatory Challenges

Regulatory changes are making it difficult for home healthcare providers to keep up with the latest standards.

Are We in Chaos?



Taking Advantage of the Chaos



Amazon
Supply chain



Google
Everything Big Data



Apple
Wearables and Privacy



Walmart et al.
Partnerships to Challenge
the Market

A low-angle, upward-looking shot of a weathered stone wall. The wall is constructed from large, rectangular blocks of light brown stone, showing signs of age and wear. The top of the wall is visible, and above it is a clear, vibrant teal sky. The perspective creates a sense of height and scale.

Constraints Breed Innovation

Types of Innovation



Product

Care Delivery



Process

Care Experience



Position

Perception of Brand



Paradigm

Care Models

Product Innovation

Insulin pump

MILESTONES IN PUMP HISTORY



Smaller
But Still
not easy



large

EARLY '60S

type of the first pump
ered glucagon as well
, backpack style, was
in the early '60s.



small

LATE 70S — EARLY 80S

In the late 70s and early 80's Dean
Kamen's company, DEKA, developed
a new system for outpatient care
called AutoSyringe.



Easiest
to Use



pet

2013

t:slim is the first in
pump to use a touch
interface.

Process Innovation

—
Cirque Du Soleil



Position Innovation

Tesla, Google



Paradigm Innovation

—
Lyft, Airbnb, Khan
Academy





This is not Innovation

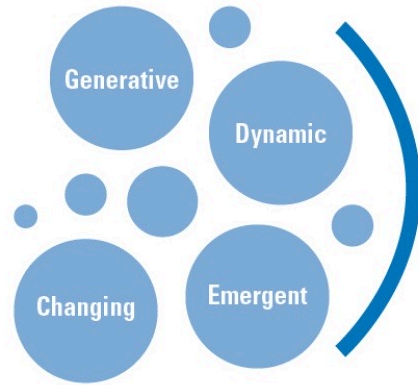
Rule #1

**You Don't Need To Be an
Innovator To Lead Innovation**

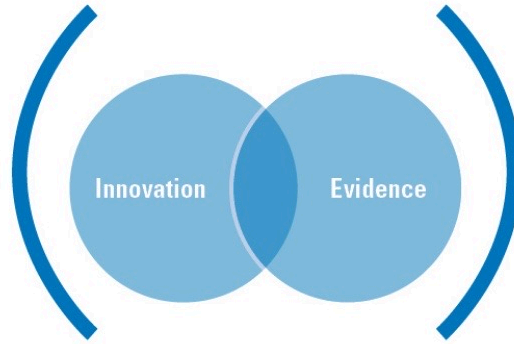


Current Change Framework for Healthcare





Innovation Process



**Evidence-Based
Innovation**



**Evidence & Evidence-
Based Practice**

High-Performing Teams Use Evidence Based Innovation

Thriving Systems: Creating Environments for Change

- **Autonomy**

Removal of decision-making
Increase in needed approvals

- **Reproduce**

No succession plan
Mentoring nonexistent

- **Repair**

No recovery from stress and conflict

- **Survival Instinct**

Individual self-preservation vs team support

- **Adaptation**

Change behaviors are discouraged and limited

- **Evolution**

Decreased connections with other teams removes the ability for teams to learn

Innovation is Directly Impacted by Leaders

**Managers
Are Barriers
to Change**

**Team
Interaction
Predicts
Innovation
Ability**

**Innovation
Is Not
Evidence-
Based**

Failure Must Be Tolerated

**Innovation Is Misunderstood
in Health Systems**

Reasons organizations reject change

A close-up photograph of a smartphone screen displaying the Amazon logo. The logo is partially visible, showing the word 'amazon' in its signature font with the curved arrow underneath.

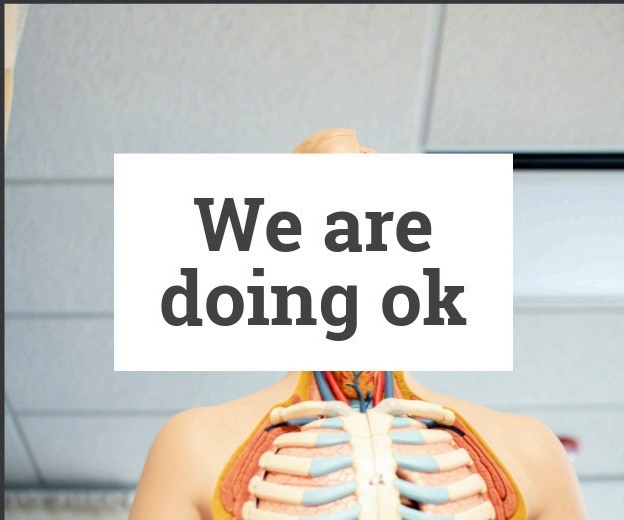
**It's not our
business**

A vintage advertisement for Kodak film. It features a yellow background with red and black text. The word 'Kodak' is written in a large, stylized font. Below it, 'CHROME FILM' is written. To the right, there is a circular logo with 'KODAK PRINT' inside. The text 'WE ARE NOT CANNIBALS' is written in large, bold letters, and 'HERE' is written at the bottom. There are also some smaller images of people and a camera.

**We are not
cannibals**

A photograph of a city street with several yellow taxis. The taxis are driving on a wet street, and there are tall buildings in the background. The scene is captured from a low angle, looking down the street.

It ain't broke

A photograph of an anatomical model of a human torso, showing the ribcage and internal organs. The model is made of a light-colored material, possibly plastic or wood, and is positioned against a plain background.

**We are
doing ok**



Successful Innovators

Nokia and [Toilet] Paper

The definition of value changed as the office evolved.

Unsuccessful at
Adapting

The Fatal Flaw:

Blockbuster doubled
down on the past



Creating a Culture Change



1 Artifacts

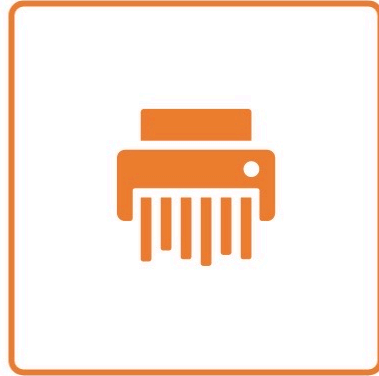
2 Values

3 Deep Assumptions

Challenge Your Own Assumptions



Outcome over ego



Tough conversations



Flex and partner



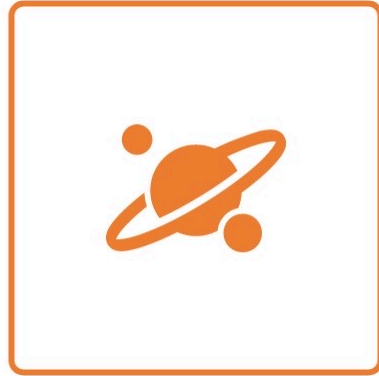
Model innovation behaviors

Powered With the Right People



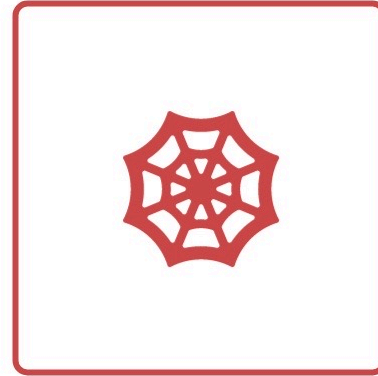
Positive Deviance

Thrives in systems that are failing



Systems Thinking

Navigates organizations with ease



Network Engineering

Master of information sharing



Operations Mindset

Uses operations to catalyze the next step in innovation

The Innovation Essentials: Teamwork + Leadership



Build Connections

Embrace the human side
Never “too busy”
Micro-interactions are reinforcing of goals



Cultivate Relationships

Foster trust through transparency
Take ownership of outcomes



Live on the Edge of Chaos

Crisis is the exception
Look for patterns
Embrace the messy



Dismantle Stagnation

Information is shared
Clear strategic plans and goals
Clear priorities and expectations

Top Causes for Innovation Uncertainty



Celebrating unimportant projects

- Takes focus and recognition from priorities and hard problem solving



No limits on the number of projects

- The more you have, the less energy and focus will occur



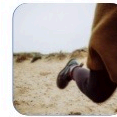
Reluctance to kill an idea

- The goal is to fail early and fail gloriously



Weak selection criteria

- Vetting projects impact and mission



Weak decision criteria

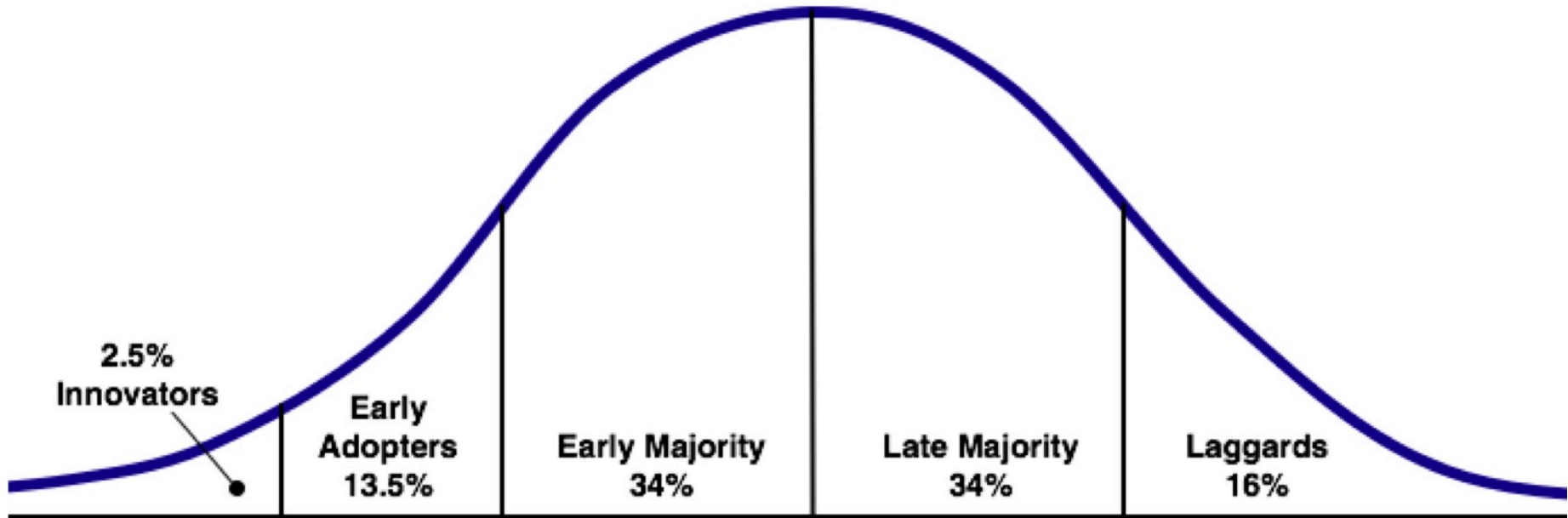
- Qualitative and quantitative metrics with defined timelines



Treating innovation as a "side gig"

- Teams feel left out, expendable, and defeated.

Don't Worry About the Laggards



Source: Everett Rogers, Diffusion of Innovations model

Start With One!

**Learn One
Technology**

**Modify
Team**

**Create
One New
Partnership**

**Worry about
One less
Laggard**



Learn More:
www.DrNurseDan.com