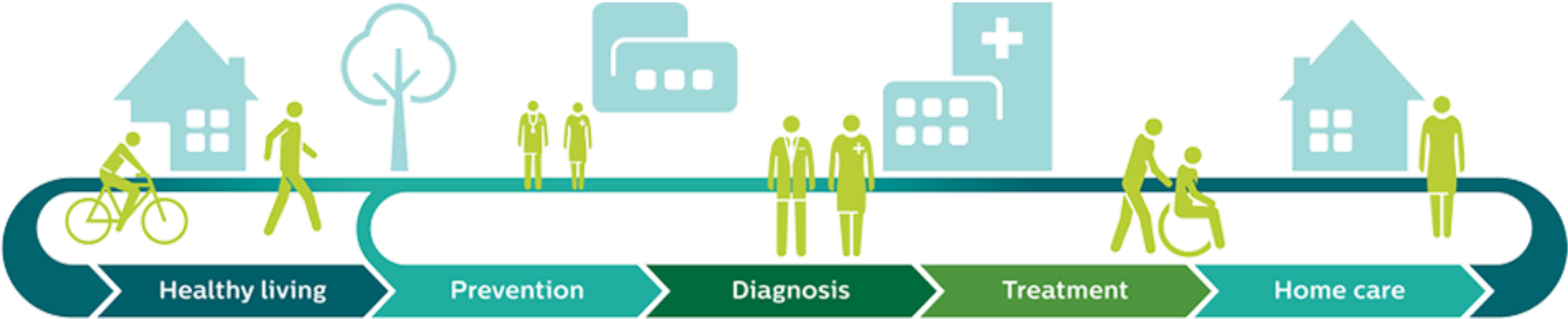


# Unleashing the Innovation Potential of Well-Established Healthcare

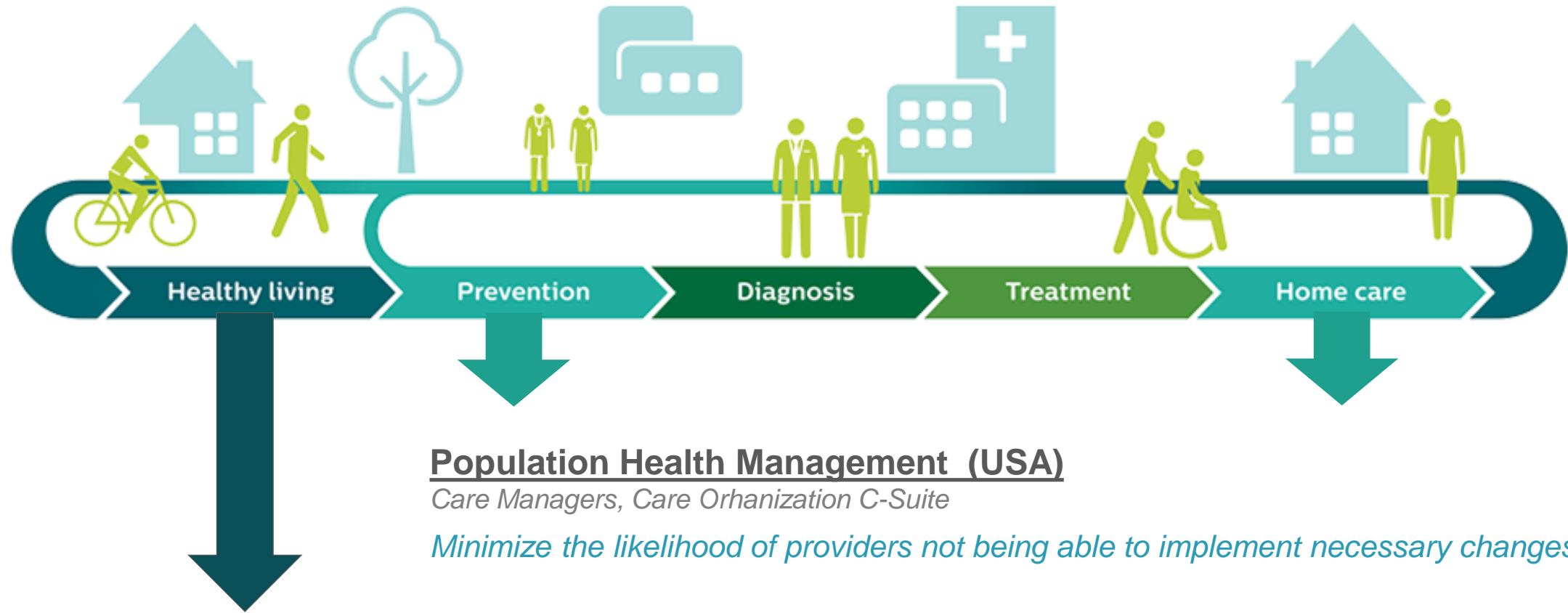
Jennifer Caffarel – Senior Clinical Scientist  
Jan Tatousek – Director Innovation Strategy

Philips Research  
28<sup>th</sup> March 2019

# Philips Today



# Our ODI Experience



## Population Health Management (USA)

Care Managers, Care Organization C-Suite

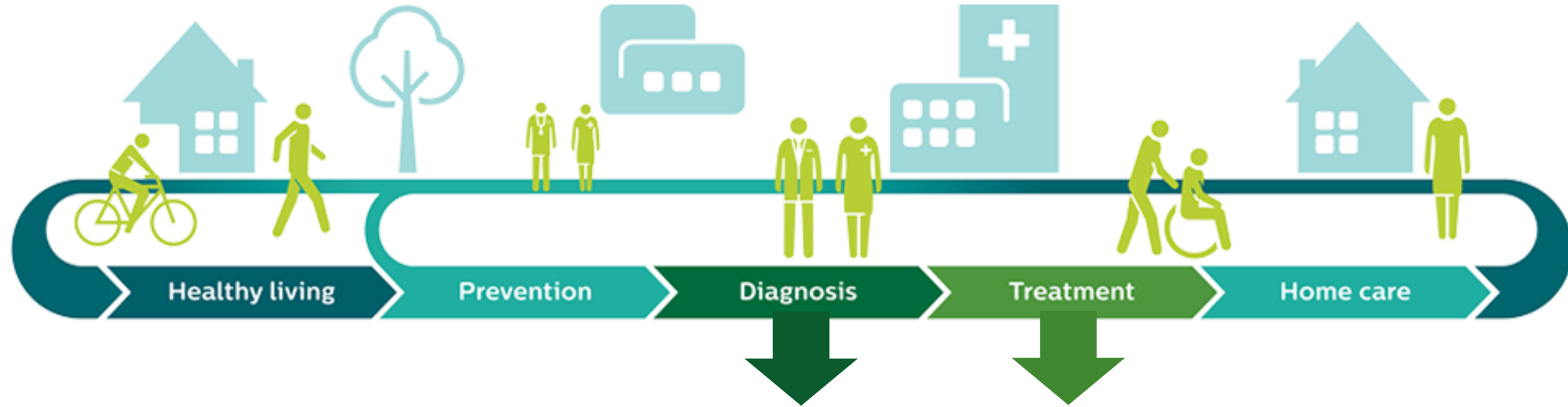
*Minimize the likelihood of providers not being able to implement necessary changes (20)*

## Consumer Decision Journey Painpoints – Consumer Health (NL, CHI)

Consumers

*Minimize the likelihood that I buy a product with false claims (18)*

# Our ODI Experience



## Patient Engagement for The Pain Diagnostics Pathway (USA)

*Radiologists, Specialists, Radiology Technologists, Hospital C-Suite*

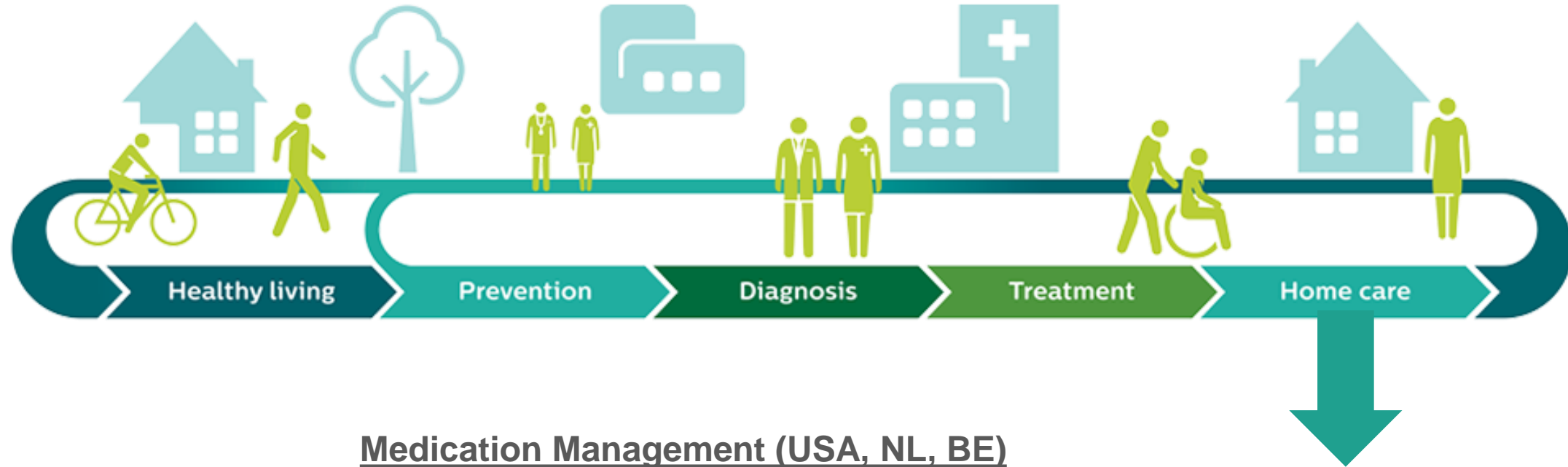
*Minimize the time it takes prior to the imaging procedure to explain the patient what will happen (15)*

## Patient Engagement for Oncology Pathways (USA)

*Oncologists, Nurses, Hospital C-Suite*

*Minimize the likelihood that during the consult the clinician thinks that the patient understands the conversation, but he doesn't (14-18)*

# Our ODI Experience



## Medication Management (USA, NL, BE)

*Patients with chronic conditions*

*Minimize the likelihood that I am unsure, whether the medication is really helping me (16)*

## Effectiveness of Primary Care Based Chronic Disease Management Programs (NL)

*General Practitioners, Nurse Practitioners, Primary Care Group Management*

*Minimize the time that the Nurse Practitioner has to spend on patients that are not likely to benefit from the program (18)*

# The Value of ODI

## More Objective Innovation Decisions

*Through Deeper Stakeholder Involvement*



Before ODI

Observe  
Observations

Discuss  
Hypothetical Needs

Vote  
Subjective Choice



With ODI

Explore Jobs  
Job Map



Interview  
Desired Outcomes



Survey  
**Customer's Choice**

# The Value of ODI




## Improved Targeting in Multi-Stakeholder Settings

### *Through Segmented Opportunity Quantification*

*Study: Patient Engagement for Oncology Pathways (USA)*




Minimize the likelihood

that during the consult the clinician thinks that the patient understands the conversation, but he doesn't.

Oncologists	IMP: 9	SAT: 3	OPP: 5 
Hospital C-Suite	IMP: 10	SAT: 2	OPP: 18 
Nurses	IMP: 10	SAT: 6	OPP: 14 

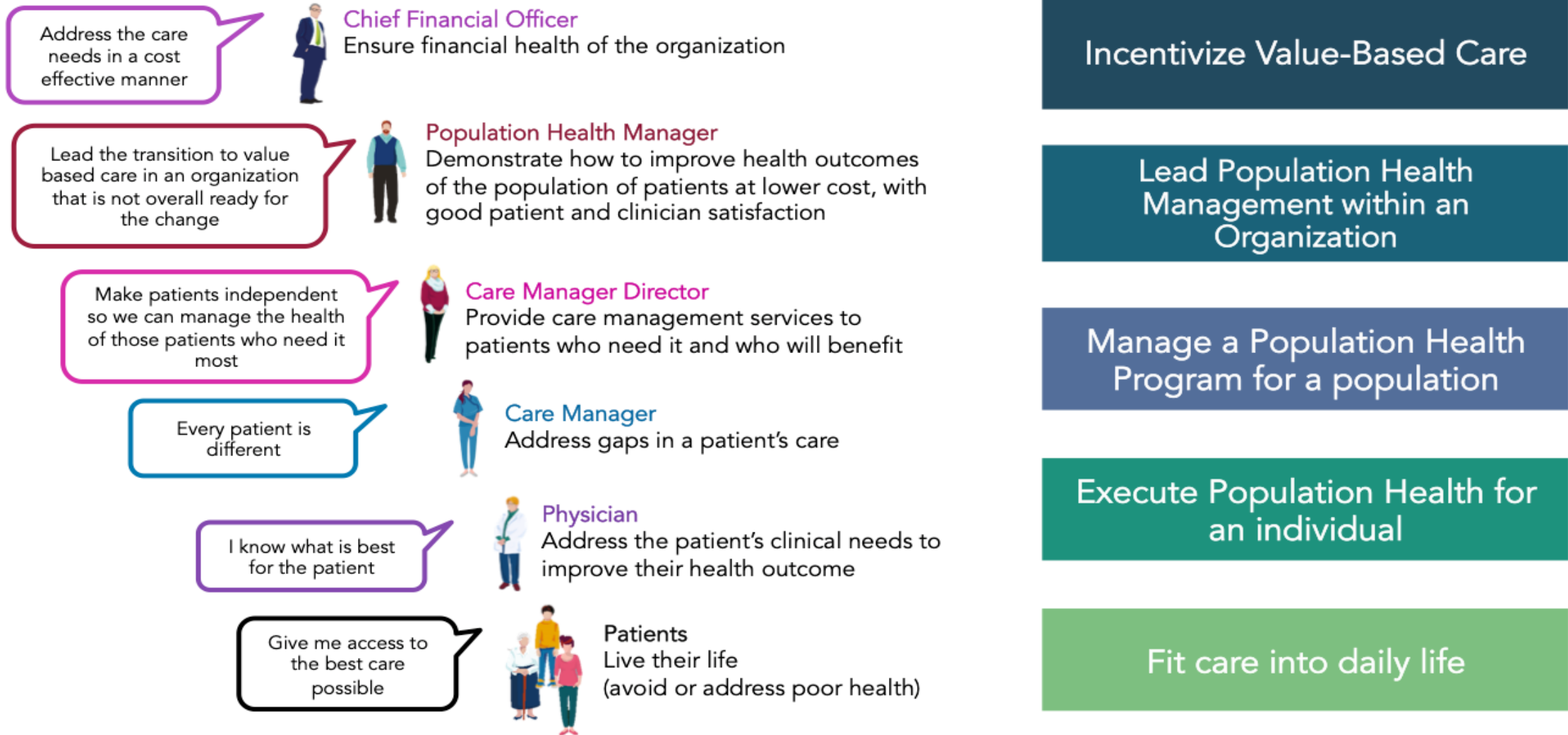
Minimize the likelihood

that informal caregivers are not given a clear and suitable role in the patient's care journey.

Oncologists	IMP: 1	SAT: 1	OPP: 1 
Hospital C-Suite	IMP: 4	SAT: 2	OPP: 6 
Nurses	IMP: 10	SAT: 0	OPP: 20 

# Population Health Management Overall JTBD

Optimize the clinical, cost and patient satisfaction of a managed population.





# The Value of ODI

## Time Efficiency

*Through Structure and Language Consistency*



**60** desired outcomes

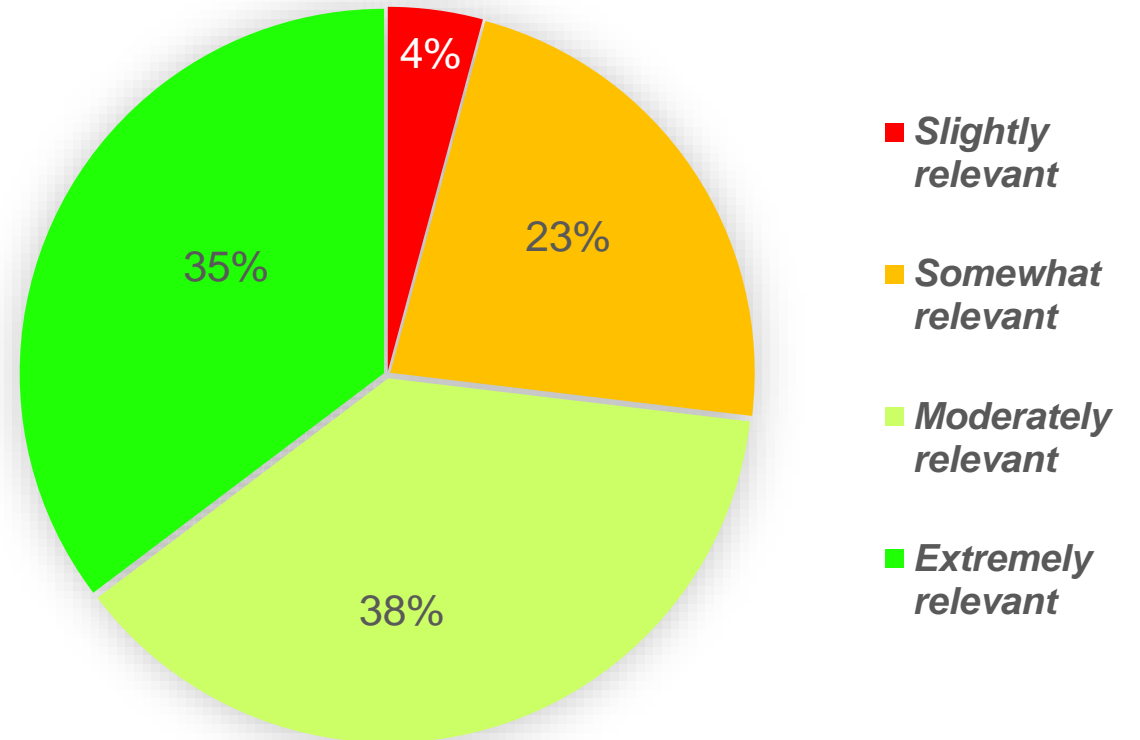


**39** min

## High Relevance

*Through Systematic Job Exploration*

How relevant were the jobs and statements that you evaluated in relation to your role (N=120)



# Points of Attention

## Initial appeal of DO formulations

*Skill and effort needed to make DO formulations sound naturally.*

## Suitability to different target groups

*How to minimize the likelihood that survey results will depend on educational level of respondents?*

## Understanding of job maps / confusion with process maps

*People are used to process maps. How to avoid misinterpretation of job maps?*

## Getting the most from the method

*The method is easy to learn, but mastering it requires ongoing training.*

