

OUTSIDE **THE** LINES

BRILLIANT IDEAS

In the October 2016 edition of [FastCompany](#), the magazine announced the [272 finalists](#) for its 2016 Innovation by Design (IBD) Awards, including “brilliant ideas” in “Health” and ten other categories. One winner, the [University of Minnesota Health Clinics and Surgery Center \(CSC\)](#) - caught our eye. Lo and behold, one of our new Strategy Advantage Business Partners, [Beehive Strategic Communication](#) – based in St. Paul, Minnesota – partnered with University of Minnesota Health in developing an employee engagement strategy that supports patient experience in the CSC.

Described by the judges as “apple store meets medical clinic” and “a five-story megalith of redesigned health care space,” the CSC opened in February 2016, is a 342,000-square-foot center for more than 30 M Health clinics and support services, and includes an ambulatory surgery center. Most importantly, according to our friends at Beehive, it’s a place that “brings the patient-centric vision to life.”



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So, what is different? The focus was on patients as consumers and, as well, on healthcare providers as transformers.

Specifically:

- MyChart is used to allow people to check-in from home and complete questionnaires up to two weeks before scheduled appointments.
- Upon arrival, customers are greeted by a patient concierge who uses a hand-held tablet to confirm check-in.
- A real-time Care Connect system provides up-to-the-minute data, room status, wait times and other notes for patients while they are there.
- Incorporating M Health's academic mission, video monitors at the CHC provide information about clinical trials, and kiosks in the building provide access to StudyFinder, a website of health research opportunities.
- The clinic modules are flexible and adaptable so that changes in programs, best practices, and care innovations can be accommodated.
- Rather than private offices for care teams and providers, "touchdown spaces" and other collaborative spaces are used to enhance care collaboration and coordination.

At Strategy Advantage, we believe it is partly our role – and very much the role of our leading healthcare organizations – to spark a movement of change in healthcare delivery. It's exciting to know that Beehive, our partner, is doing just that, and we applaud M Health and other design winners for believing in big, bold ideas and acting on them. Game-changer!

Always looking ahead,



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NEWS ALERT! WHAT'S HAPPENED THIS WEEK

At [Strategy Advantage](#), we are a boutique Healthcare Strategy Company featuring a team of senior-level partners working side-by-side with our C-Suite client leaders to uncover and design breakthrough growth strategies for their academic medical centers, health systems and medical groups. We are very pleased to announce that we have just added our 7th Senior Partner. [Leah J. Vriesman, PhD, MHA, MBA](#) is a high-energy strategic thinker and an expert on health technology innovation and transforming healthcare delivery systems. Also an Associate Professor and Director of Executive Programs in Health Policy & Management at UCLA's Fielding School of Public Health, Dr. Vriesman teaches Strategic Management of Health Service Organizations, International Comparative Health Systems, and is a frequent speaker – both nationally and globally – at board and senior executive retreats and meetings. She received her PhD in Medical Sociology from UCLA (2001) and her MHA and MBA in Strategy and Finance from the University of Minnesota-Minneapolis (1991).

WHO WE'RE WATCHING

On September 15, as part of a keynote address we gave at a Vizient Academic Medical Centers' GES Network Meeting in Nashville, we featured the topic "Out Front" and profiled some of "[The World's Most Innovative Companies 2016](#)," also compiled and profiled by *FastCompany* magazine. One of these, [Noora Health](#), is interesting and one to watch. Started in India (and still primarily based there), the company is focused on improving the lives of surgery patients via a tech-enabled approach that teaches and supports caregivers as they help family members recover at home after surgery. Noora was started at Stanford University, its design and engineering team is in San Francisco, and its CEO splits her time between Boston and Bangalore, India. The expectation is that if Noora is able to navigate U.S. healthcare regulations, the American marketplace might be next for them.

A few other companies were listed in the [“Top 10” of most innovative healthcare companies](#), including CVS Health and PillPack, one of the companies currently featured in our [ZIGZAG Healthcare](#) library.

WHAT'S TRENDING

Back to the topic of the 2016 Innovation by Design (IBD) Awards, in addition to naming the Minnesota Health Clinics and Surgery Center as a finalist, [24 other healthcare designs](#) were featured including Kaiser Permanente’s new Health Hubs, Zoom+ (also in our ZIGZAG library), and various other inventions.



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