Why so serious?: A guide to innovation
Providence Innovation Fellowship: Human Centered Design Workshop Series
Human centered design has become a centerpiece of our innovation efforts at Providence. Through the Evolve training, our caregivers in the Providence Innovation Fellowship program are better able to understand people, their physical and emotional needs and what is most valuable to them.

Gwen Conner
Director, Business Accelerator
INNOVATION FELLOWSHIP CURRICULUM
A series workshops to immerse the fellows in the principles of human centered design and launch their live pilot.

GETTING STARTED
This session focuses on framing opportunities, understanding users and building a hypothesis to give the team some momentum.

GETTING OUT THERE
Building empathy by connecting with users and the target population. Understanding the context and their existing frame of reference. Some teams will also use this as an opportunity to introduce co-design elements into their pilots.

STAKEHOLDER PITCH
Present pilot concepts to the senior leadership council, prioritize and align to Providence Strategic Goals.

BRINGING IDEAS TO LIFE
Introducing collaborative ideation techniques to kick start the design process and prioritize concepts. Teams will ideate against the actionable insights they uncovered.

TELLING STORIES
Sharing pilot success stories and building support within the organization. The teams will prepare their final pitches for leadership feedback.
BUILDING A HYPOTHESIS

Who is the muse for your product or service? Knowing your user is essential to great innovation and design. The better you understand your user, the more chance you have of connecting with them through deep emotional bonds, as well as on a functional level. What does a typical day-in-the-life look like for them? What drives them? What are their hopes and dreams? How does your offering connect with them?

ELEMENTS

Building a muse (or persona) is a great starting point. Take a trip to your local magazine shop and buy all of the magazines you think you or she would read. Build a picture of the life they live. 'Parse out' the magazines and have fun building their character as a large collage. Remember that this is a hypothesis, a tool you can leave behind or keep building on as you understand who your muse really is. We promise it will be a helpful.
A GUIDE TO GETTING STARTED ZINE

BEG, BORROW, STEAL
The outside of healthcare perspective is important, we have a lot to learn from what others have done in other industries.

DAVE UNDERRINER
CHIEF EXECUTIVE
Evolve’s designers have brought a new way of thinking about how to solve health care problems to Providence. Evolve challenged us to embrace our customer and understand their problems in a much deeper way. On top of that, they have helped us develop an innovative Fellowship program that is teaching young professionals in our health system a different way to problem solve.

JAMES HARKER
CHIEF STRATEGY OFFICER
On track to touch over 2000 people in Oregon with new care approaches
Collaborated with over 30 community organizations and emerging companies
57% of first cohort promoted within 12 months of graduation
Pilot - Explanation of Benefits

Statements you can actually understand

FELLOWSHIP PILOT CASE STUDY
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**Remarks:**

- **XCO** Amount not covered is provider's responsibility.
- **$147.24** has been applied to your individual annual maximum deductible of $1,350.00.
- **$1,385.52** applied to your annual Combined In and Out of Plan Family Out-of-Pocket maximum $6,600.00.
- **If you are covered by more than one health benefit plan, you should file all your claims with each plan.**
- **If you have any questions, or to request a description of costs covered in this claim, please call Customer Service Team at (503) 576-7500 or 1-800-673-4485, or contact us at provhealthplans.org/hotelpans.

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**6.5 MILLION FOBS ARE DISTRIBUTED EVERY YEAR TO PATIENTS**

JILL NOWAK
MANAGER, GROUP SALES
Hello Melissa!

**This Statement Period**
March

**Number of Claims**
2

**Amount Charged**
$1,011.00

**Your Responsibility**
$366.80

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**Your Statements**
Here’s a short list of your most recent statements. You can view your statements claim by claim, or send them in an email, or print them for your records.

- March 2015 Statement
- February 2015 Statement
- January 2015 Statement
- 2014 End-of-Year Summary
- December 2014 Statement
- November 2014 Statement
- October 2014 Statement
- September 2014 Statement
- August 2014 Statement
- July 2014 Statement
- June 2014 Statement
- May 2014 Statement
- April 2014 Statement
- March 2014 Statement
- February 2014 Statement
- January 2014 Statement
Evolve Collaborative was an integral part of our Explanation of Benefits redesign project. They guided us through a series of inspiring and enlightening workshops and activities that helped us better understand our customer and ideate in new ways to deliver a ‘wow’ experience for our members.

JILL NOWAK
MANAGER GROUP SALES