



DEVELOPING A CULTURE OF INNOVATION

AIHI EDUCATION SERIES

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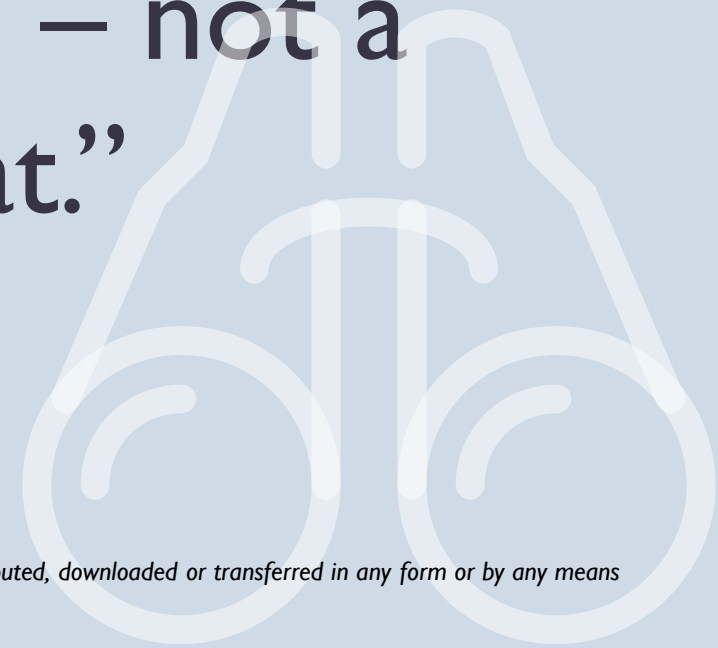
ACENDA INSTITUTE
of Health Innovation



“Innovation is the ability
to see change as an
innovation – not a
threat.”

Steve Jobs

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PREPARING YOUR AGENCY FOR INNOVATION

Market Assessment

Conduct full strategic analysis of external factors which could affect your care delivery, reimbursement and client base; be bold, but strategic and wise; think short and long-term.



Internal Planning

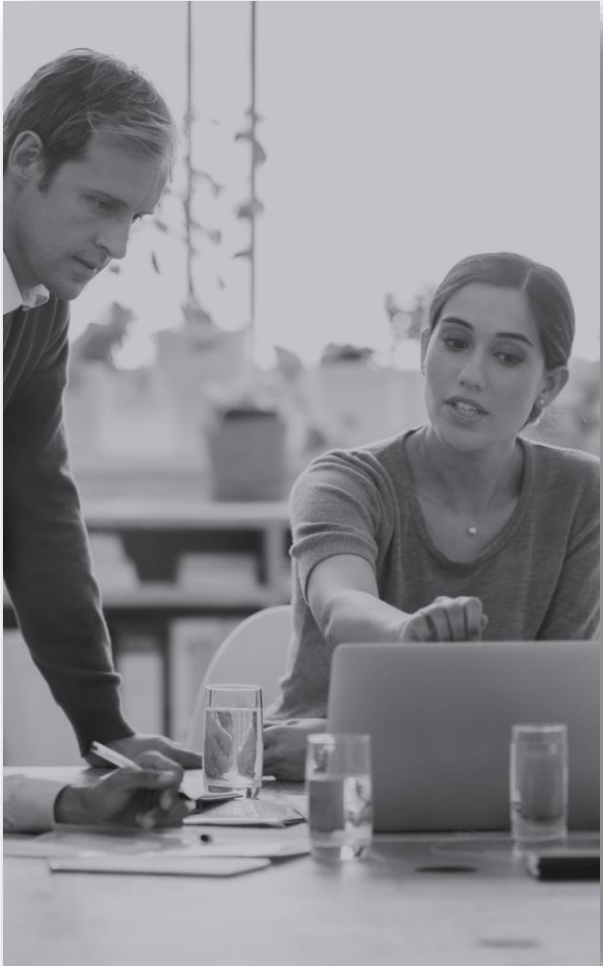
Appraise the internal culture and operations of the agency to ensure both are able to support further innovation; determine what may be required to close any gaps



Consistent Implementation

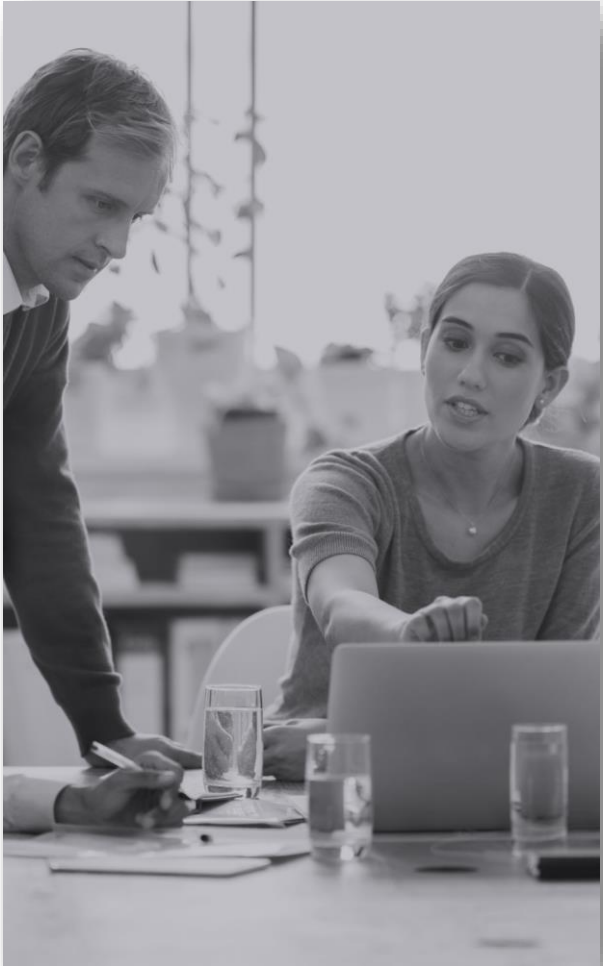
Develop and implement a plan which includes adjusting internal vocabulary, processes, training and appraisals to reflect a culture of innovation.

MARKET ASSESSMENT



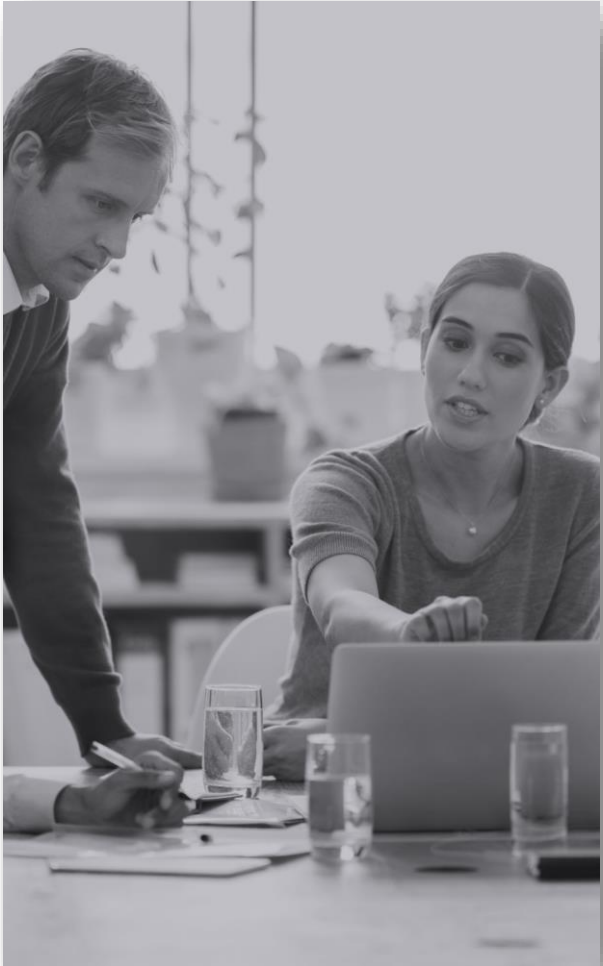
- ❖ What innovations will affect the way we provide care?
- ❖ What innovations will affect the way we're paid for care?
- ❖ What innovations will affect who we're helping?
- ❖ How urgent is the need for our agency to make a change?
- ❖ How are our major competitors implementing innovation?
- ❖ What are the key journals and publications promoting innovation?

INTERNAL PLANNING



- ❖ What is our strategic message regarding innovation and how do we communicate to staff?
- ❖ Are our leaders truly ready for innovation?
- ❖ How do we train our staff ?
- ❖ Where does our staff hear about innovation internally?
- ❖ How do we give staff the opportunity to participate in innovative initiatives?
- ❖ What are our biggest internal barriers to promoting innovation?

CONSISTENT IMPLEMENTATION



- ❖ Develop a plan which addresses key items in Market Assessment and identified as part of Internal Planning
- ❖ Ensure plan is operationally imbedded into all major communication and training touchpoints throughout the agency.
- ❖ Create accountability measures to ensure culture of innovation is in place short and long-term.
- ❖ Assess agency strategic plan to ensure it is in alignment.
- ❖ Provide opportunity for staff feedback.



INNOVATION IS MULTI-FACETED.



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A TRUE CULTURE OF INNOVATION REQUIRES COMMITMENT.



**MARKET AND
COMMUNITY
RELEVANCE**



**DEDICATED &
SPECIFIC
RESOURCES**



**BROAD
AGENCY
IMPACT**



**CONSISTENT &
EASY TO
IMPLEMENT**

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THANK YOU

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