

**AIMM E3 Learning Collaborative
Marketing Your Innovation**

March 8, 2018

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Alliance for Integrated
Medication Management

A Special Thank You!

For Supporting the AIMM E3 Learning Collaborative



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Agenda for Today's Call

- Presentation
 - The importance of marketing your innovation
 - Ways to market your innovation
- Team Sharing
 - Examples from the Teams
 - Challenges and Successes with Getting Your Message Out
- Upcoming Events/Next Action Cycle



Please be thinking about the following questions:

What are examples of successes we have experienced in our efforts to "market" our innovation?

What are examples of challenges we have faced in our efforts to market our innovation?



Forbes

Forbes
**QUOTE OF
THE DAY**

"You can't predict when or where inspiration will strike. Even the smallest day-to-day decisions we make might serve as stepping stones for future innovation."

ISABEL E. SPINA
VICE PRESIDENT, ENTERPRISE
AND INTELLECTUAL



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Marketing Your Innovation

Because the purpose of business is to create a customer, the business enterprise has two — and only two — basic functions: marketing and innovation.

Peter Drucker



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Elements of Marketing an Innovation

- Create or confirm a case for change
- Talk about innovation in terms of tangible results to help create a better future
- Provide a step-wise approach to getting to these results and make the journey credible through anecdotes, past successes and even visualizing the story.

<http://www.innovationmanagement.se/intool-articles/how-do-you-define-innovation-and-make-it-practical-and-saleable-to-senior-management/>



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Marketing and Innovation Must Work Together

- Innovation is really the first requirement. Even the best marketing is only as effective as the differentiated, discernible quality and added-value of your “product.”
- Marketing consists of the business tools that are available for you to use to effectively communicate your unique, superior and innovative value.
- Neither really works without the other. If you are truly unique and innovative but you can't or don't tell you story powerfully and effectively, your innovation will languish.

<https://hirschhealthconsulting.com/marketing-and-innovation-15-success-tips-for-healthcare/>



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There are many ways that a healthcare organization can innovate.

- Offer a **new technology** that is unique to the industry
- Create a **new, more effective process** for delivery of a healthcare service
- Develop a **new and superior intervention** for an optimal patient experience
- Conduct **innovative research** to test a hypothesis and publish results
- Introduce a **unique healthcare product, service or service line** that is not offered by your competitors



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Poll:

How would you classify your innovation?
(pick the one that most closely *matches*)

- A. Offering a **new technology** that is unique to the industry
- B. Creating a **new, more effective process** for delivery of an existing healthcare service
- C. Developing a **new and superior intervention** for an optimal patient experience
- D. Conducting **innovative research** to test a hypothesis and publish results
- E. Introducing a **unique healthcare product, service or service line** that is not offered by your competitors



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Communication Channels to Market Your Innovation

- **Your Website** – communicate each innovation on its own unique landing page on your site but also feature your innovations wherever it makes sense on other pages on your site.
- **Videos** – create educational videos on each innovation but also create patient testimonial videos from beneficiaries of your innovation. Post on your website, on your YouTube channel, on social media venues.
- **Local Media** – Pitch human interest stories to your local media to get articles and interviews. Local media outlets always want to promote new innovations available in their communities.



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Indirect Marketing Opportunities

- **Awards and Recognition** – Generate opportunities to be recognized by peers and others in the professional community
- **Engage professional organizations** – Volunteer or submit for presentations, panel discussions
- **Blog entries** – Write a blog post for your website or a stakeholder organizations

AIMM Leadership Blog



Setting the Medications Right: Improving Health Outcomes through Pharmacist Encounters (IHOPE)
(2/14/2014)

The A3 Collaborative has provided an excellent structure for the IHOPE project, with deliverables to keep the team on task. The learning coach sets up monthly appointments and listens to the ideas you have and then offers recommendations for approaching or improvement on those ideas. The value gained from A3 is the connection with and sharing of ideas across the network of pharmacists, nationwide, who become your colleagues and extended team. We are all working on projects that are relevant to pharmacy, but we may be at different points along the journey.



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“Side Effects” of Marketing Activities

CREATES CREDIBILITY

SETS A NEW STANDARD

SUPPORTS SPREAD

BRINGS RECOGNITION VALUE TO
ORGANIZATION

CELEBRATES TEAM ACCOMPLISHMENTS



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Team Examples of Performance

Please be thinking about the
following question:

***Given what you're hearing, what is one
thing you would add to expand your
marketing efforts?***



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merrimack valley magazine



George Lewis and his health coach Evelyn Peralta. Courtesy photo.

Home Health VNA's Complex Care Management Program (excerpted from a full story in the *March/April 2017* print issue)

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2017 ANNUAL REPORT

Hampton Roads Care Transition Project Wins National Award

Address on August 1, 2017 to 1,000 health care professionals.

THE CENTER FOR AGING: During the opening session of the 42nd Annual Conference of the National Association of Area Agencies on Aging (NAAA) and Title VI Native American aging programs that have implemented successful initiatives to support older adults, people with disabilities, and family caregivers. Honorees shared best practices with an audience of 1,000 Aging Network leaders at the conference.

AWARDS

Inside Business Health Care Hero for Hampton Roads Care Transition Program

In partnership with Sentara Healthcare, Southampton Memorial Hospital, and Hampton University School of Pharmacy, Senior Services was honored as a Health Care Hero by Inside Business for the agency's Hampton Roads Care Transition Program. The program aims to improve the quality of care for patients over 60 as they transition from the hospital to home.

n4a Aging Achievement Award for Hampton Roads Care Transition Program

In 2017, Senior Services received an Aging Achievement award from the National Association of Area Agencies on Aging during its Awards in Aging founding conference in Savannah, Georgia. The awards program, supported by WellCare, recognizes Area Agencies on Aging (AAAAs) and Title VI Native American aging programs that have implemented successful initiatives to support older adults, people with disabilities, and family caregivers. Honorees shared best practices with an audience of 1,000 Aging Network leaders at the conference.

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Academic Pharmacy NOW

The Next Chapter of the American Association of Colleges of Pharmacy



Hitting the Target

Pharmacy interventions have a triple aim to improve care, reduce costs, and improve health through better care management. 3

American Association of Colleges of Pharmacy **AACP**

Member Since 1966
 Leadership in the Curriculum & AACP Joint the World for Science 19

Smooth Moves

While researching transitions of care during her sabbatical a few years ago, Dr. Judith Krusteller, professor of pharmacy practice at the Wilkes University Nesbitt School of Pharmacy, realized that pharmacists could play a bigger role in reducing hospital readmissions. "I saw an opportunity for pharmacists to improve care during transitions and I saw a lot of problems with medication management as patients transition from hospital to home," Krusteller said. "I thought that pharmacists could have a positive role during that transition, so I even beyond that, for patients with chronic disease to optimize medication management and keep them out of the hospital."

Last fall she and Dr. Don Manning, a fellow pharmacy professor at Wilkes, received a three-year, \$50,000 grant from the Cardinal Health Foundation to help improve patient medication use and ease the transition from hospital to home. They're developing a model where hospitals and community pharmacies can work together to provide care as patients experience this transition. "We are exploring ways to develop a process that is efficient, effective and sustainable," she noted.

Community Impact

"I thought that pharmacists could have a positive role during that transition, and even beyond that, for patients with chronic disease to optimize medication management and keep them out of the hospital."

— Dr. Judith Krusteller

JPPT

The Journal of Pediatric Pharmacology and Therapeutics

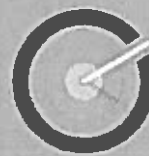
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The Journal of Pediatric Pharmacology and Therapeutics
Development of a pharmacist-nurse navigation pediatric discharge program.
Accepted for Publication!

QUALITY & SAFETY

IN CHILDREN'S HEALTH CONFERENCE

MARCH 6-7, 2018 • SAN DIEGO



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Nemours

Alfred I. duPont Hospital for Children

Reflection/Team Discussion:

- ***What have you done to market your innovation internally or externally?***
- ***Given what you've heard, what is one thing you would add to expand your marketing efforts?***



E3 Collaborative Feedback Survey

- Provide feedback on content and format of collaborative activities
 - monthly webinars
 - live events
 - coaching calls
- Provide feedback on agenda for Year 3
- Provide feedback on value of participation



Next AIMM E3 Action Learning Cycle

Action Item	Description
Complete E3 Collaborative Feedback Survey	<ul style="list-style-type: none"> • Due March 29, 2018
Identify ways to market your innovation internally and externally	<ul style="list-style-type: none"> • Commit to market your work to one internal and one external stakeholder
Begin to identify venues to share your results	<ul style="list-style-type: none"> • Review your results and displaying results • Brainstorm and identify potential venues to share results



Upcoming Events



E3 Pacing Event

**Team Celebration:
Virginia Mason
Heart 2 Heart Program
May 10, 2018
Noon-1 PM EDT**



Closing Comments

- Thank you for joining us today!

