ACCELERATING THE ADOPTION OF DIGITAL HEALTH

Ingenium Digital Health Advisors

Christian Milaster ◆ Founder & CEO

Enabling the Delivery of Extraordinary Care
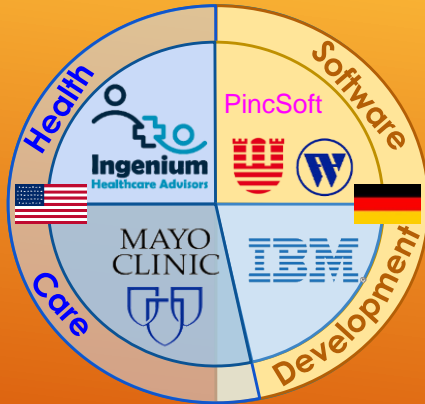
The Problem is not the
Lack of Innovation.

The Problem is the
Slow Speed of
Innovation Adoption.

THE PROBLEM

THE WHY

3 Drivers

▸ **Modern Healthcare Consumer**

▸ **Massive Digital Health Innovation**

▸ **Non-Traditional Competition**

Ingenium

MODERN HEALTHCARE CONSUMER

Academic Medical Centers

Concierge Medicine

Large Group Practices

Future Leaders

Quality

Confidence   Convenience

Value

Trusted PCP

Online Clinics Retail Clinics

Ingenium

6

THE DIGITAL HEALTH INNOVATION AVALANCHE

2020: $9.4B

2011-2020: ~$50B

Slide 1
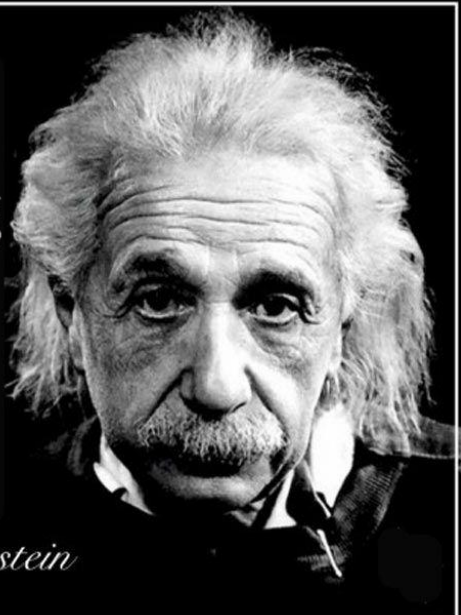
Accelerating Digital Health Innovation Adoption

MULTI-DISCIPLINARY APPROACH

Leadership	Project Management	Change Management
Agile Approach	Design Thinking	Workflow Centric

Ingenium
Digital Health
Solutions

Slide 2

Accelerating Digital Health Innovation Adoption

LEADERSHIP

Leadership

▶ **Set the Vision**

▶ **Give Autonomy**

▶ **Provide Resources**

Ingenium
Digital Health
Solutions

6

09/06/2021

Accelerating Digital Health Innovation Adoption

PROJECT MANAGEMENT

Project Management

▶ **Agile Project Management**

▶ **Plans are useless, but Planning is essential**

▶ **Project Management as a Communication & Synchronization Tool**

Initiate ▶ **Plan** ▶ **Manage** ▶ **Control** ▶ **Close**

Ingenium

Accelerating Digital Health Innovation Adoption

CHANGE MANAGEMENT

Change Management

▶ **Biggest Failure of Innovation Adoption is not managing the Change**

▶ **Resistance to Change is part of Human Survival**

▶ **Need to appeal to Emotions, to Logic and to Social Acceptance/Herd**

Ingenium

7

ADKAR FRAMEWORK

Change Management

Raise **A**WARENESS
• Define the Vision, promote the Solution
Create **D**ESIRE
• Demonstrate the Benefits
Supply **K**NOWLEDGE
• Use experienced advisors & train adequately
Build **A**BILITY
• Provide opportunities for Learning
Supply **R**EINFORCEMENT
• Ensure Accountability, Continuity, Support

Ingenium

WITHOUT CHANGE MANAGEMENT…

Change Management

▶ **Clinicians**

▶ **Staff**

▶ **Patients**

▶ **Leadership**

can become

1) confused
2) embarrassed
3) frustrated
4) reluctant
5) resistant

Ingenium

Accelerating Digital Health Innovation Adoption

ADKAR MODEL FOR SUCCESSFUL, SUSTAINABLE CHANGE

Awareness	Desire	Knowledge	Ability	Reinforcement	CHANGE!
Awareness	Desire	Knowledge	Ability	Reinforcement	Confusion
Awareness	Desire	Knowledge	Ability	Reinforcement	Resistance
Awareness	Desire	Knowledge	Ability	Reinforcement	Reluctance
Awareness	Desire	Knowledge	Ability	Reinforcement	Frustration
Awareness	Desire	Knowledge	Ability	Reinforcement	Backsliding
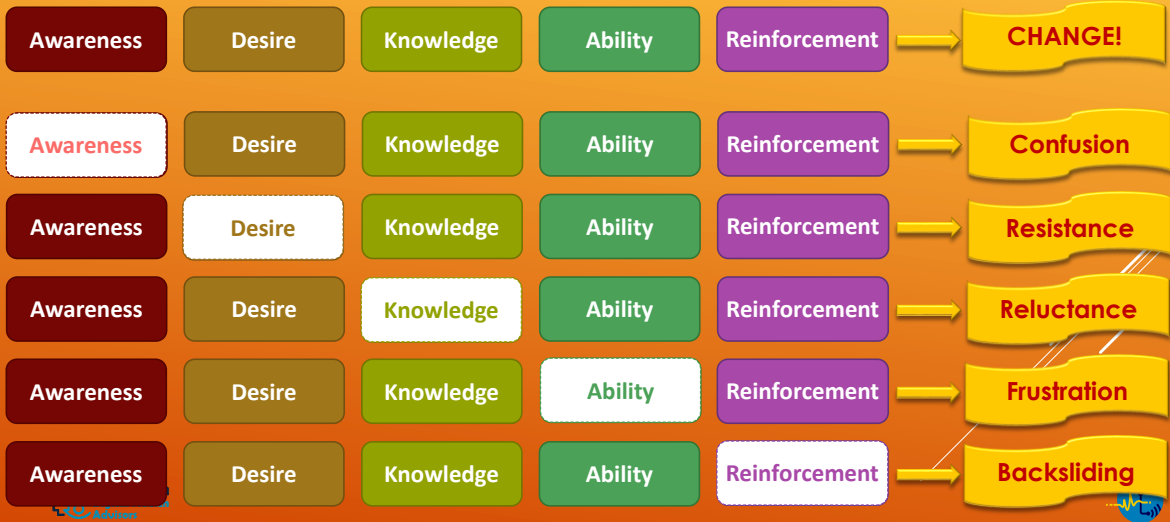
Accelerating Digital Health Innovation Adoption

AGILE APPROACH

Agile Approach

▶ **Risk Taking**

▶ **Embrace Ambiguity**

▶ **Iterative Approach**

Ingenium
Digital Health

Accelerating Digital Health Innovation Adoption

DESIGN THINKING

Design Thinking

▸ **Focused on User Experience:** *Patients, Clinicians, Staff*

▸ **Focused on Observations**

▸ **Think Outside the Box**

Empathize   Design   Ideate   Prototype   Validate

Ingenium

Accelerating Digital Health Innovation Adoption

WORKFLOW CENTRIC

Workflow Centric

▸ **1. Workflow**

▸ **2. Technology**

UPSTREAM PROCESSES → CORE WORKFLOW → DOWNSTREAM PROCESSES

TECHNOLOGY

Ingenium

MULTI-DISCIPLINARY APPROACH

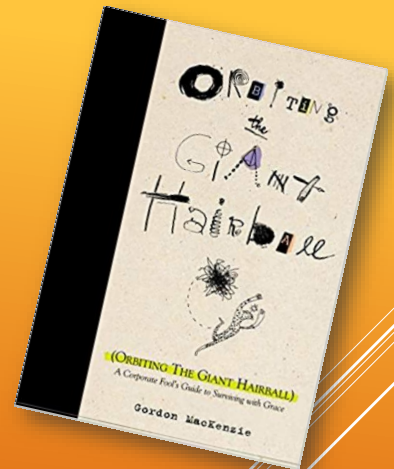|		
Leadership	Project Management	Change Management
Agile Approach	Design Thinking	Workflow Centric

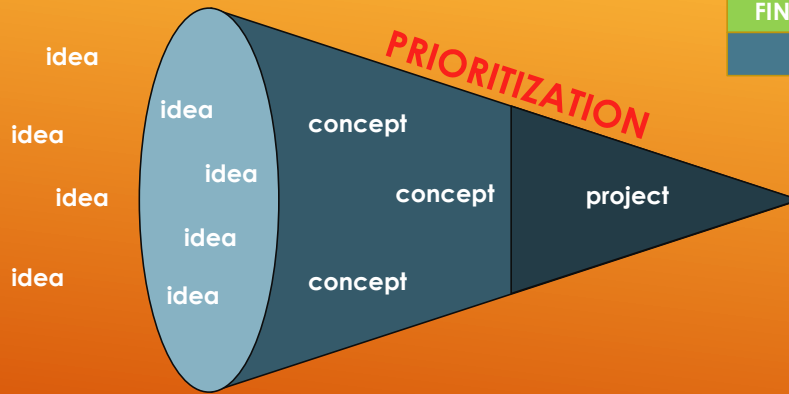Ingenium

---

KEY CONCEPTS

Orbiting the Giant Hairball

Intrapreneurship

Disciplined Prioritization

Accelerating Digital Health Innovation Adoption

DIGITAL HEALTH INNOVATION ADOPTION
IDEA FUNNEL

PRIORITIZATION

STRATEGIC PRIORITY
FINANCIAL SUSTAINABILITY
CLINICAL VIABILITY

idea — idea — concept — concept — project — idea — idea — concept — idea — idea

Ingenium

Intake → Evaluation → Prioritization → Verification → Solutionization → Validation → Deployment

DANGER

FROM INTAKE TO DEPLOYMENT

DEPLOYMENT BREAKDOWNS

▸ **Innovation Developed in Ivory Tower**

▸ **Lack of Change Management**

▸ **It's still a Giant Hairball**

Ingenium

Accelerating Digital Health Innovation Adoption

JUST DO IT!

Why?   **Demand & Need & Pressure**

Who?   **Leadership: Delegate, Empower**

When?   **Now!**

What?   **Rapid Innovation Adoption**

How?   **Small team, Autonomy, Proven Tactics**

Ingenium

Accelerating Digital Health Innovation Adoption

THE VISION

Decisions in Days
not weeks

Validation in Weeks
not months

Implementation in Months
not years

Ingenium

ACCELERATING THE ADOPTION OF DIGITAL HEALTH

THANK YOU!

Ingenium Digital Health Advisors

Christian Milaster ◆ Founder & CEO

IngeniumDigitalHealth.com ◆ +1-657-464-3648