Health care is changing fast and no setting is being affected more than the PA/LTC setting. Stakeholders are demanding high quality, and so are patients and their families. In the context of these changes and funding constraints, the value of innovation and implementation has been amplified. Last year, the Society conducted an Innovations Forum that provided members a platform to voice their ideas around the Society’s role in PA/LTC innovations. The message was clear: the Society needs to be the leader in PA/LTC innovation and change. In response, the Board of Directors nominated the Innovations Platform Advisory Committee (IPAC) that consists of clinicians, entrepreneurs, and academicians to promote the Society as an innovations leader in the PA/LTC setting. In this session, IPAC leaders will provide an overview of the IPAC charter and initial projects undertaken by the group. The session will also invite several PA/LTC innovators to present their work to the audience who will then select the two winners of the first ever Society Innovations Challenge.

Learning Objectives
- Describe the Innovations Platform Advisory Committee (IPAC) Charter for AMDA Innovations.
- Discuss next steps to incorporate Innovations in to AMDA's culture.
- Review finalists selected by the IPAC to compete in the Shark Tank competition.

Presenter(s): Arif Nazir, MD, CMD; Cari Levy, MD, PhD, CMD; Charles deVilmorin, MA; Christopher Laxton, CAE

Presenter(s) Disclosures: Arif Nazir, MD, CMD: Has a financial disclosure; Signature HealthCARE: CMO Full time Employment; SHC Medical Partners: President; Charles deVilmorin, MA: Has a financial disclosure; Linked Senior: CEO; All other speakers have reported they have no relevant financial relationships to disclose.
Success Needs Failure: AMDA Innovations to Promote Exciting Experimentation

Arif Nazir, MD, CMD CMO Signature Health
Chris Laxton, Executive Director of AMDA
Charles de Vilmorin, CEO of Linked Senior
Cari Levy, MD, PhD, CMD University of Colorado & Denver VAMC

Learning Objectives

By the end of the session, participants will be able to:
- List the components of innovation success
- Learn about the Innovations Platform Advisory Committee (IPAC) Charter for AMDA Innovations
- Describe next concrete steps to incorporate Innovations in AMDA’s culture
- Learn about the projects of five selected finalists selected by the IPAC

AMDA Innovations Report from Chair

- 2015: AMDA begins a new strategy cycle; “Technology and Innovation” is added as a new strategic goal
- 2016: Board appoints a working group on technology & innovation (clinicians, entrepreneurs, and academics)
  - Key activity is the development of an innovation intensive session at the 2017 Annual Meeting, along with a Technology Showcase in the exhibit hall

Results from 2017 Innovations Forum

- A facilitated Consultancy Model was used
- Attendees described themselves as primarily: clinicians (23), Entrepreneurs (12), Faculty (13)
- Problem Statement used:
  “What could be the BEST platform to promote Society as Innovations leader in the post-acute and long-term care setting?”

Innovations Workgroup Key Activities:

- Innovation intensive session at the 2017 Annual Meeting, along with a Technology Showcase in the exhibit hall
- Innovation Forum at the March 2017 meeting

Speaker Disclosures

- Arif Nazir is the Chief Medical Officer for Signature HealthCARE and the co-founder of CareAscend Application
- Charles de Vilmorin is the CEO & Co-founder at Linked Senior, Inc
- Cari Levy has no disclosures to report.
- Chris Laxton has no disclosures to report.
Solutions presented (30 unique)

- Collaborations with others for solutions (8)
- Tech, academic, patient/family, other associations, interdisciplinary
- Unique platforms (8)
- Hackathons, shark tank, promote startups, incubator for solutions
- Communication platforms (5)
- Evidence-based knowledge exchange (4)
- New carepaths/best practices (2)
- Website based readily available resources for field (1)
- Best practices competition among members (1)

Innovations Platform Advisory Council

- 2017: Board appoints the Innovation Platform Advisory Committee (IPAC)
  - Academics, physicians, nursing leaders, entrepreneurs, business leaders and other collaborators
- 2018
  - Active development of projects

Key goals of our innovation panel

- Locate, develop and/or adapt technology and other solutions to key nursing home clinician challenges
- Incubate new businesses based on these solutions or others
- Develop new lines of revenue for our Society
- Create capacity to showcase innovations within our community of clinicians and settings of care
- Raise visibility for/promote a culture of innovation within the Society and the larger community

AMDA IPAC Roster

- Arif Nazir, Chair
- Cari Levy, Co-Chair
- Chris Laxton, AMDA E.D.
- Steve Handler
- Debra Bakerjian
- Rod Baird
- Sarah Thomas
- Liz Jensen
- Charles de Vilmorin
- Adam Sobol
- Noah Kreider
- Bianca Stern
- Rob Schreiber
- Paul Katz
- Sabine Von Preyss Friedman

**“This really is an innovative approach, but I’m afraid we can’t consider it. It’s never been done before.”**
First, a definition*

- **Innovation** means **making meaningful change** to improve your organization’s services, programs, processes, operations, delivery model, and business model, with the purpose of **creating new value** for stakeholders.
- Innovation is a **discipline** requiring leadership, organizational capacity, and defined processes to be successful.

Innovation is not …

- Incremental change or improvement
- “Skunk works”
- Synonymous with creativity
- Arbitrary or unintentional
- Hostile to process or structure
- Self-actualizing or self-sustaining

Components of innovation success

- To flourish in organizations, innovation requires a **supportive environment**, and processes for understanding and identifying **strategic opportunities** and the pursuit of **intelligent risk**.
- A supportive environment is one in which there is a culture that supports innovation – i.e., one that tolerates or encourages risk and “fast failure” – and one that supports an “innovation ecosystem.”

Strategic opportunities/Intelligent risk

- Strategic opportunities are prospects for **solving challenges** through new or re-engineered services, processes, business models (including strategic alliances), or markets.
- Intelligent risk involves opportunities for which the **potential gain outweighs the potential harm** or loss to the organization’s future success if leaders do not explore them.

Steps to innovation success*

- Pursue and Leverage Inflection Points
  - A positive inflection point shifts market circumstances decisively in your favor.
- Build Innovation Capacity
  - Strong innovation leaders cultivate the people and environment that provide the necessary foundation of leadership, talent, and idea management.

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*Baldrige Performance Excellence Program, [www.nist.gov/baldrige](http://www.nist.gov/baldrige)*

*Seth Kahan, Getting Innovation Right, [https://visionaryleadership.com/getting-innovation-right-strategies](https://visionaryleadership.com/getting-innovation-right-strategies)*
Steps to innovation success

• Collect Intelligence
  • Innovations arise from a sea of information about products, services, customers, competitors, and internal capabilities.

• Shift Perspective
  • In order to see new opportunity you must be able to get out of your own box.

• Exploit Disruption
  • Disruption is part of business. Successful leaders identify the opportunity embedded in adverse conditions.

• Generate New Value
  • Skillful innovators understand what drives value, what it looks like to customers and other stakeholders, and how to generate it by delivering something more, better, or new.

• Drive Innovation Uptake
  • Every stage of your innovation holds opportunity to engage the people most interested in your offerings.

Ethical Behavior; Conflicts of Interest

• Executive Director charged with overseeing COIs
• Disclosure is the first requirement
  • All panelists vetted and individual interests disclosed
  • Opportunity at each meeting to provide additional disclosures
• Those with interests in a specific project are recused
• Expectation that panelists will respect ethical terms of engagement
• When needed, additional documents are executed
  • NDAs, MOUs, etc.

Loneliness, boredom and helplessness are the three plagues of nursing homes – Dr Bill Thomas
IPAC Projects
- CareAscend - Application based Physician Engagement Program
- Innovations podcast - “Know On The Go”
- Innovation facilitation platform
- Quarterly column in Caring for the Ages
- 2018 Annual Conference activities:
  - Innovation intensive w/ Shark tank competition
  - Technology showcase
  - Innovation keynote address

Shark Tank Process
- ST Subcommittee is formed
  - Sarah Thomas: Title
  - Steve Handler
  - Charles DeVilmorin
  - Arif Nazir
- AMDA Shark Tank website is created
- Subcommittee sets ST submission and judging processes
- ST winner prize package is approved

Shark Tank Process
- 19 submissions are received in 3 categories:
  - Device, System, technology
- Initial review to assure applicants:
  - Have a true innovation
  - Aligned with AMDA vision
- 12 applicants submit detailed information
- 4 finalists are here for the ST competition

Introduction to ST Finalists

ST Competition Today: Ground Rules
- Our judges
- Judging rubric for judges and audience
- Each team has 5 minutes to present
- 3 minutes for Q and A by judges/ audience
- Voting process
- Feedback by judges to finalists
- 2 winners announced on Sunday general session

Let the Games Begin!