

HIMSS¹⁹ CHAMPIONS OF HEALTH UNITE

Global Conference & Exhibition
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Aligning Innovation Strategy to Overall Strategy

Session INV2, February 11, 2019

Rasu Shrestha, Chief Strategy Officer, Atrium Health (*Moderator*)

Karen Murphy, Chief Innovation Officer, Geisinger (*Panelist*)

Hiten Patel, Chief Technology and Innovation Officer, Rush University Medical Center (*Panelist*)

Conflict of Interest

Rasu Shrestha, Chief Strategy Officer, Atrium Health

Hiten Patel, Chief Technology and Innovation Officer, Rush University Medical Center

Karen Murphy, Chief Innovation Officer, Geisinger

have no real or apparent conflicts of interest to report.



Learning Objectives

- Review basic strategy concepts well enough to align innovation strategies to succeed
- Recognize key strategy drivers (people, revenue, and cost) to better align projects to key drivers
- Identify when and how to ask for help, whether internal or external
- Discuss how to prioritize your projects and tackle organizational pushback, both passive (structural) and active
- Consider how you might rapidly accelerate your success by incorporating new processes



Meet The Panel



Rasu Shrestha
Chief Strategy Officer,
Atrium Health (Moderator)



Hiten Patel
Chief Technology and Innovation Officer,
Rush University Medical Center



Karen Murphy
Chief Innovation Officer, *Geisinger*

Atrium Health

- Located in **North and South Carolina**
- 10 **Nationally Ranked** Clinical Programs (U.S. News)
- **65,000+** Teammates
- **46** Hospitals
- **3,000+** Physicians, **16,000+** Nurses
- **\$2.03B** in Community Investment
- Achieved **Stage 7** EMRAM in acute and ambulatory environments



Rush University Medical Center

- Located in **Chicago, IL**
- **7 Nationally Ranked** Clinical Programs (U.S. News)
- **2,024** Active Medical Staff
- **2,078** Current Students
- **11,709** Full Time Staff
- **1000+** Staffed Beds
- **\$124 M** Annual Research Revenue
- Achieved **Stage 7** on the O-EMRAM Model



Geisinger Medical Center

- Located in **Pennsylvania and New Jersey**
- Recognized as one of **top 100** great hospitals in the country (Becker's)
- **11** Acute Care Hospitals
- **253** Primary Care & Specialty Care Sites
- **500,000** Geisinger Health Plan members
- **485** Geisinger Commonwealth Medical College students
- Achieved **Stage 7** on the EMRAM & O-EMRAM models



Geisinger



Do You Have a Process Around Innovation?

A. Yes

B. No

C. Unsure

D. I'm here to figure out what it should be!



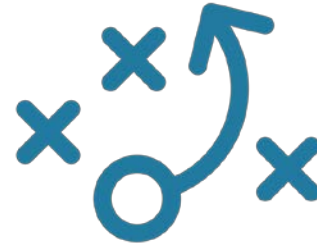
Where are Your Innovation Efforts Focused?

- A. Internally
- B. Externally
- C. Both
- D. Unsure



How Aligned is Your Innovation Strategy to Your Enterprise Strategy?

- A. Closely Aligned
- B. Loosely Aligned
- C. Not Aligned
- D. Unsure/Don't know



What Are Your Goals in Tracking ROI for Your Innovation Program?

A. Internal Value Generation

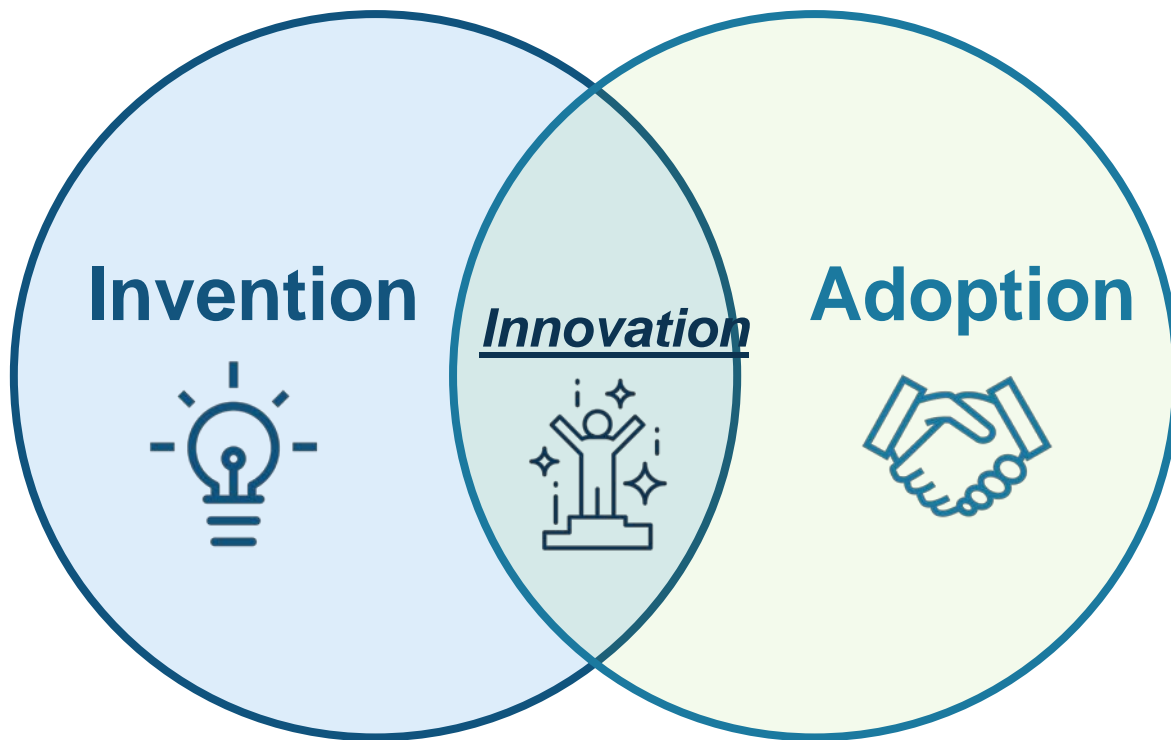
B. Revenue Generation

C. Culture

D. Other



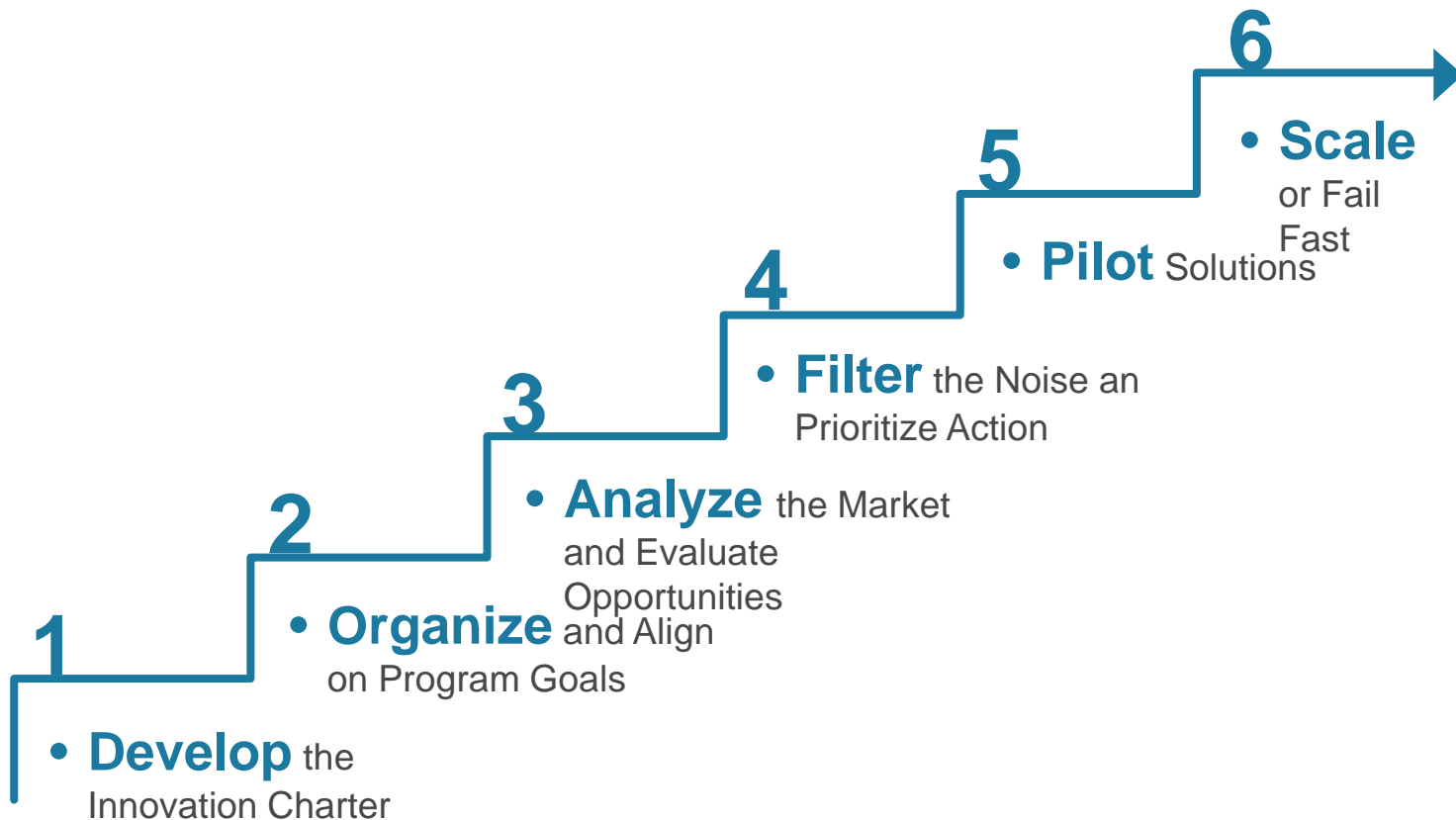
Innovation is *Invention* Adopted

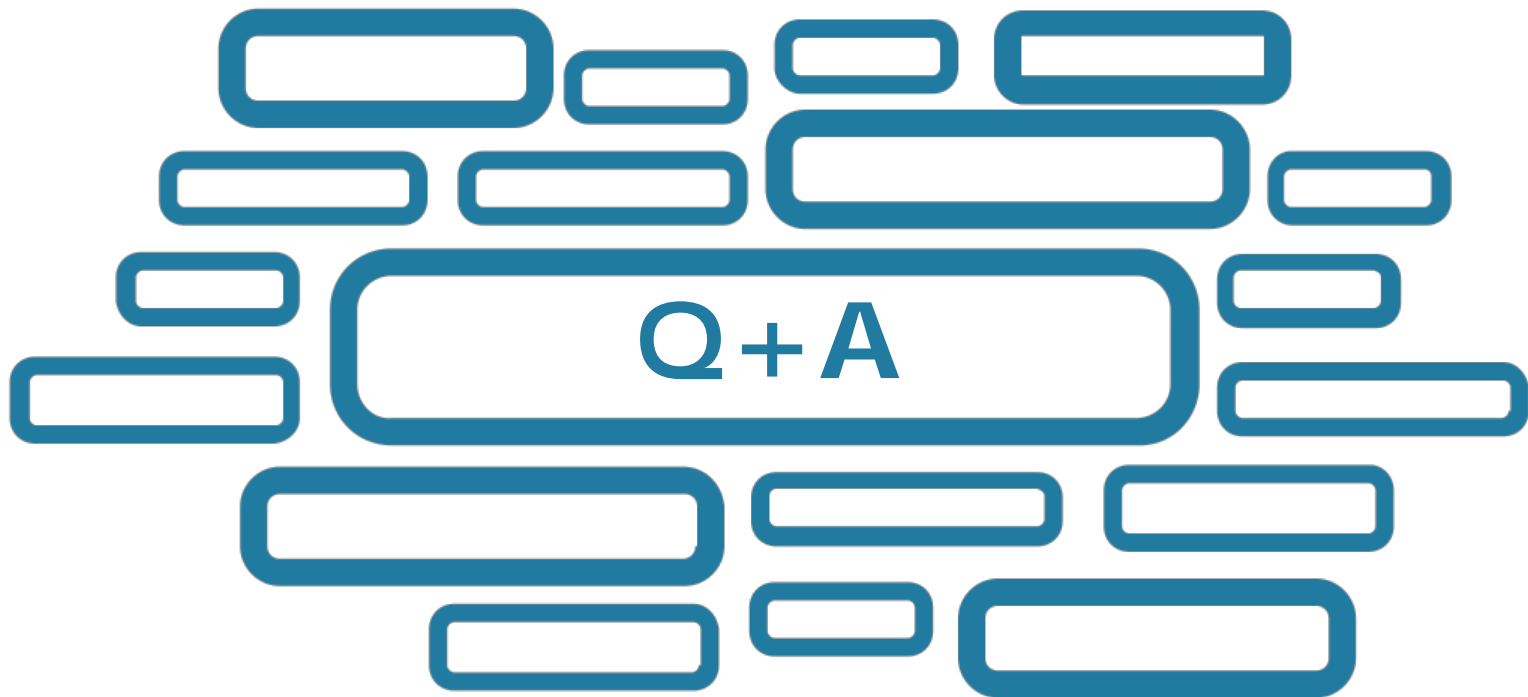


If You've Seen One Innovation Center... You've Seen One Innovation Center



Putting a Process Behind Innovation





Q+A



Rasu Shrestha
Chief Strategy Officer,
Atrium Health (Moderator)
@RasuShrestha



Hiten Patel
Chief Technology and Innovation Officer,
Rush University Medical Center
@RushMedical



Karen Murphy
Chief Innovation Officer, *Geisinger*
@GeisingerHealth



Thank You!

Please remember to fill out a session survey!



Rasu Shrestha
Chief Strategy Officer,
Atrium Health (Moderator)
@RasuShrestha



Hiten Patel
Chief Technology and Innovation Officer,
Rush University Medical Center
@RushMedical



Karen Murphy
Chief Innovation Officer, *Geisinger*
@GeisingerHealth