



SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

Sustaining Innovation

Jeff Capobianco, PhD, LLP
National Council for Behavioral Health

Remember...

Slides for today's webinar are available on the CIHS website at:

www.Integration.samhsa.gov
under About Us/Innovation Communities

Our format...



Structure

Short comments from experts
Specifics from their point of view

Polling You

Every 20-minutes
Finding the “temperature” of the group

Asking Questions

Watching for your written questions

Follow-up and Evaluation

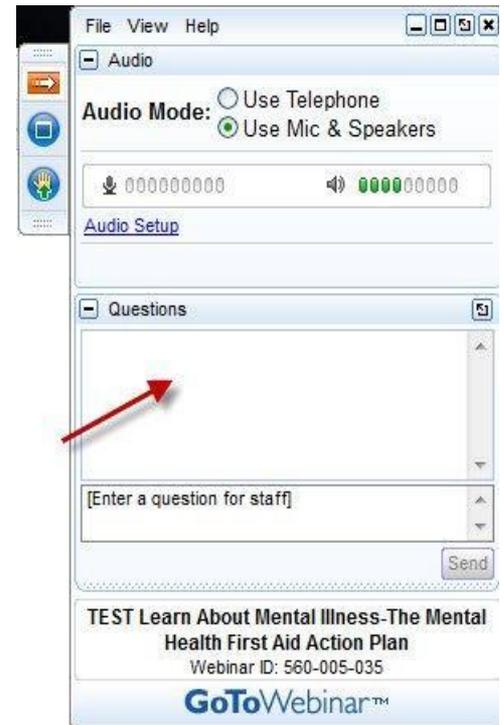
Ask for what YOU want or expect
Ideas and examples added to the
AOS Resource Center

How to ask a question during the webinar



If you dialed in to this webinar on your phone please use the “raise your hand” button and we will open up your lines for you to ask your question to the group. **(left)**

If you are listening to this webinar from your computer speakers, please type your questions into the question box and we will address your questions. **(right)**



Today's Agenda

- Welcome
- Sustaining your Innovation Efforts
- Discussion
- Next Steps

Let's do this!!

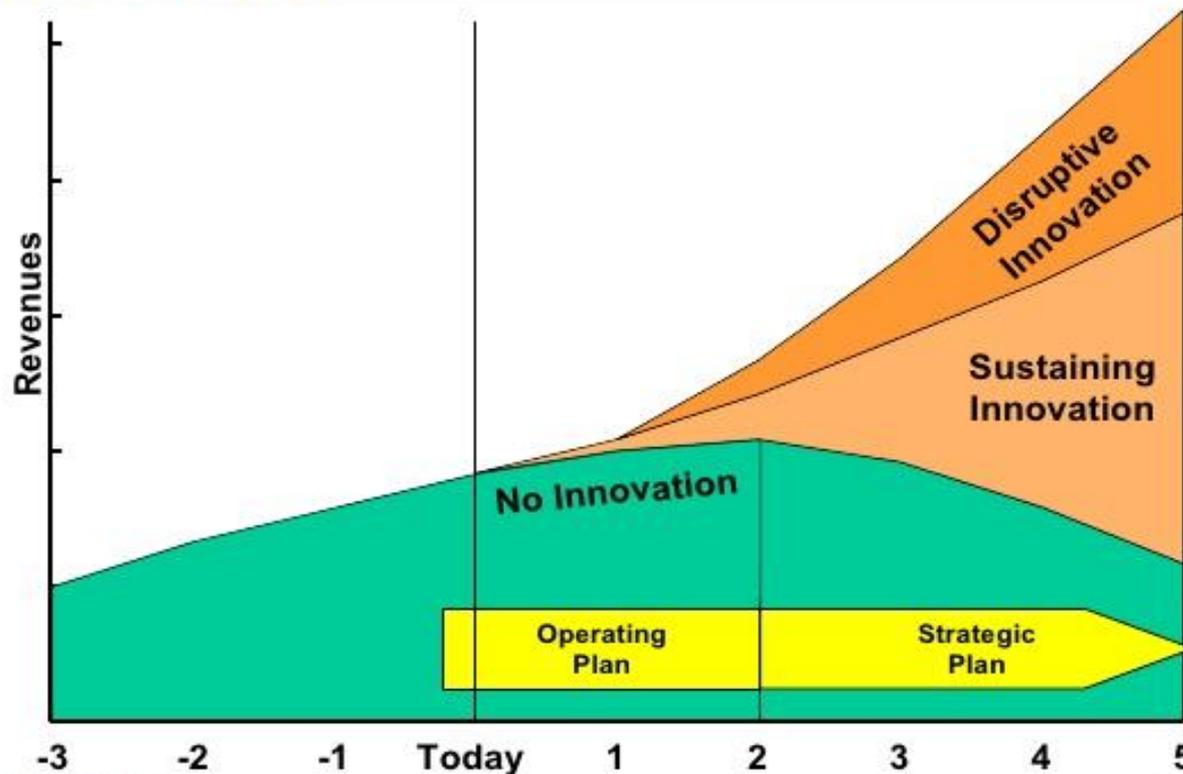
1. Identify the Need (*Completed!*)
2. Conduct an Agency Needs Assessment (*Completed!*)
3. Use the Needs Assessment Findings to Develop your Work Plan (*Completed!*)
4. Execute the Work Plan with Passion & Urgency (March-August) (*Just about Completed!*)
5. Seek Out Resources (Ongoing)
6. Share What you Learn!! (Ongoing)

Health Care Innovation Today

“In contrast to disruptive innovation, a “sustaining innovation” does not create new markets or value networks but develops existing ones with better value, allowing the companies to compete against each other's sustaining improvements.”

-Clayton M. Christensen (1995),
"Disruptive Technologies: Catching the Wave"

The Challenge of Growth: Sustaining and Disruptive Innovation



6th Annual
Product Portfolio & Pipeline Management Conference

Reference:
Deloitte & Touche, 2004

At the simplest Level this is What Health Care Providers are Striving for...



Efficient & Effective = Optimal Care Provision

Effective: Doing the right things.

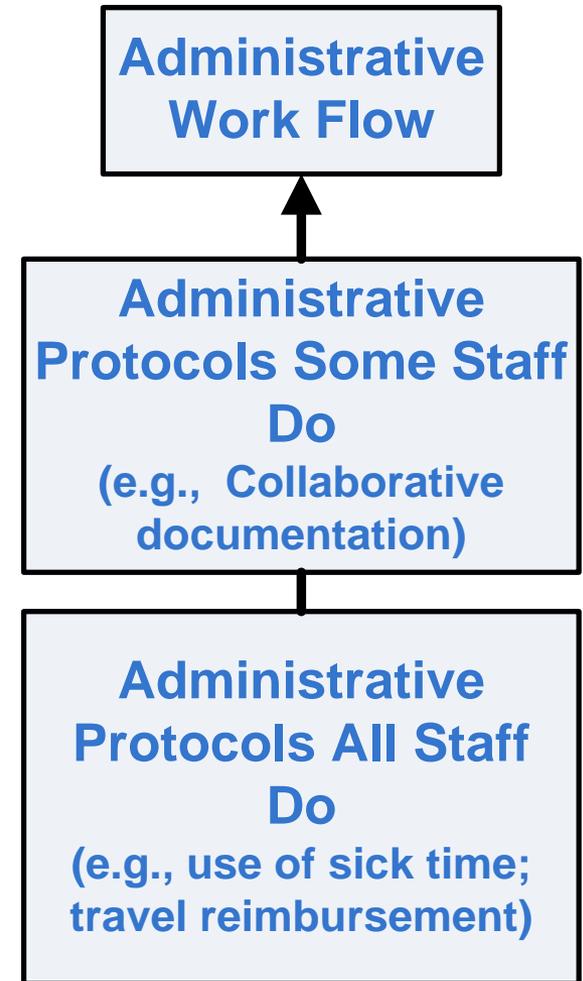
(i.e., Work flows that align the right intervention, at the right time, in the right place and for the right consumer)

Efficient: Doing the right things right.

(i.e., Work flows that contain cost and optimize time)

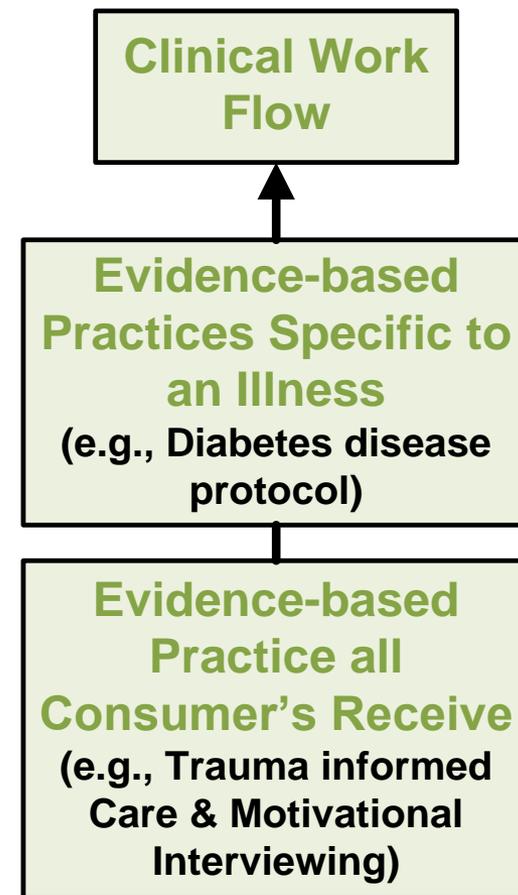
Administrative Work Flow

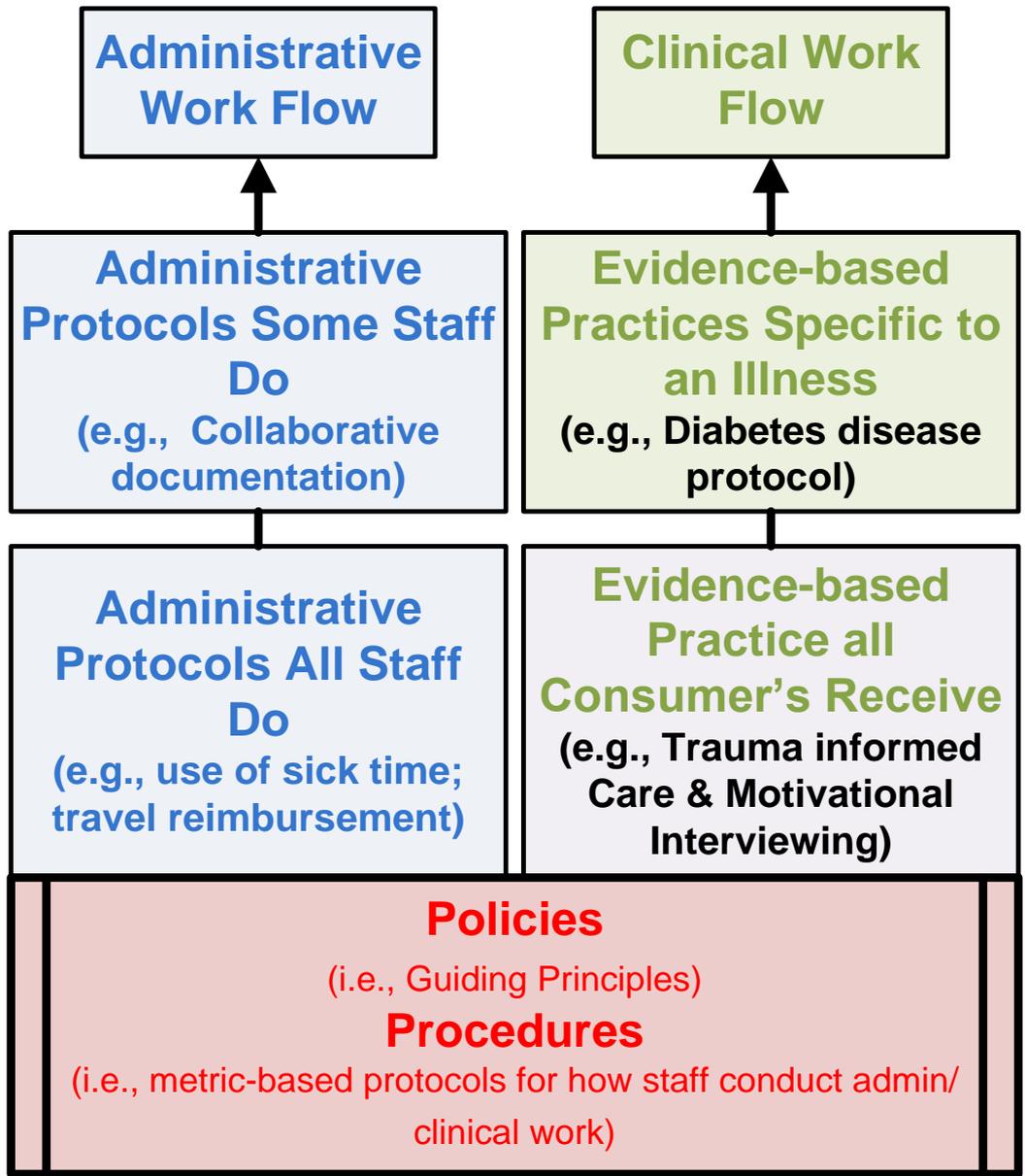
The day-to-day work administrative and clinical staff engage in using policy and procedure as a guide to efficiently and effectively operate the business aspects of care. (e.g., billing, data entry, data review, continuous quality improvement, supervision, team meetings, etc.)

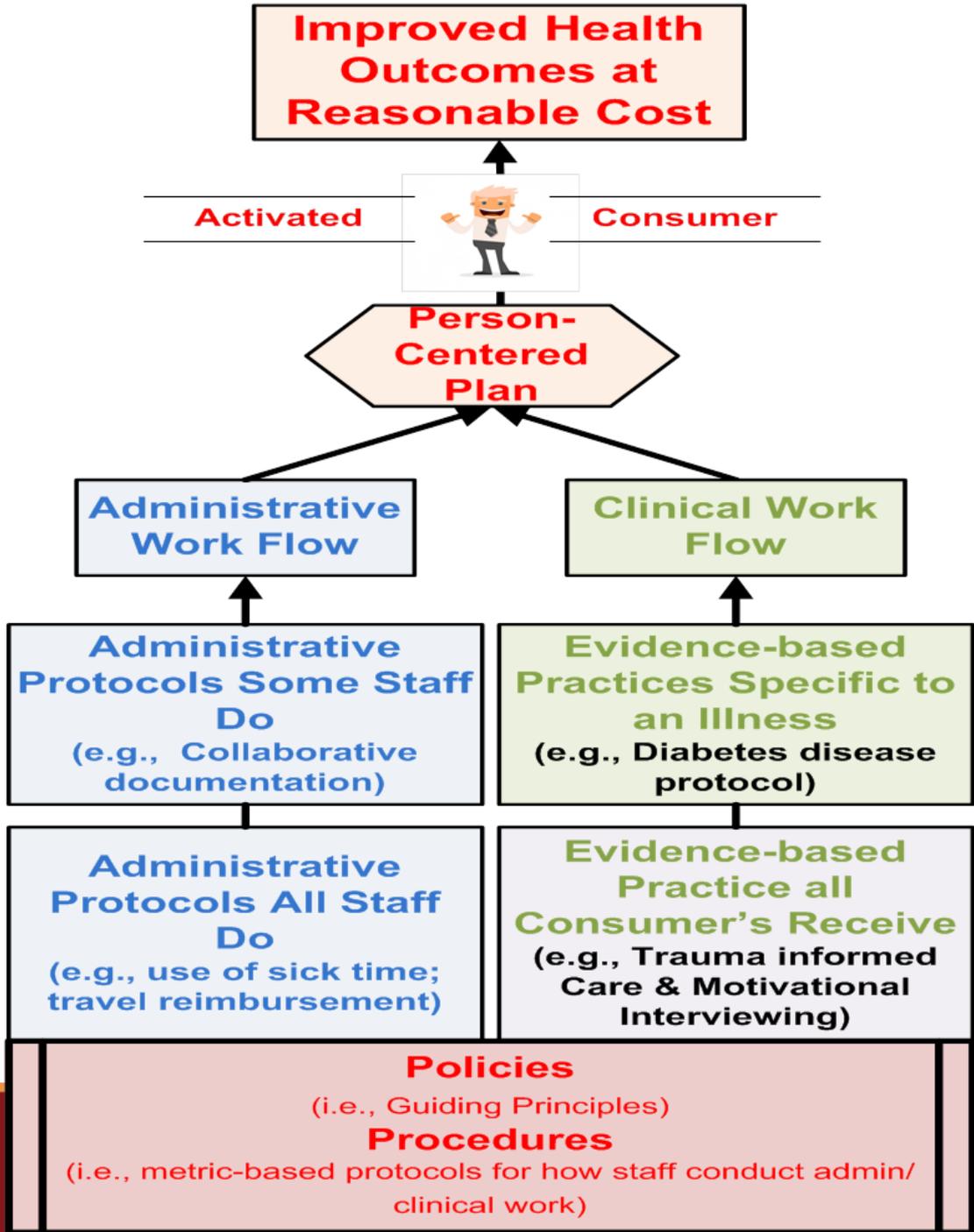


Clinical Work Flow

The day-to-day clinical work done to help consumers recover from illness. This includes both targeted practices for specific illnesses and general practices for engagement and activation (e.g., trauma informed care and motivational interviewing approaches)

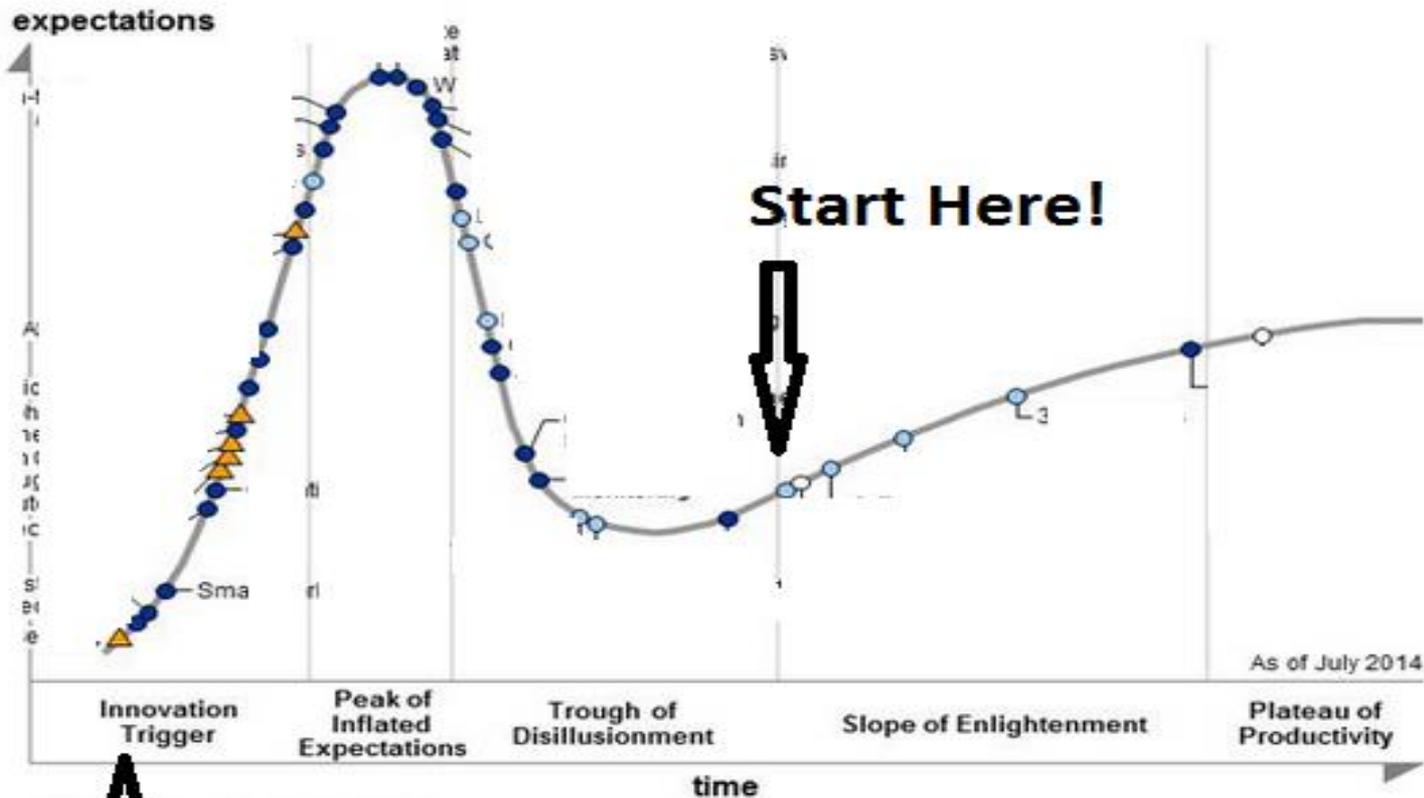






Calibrating Expectations

Figure 1. Hype Cycle for Emerging Technologies, 2014



Not there!

The 8 Keys to Sustaining Impact to Prevent Slippage...

1. Create an action strategy that includes a communication plan
2. Continue to assess the environment
3. Be adaptable—embrace change (aka barriers)
4. Secure community support
5. Integrate program services into community infrastructures
6. Build a leadership team
7. Create strategic partnerships
8. Secure diverse financial opportunities

Sources:

Building Sustainable Programs: The Framework (Feb 2014) Health & Human Services, Office of Adolescent Health

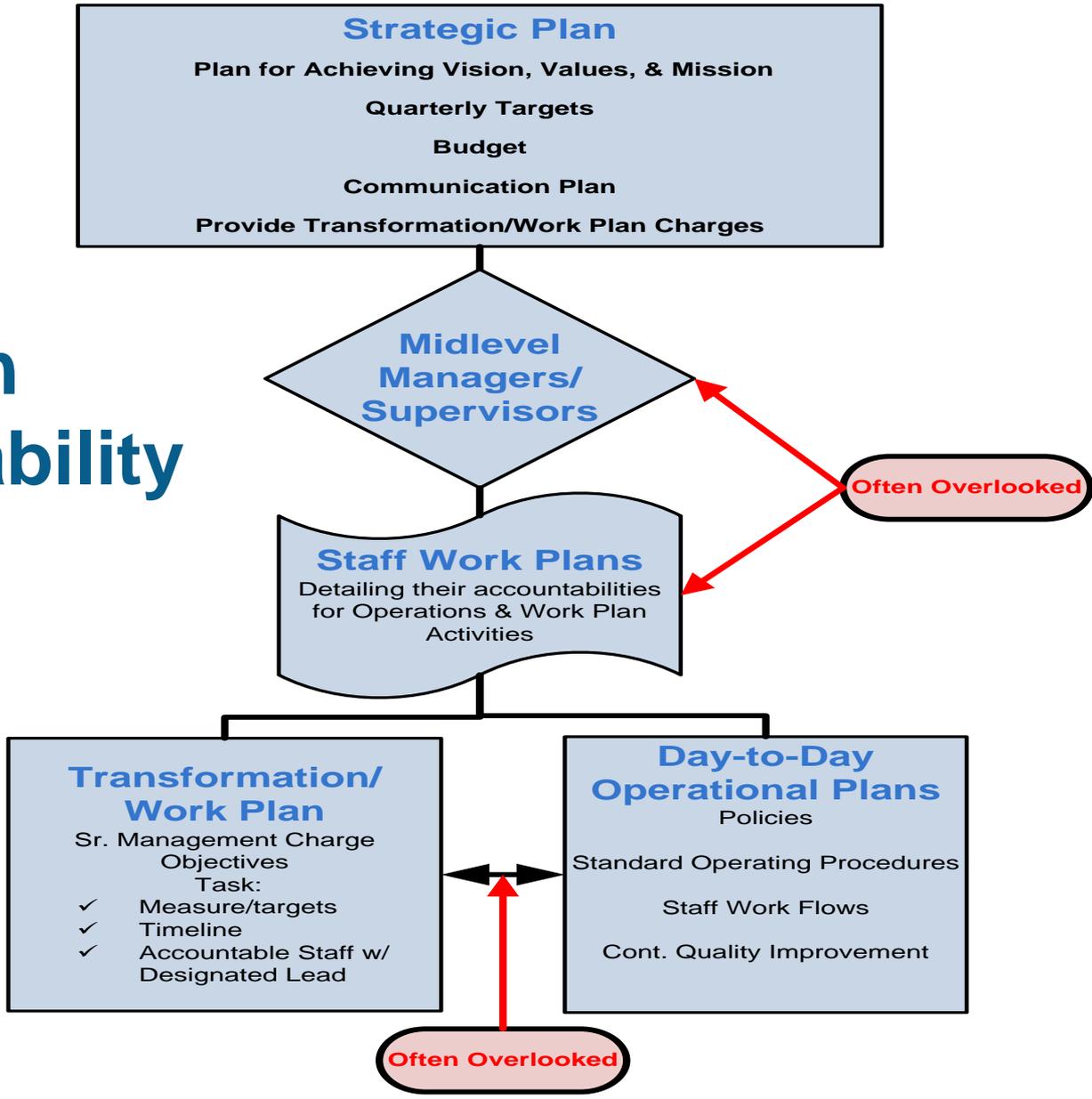
See: http://www.hhs.gov/ash/oah/snippets/508%20documents/creating_sustainableimpacts_framework.pdf

Savaya, R., Spiro, S., & Elran-Barak, R. (2008). Sustainability of social programs a comparative case study analysis. *American Journal of Evaluation*, 29(4), 478-493.

Greatest threats to sustainability!

1. Lack of sustainability processes (e.g., CQI, communication plan).
2. Leadership Engaging in Priority Avoidance behaviors
3. Thinking you're done/ready to move on...when you are not...
4. Distractions pulling leaders and team members in different directions resulting in Work Avoidance behaviors.
5. Moving on to the next great thing without securing gains (i.e., can be either prior or work avoidance behavior).

Common Sustainability Pitfalls!



Google's 5 Factors Influencing Successful Change: Team Perspective



Discussion Question

What gauge are you using to track if changes you have made to administrative or clinical workflows are or will be taking effect?

Discussion Question

What has been the hardest part of your change/work plan effort to make stick/sustain?

Next Steps

- August 25th Webinar will focus on reporting out your findings!
- Be on the Lookout for an Evaluation Email!
- Coaching is Available Just Ask!
- The List Serve is Available!

Thank you for joining us today!

Please take a moment to provide feedback by completing the survey at the end of today's webinar.

If you have additional questions/comments please send them to:

Jeff Capobianco - jeffc@thenationalcouncil.org and
Madhana Pandian - madhanap@thenationalcouncil.org