



Can I start with ideation, add innovation management, and gradually transition to a more open innovation environment?

Next Generation Innovation – What Does it Mean to Me as a Practitioner?

***David Burns & Alf Martin Johansen, Induct Software
IM Channel One, October 13, 2011***

Government plans

United States Government Accountability Office
GAO Report to Congressional Addressees

March 2011
Opportunities to Reduce Potential Duplication in Government Programs, Save Tax Dollars, and Enhance Revenue



GAO-11-318SP

Global sustainability challenges



Corporate objectives

Finance		Process		Offering			Delivery		
Business model	Networking	Enabling process	Core proces	Product performance	Product system	Service	Channel	Brand	Customer experience

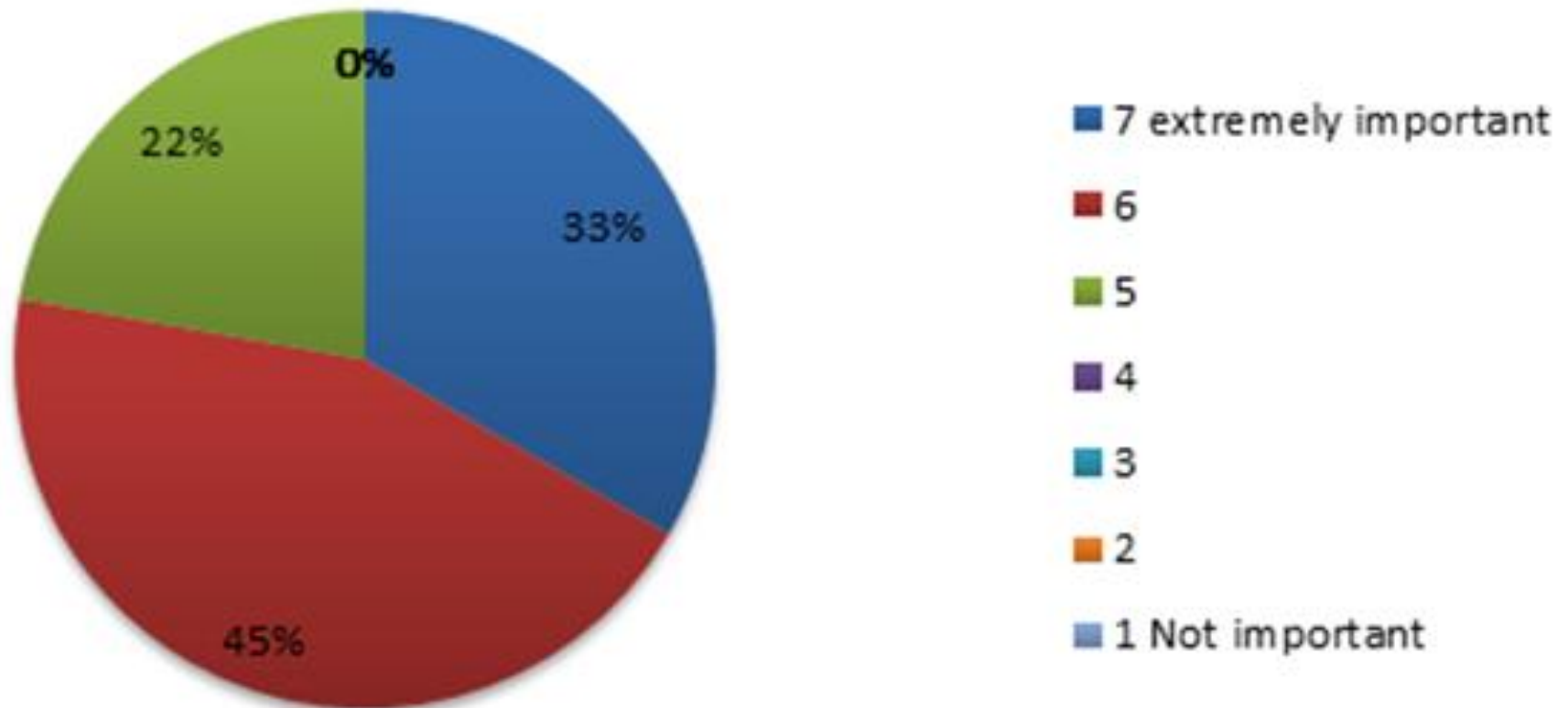
Personal motives



You Feel It is Important to Have Customer Involvement in Your Process

Induct

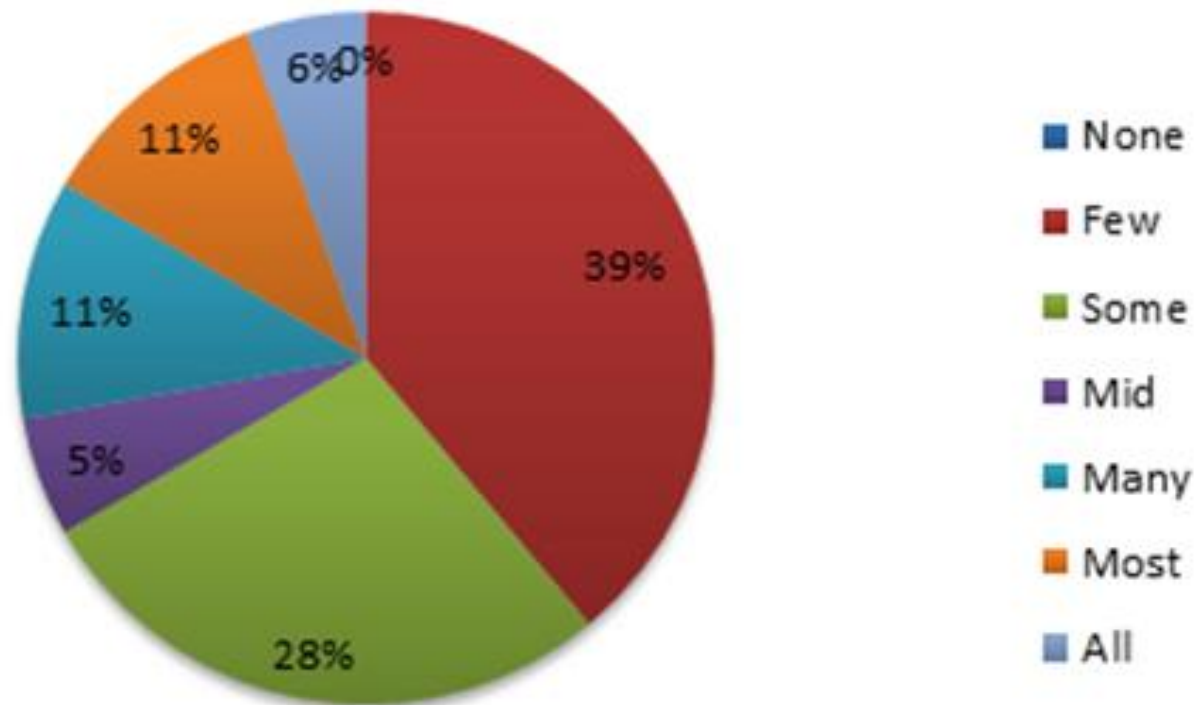
1) In your personal opinion, how important is it to involve your customers in co-creation of your products or services?



Opportunity Exists to Increase the Amount of Customer Involvement in Your Process

Induct

2) How many of your customers are invited to co-create your products or services?



Because your job is to...

...our agenda today is:

1. Understand innovation challenges

2. Recommend scope and solution

➤ ***Open Innovation Example***

3. Facilitate people and projects

➤ ***Solution Requirements***

4. Find success stories

5. Create next practice

➤ ***Recommendations For
Open Innovation Journey***

Problem With Every Large Complex Company, Government, And Organization...

Induct



“Re-inventing the Wheel” Because of Duplicated Effort; Lack of Coordination Between Entities

Induct

GAO

United States Government Accountability Office

Report to Congressional Addressees

March 2011

Opportunities to Reduce Potential Duplication in Government Programs, Save Tax Dollars, and Enhance Revenue



GAO-11-318SP

“In my view there is a serious lack of coordination between hospitals and primary health care. There is a lack of coordination in all segments of the health care services. There is insufficient contact between municipalities and the hospitals; between the municipalities; within the municipalities; and within the hospitals. This needs to be addressed.”

Bjarne Hakon Hanssen
Norway's former Minister of Health and Social Affairs

Healthcare example – step 2 of 6:

The Challenge of Merging Three Hospitals in Oslo

Induct



Prof. Kari Kværner
MD, Ph.D
Director of Innovation



MINISTRY OF
HEALTH AND CARE SERVICES



Share Experiences and Ideas (Open Innovation)

Technology Platform:

- Open innovation
- Project management
- Document handling
- Data Sharing



Healthcare example – step 4 of 6: Creating an Open Healthcare Innovation Zone

Induct

Facts

- 3 nations
- 43 000 employees
- 2 million patients

Focus:

- Best practices and success factors
- Customer and employee driven
- Innovation clinics

Results:

- Patent revenues
- Cost savings
- Patient experience



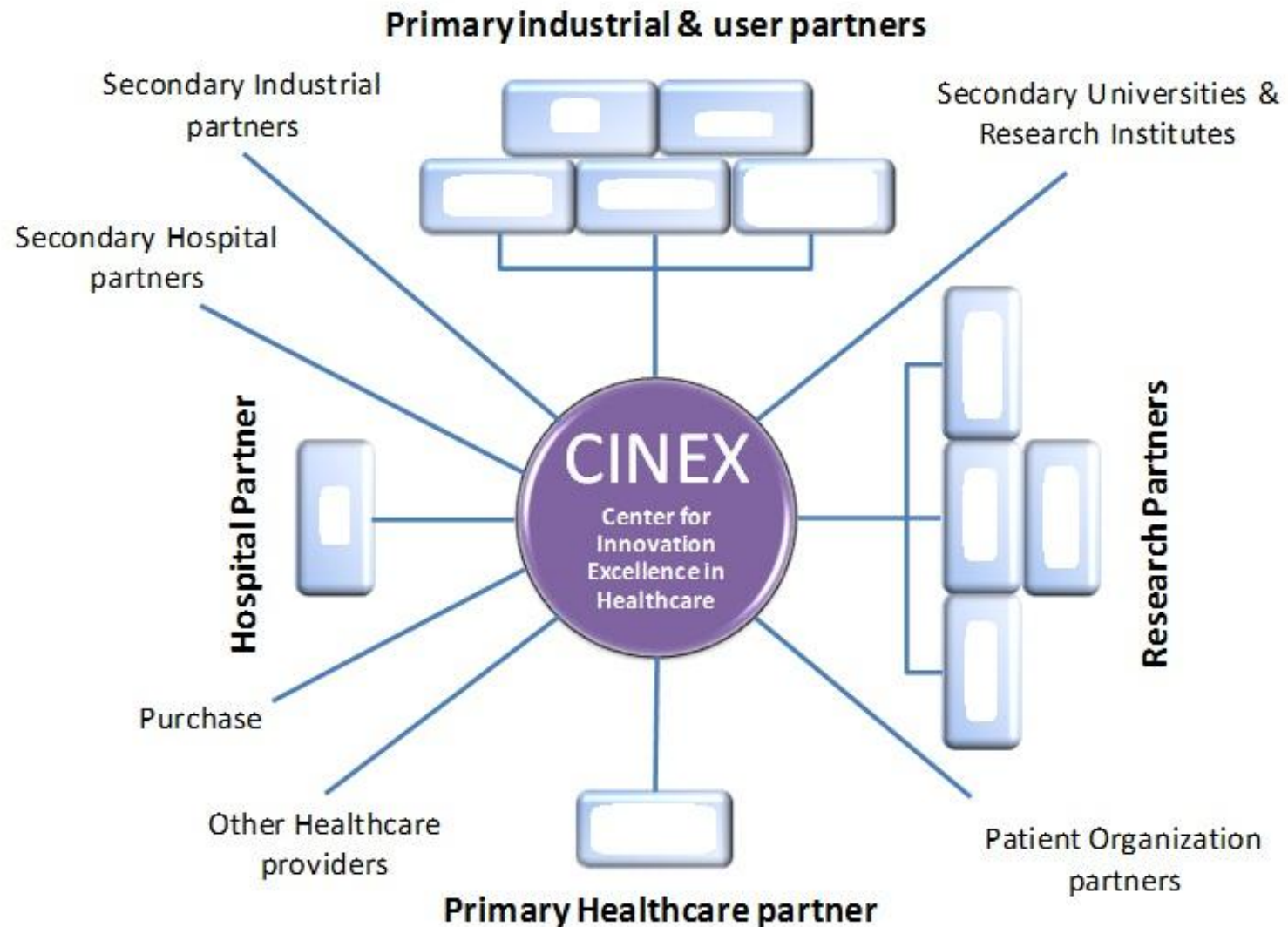
MINISTRY OF
HEALTH AND CARE SERVICES

KASK INNOVATION



Healthcare example – step 5 of 6: Including all Stakeholders to Build Innovation Excellence

Induct



Healthcare example – step 6 of 6: Using Innovation Management Software to Collaborate

Induct

[Logg inn](#) [Registrer deg](#)

 **Oslo universitetssykehus**

 23 02 70 23

 idepoliklinikken@ous-hf.no

 Ullevål sykehus, Bygg 2H, 2. etasje

[Om oss ▶](#)

[Blogg ▶](#)

[Videoer ▶](#)

Idépoliklinikken

Din idé gir verdi!

Pasienter og pårørende

Ansatte

Næringsliv

Har du en idé om hvordan Oslo universitetssykehus kan bli bedre?

Skriv inn en tittel for ideen din

Beskriv din idé

Hvorfor må jeg oppgi kontaktinformasjon?

Din e-post

Ditt navn

Ditt telefonnummer

Klikk på **eplet**

Dette for at vi skal unngå søppelpost

Send ▶

Gi dine innspill til andres ideer og utfordringer

Idésøk ▶

Et utvalg ideer

Sponsing av "unyttige" ting
Oppdatert 28.09.2011. Innmeldt av Ingrid DeLong

Minnepinne med medisinske opplysninger
Oppdatert 27.09.2011. Innmeldt av Alexander Hoogeboom

Kompetanseheving på CT Caput
Oppdatert 26.09.2011. Innmeldt av Kristin Livelten Heggen

OUS-Bruktmarked
Oppdatert 26.09.2011. Innmeldt av Nicolai Harsem

Pasientkurver
Oppdatert 26.09.2011. Innmeldt av Katrine Andersen

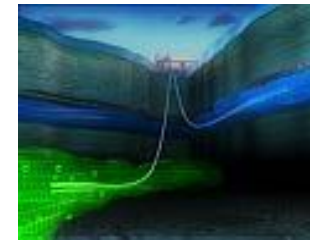
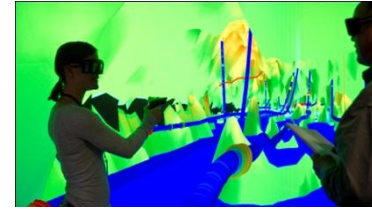
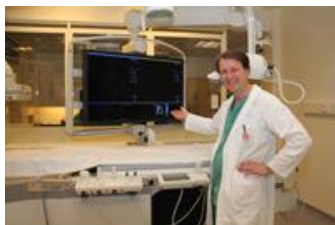
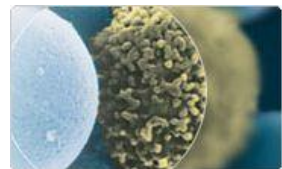
Pas ID med EAN-kode
Oppdatert 26.09.2011. Innmeldt av Ingrid DeLong

Ventetid og køsystem ved prøvetaking
Oppdatert 26.09.2011. Innmeldt av Eva Grønn

ALMAS HUS - simuleringsleilighet
Oppdatert 21.09.2011. Innmeldt av Idépoliklinikken

Dagsparkeringskort

What are you using to manage innovation?



How Far Have We Really Come?


Induct



Findings From Interviews and Research Projects Induct





10 types of innovation: move beyond products to win

1. Business model 
how the enterprise makes money

2. Networking
enterprise's structure/
value chain


5. Product performance 
basic features, performance and functionality

6. Product system 
extended system that surrounds an offering

7. Service 
how you service your customers

Finance

Business
model

Networking

Process

Enabling
process

Core
process

Offering

Product
performance

Product
system

Service

Delivery


Channel

Brand


Customer
experience

3. Enabling process
assembled capabilities

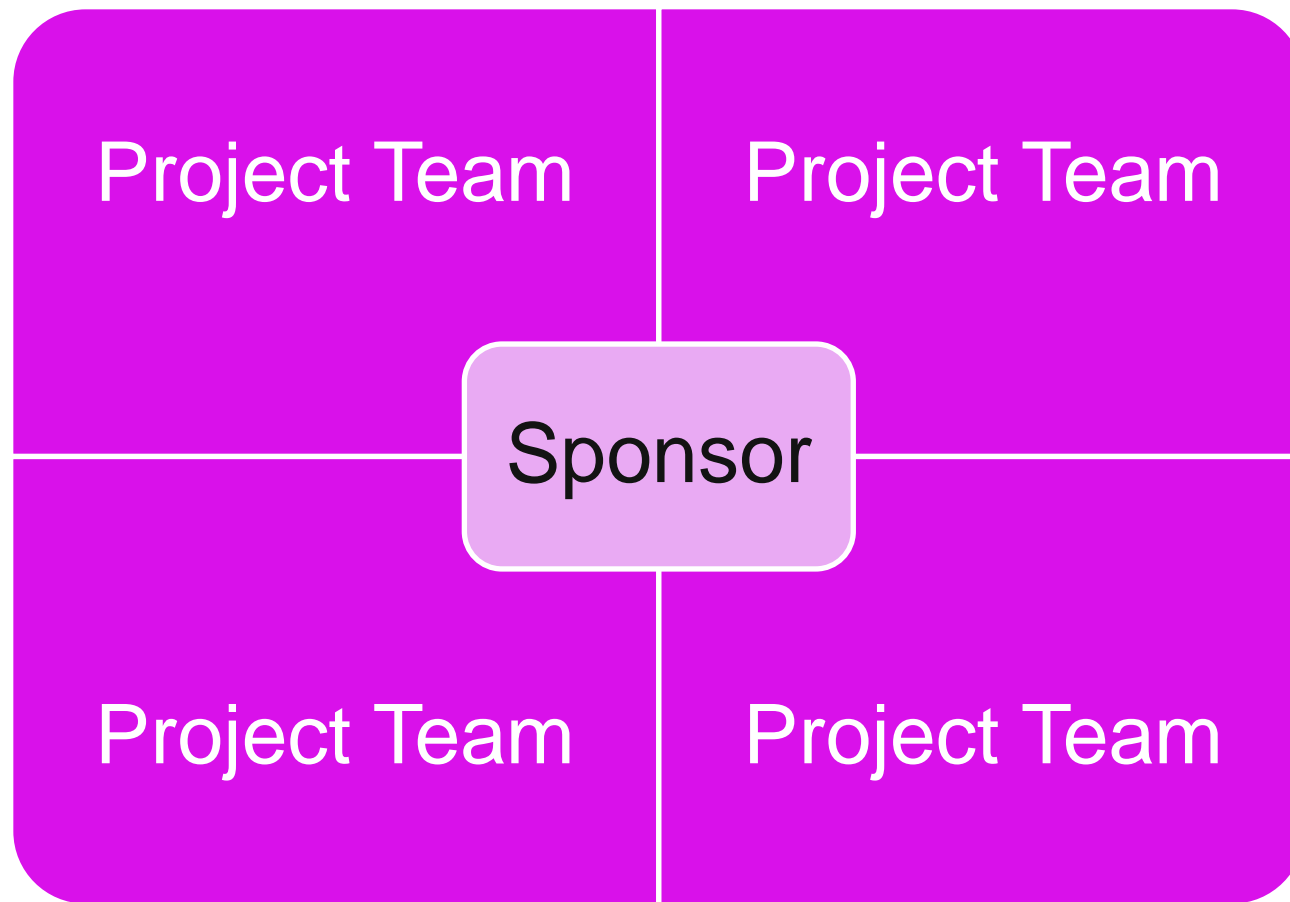

4. Core process
proprietary processes that add value

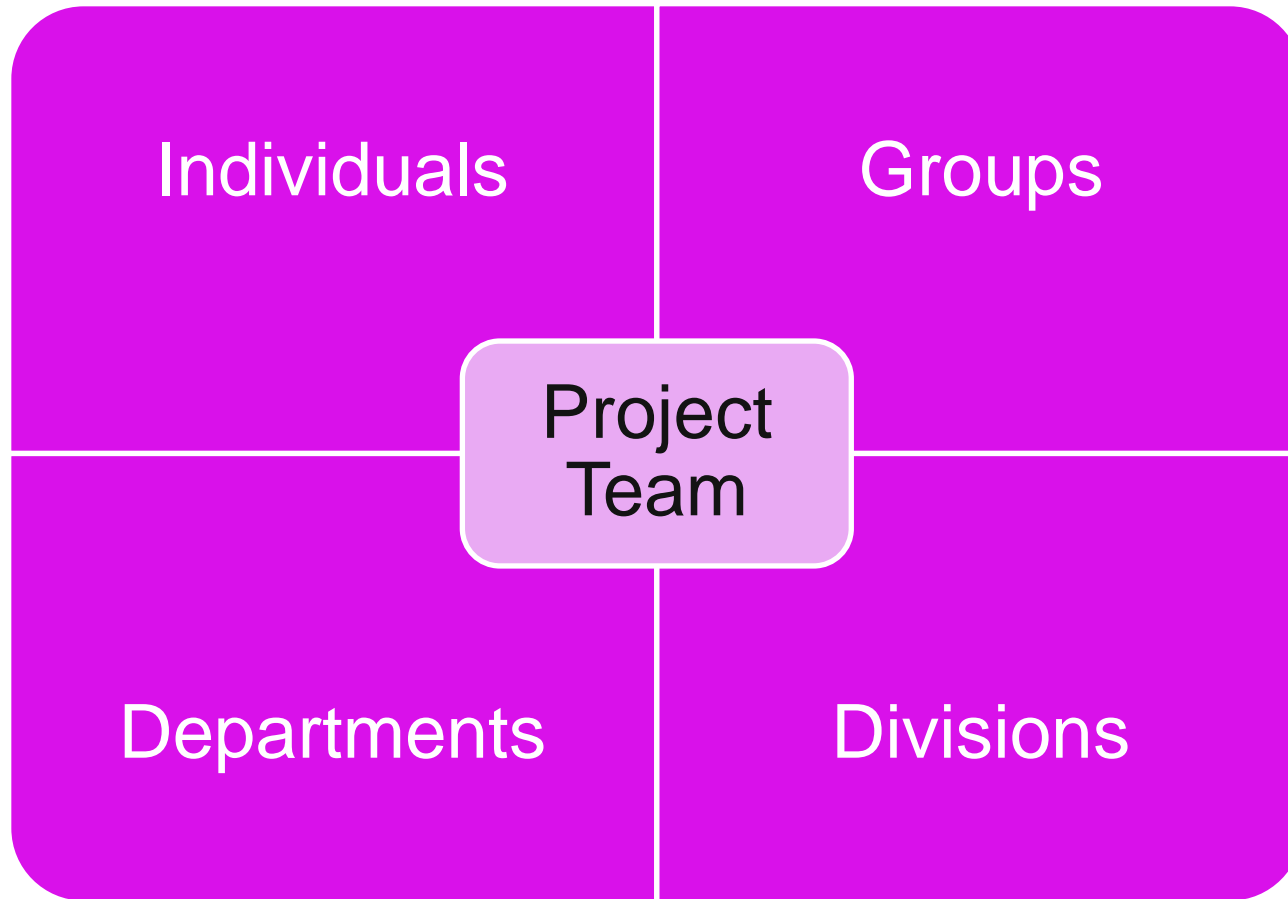

8. Channel 
how you connect your offerings
to your customers

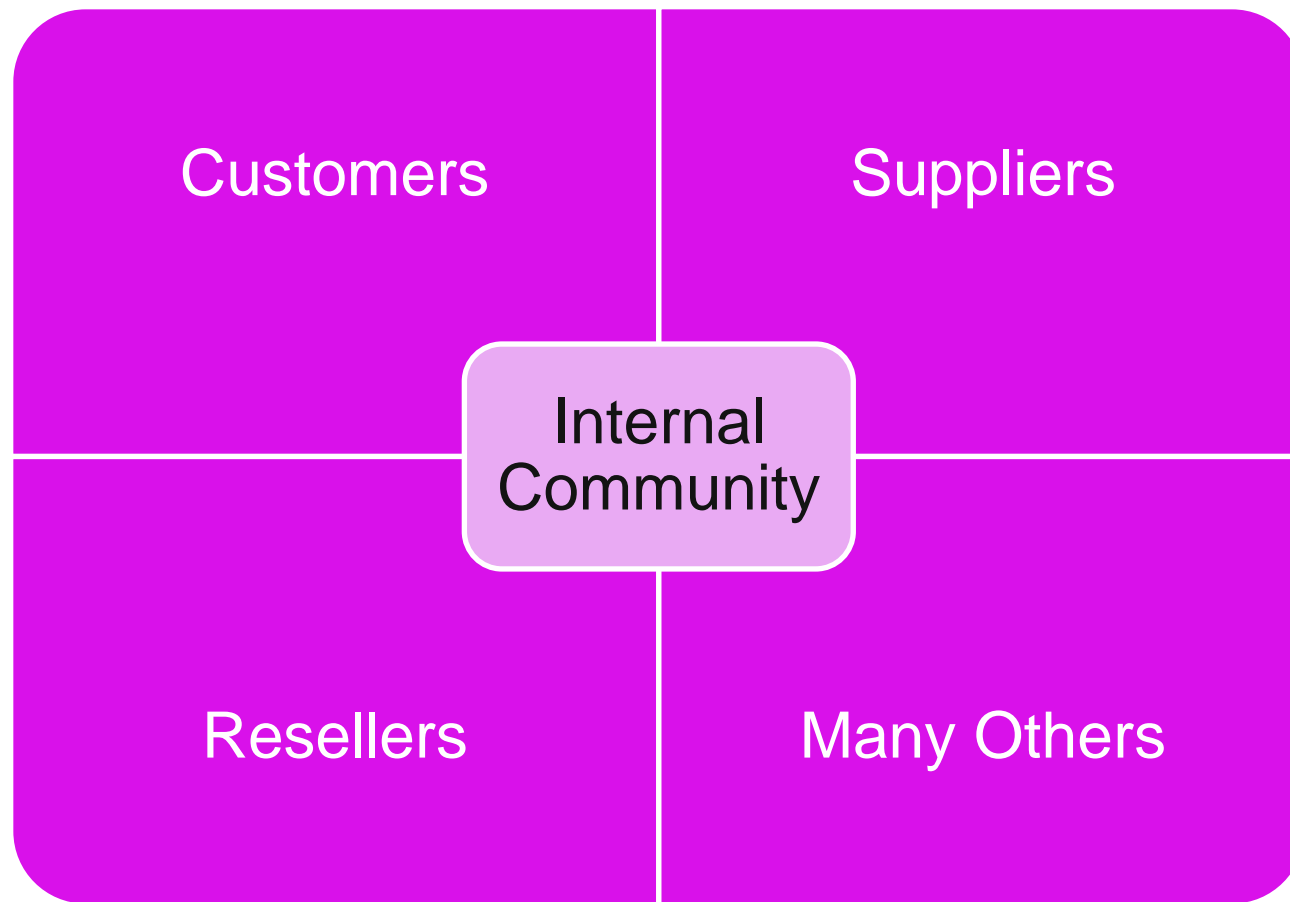
9. Brand 
how you express your offering's
benefit to customers

10. Customer experience 
how you create an overall
experience for customers











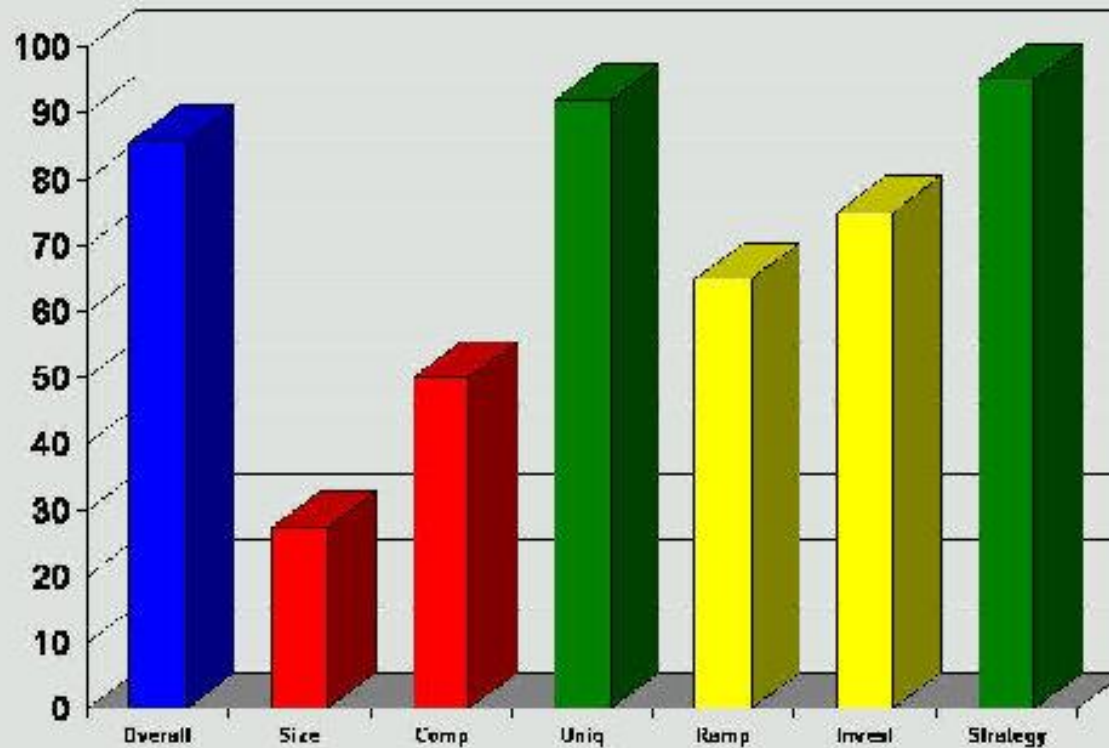
☒ Excellent
☐ Very good
☐ Good
☐ Average
☐ Poor

Score card

Wk	Mn	Tues	Wed	Thurs	Fri	Sat	Sun
10							
11							
12							
13							
14							
15							
16							
17							
18							

Handwritten notes at the bottom:

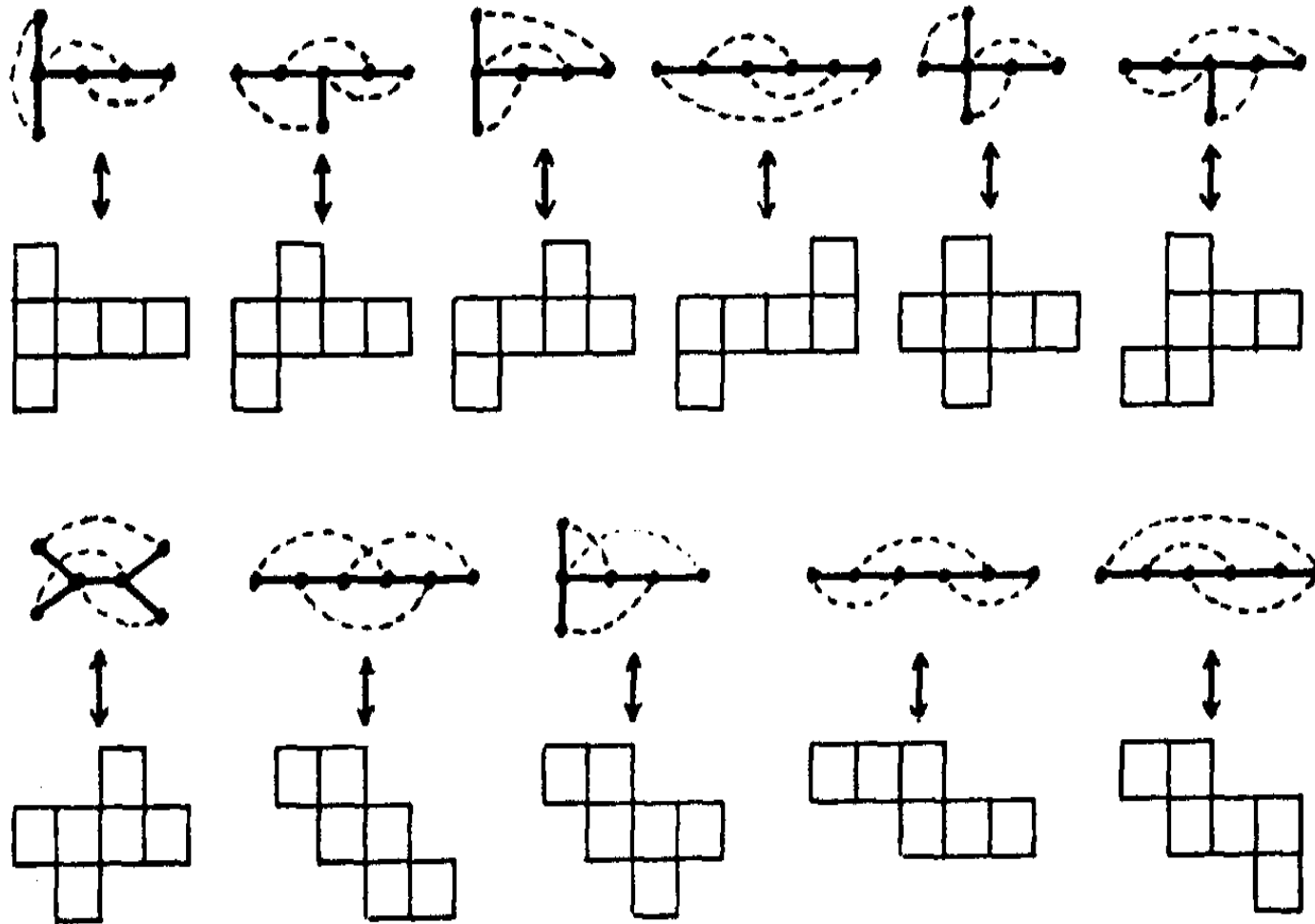
- 1st A
- 2nd B
- TH





Each Innovation Type Linked To Its Own Customized Ranking and Implementation Algorithm

Induct



What's The Difference Between Enterprise Search and Innovation Management?

Induct



Be The Agent of Change -- Help To Establish “Everyone-Driven” Innovation

Induct



- 1. Identification of critical success factors for innovation and definition of new methods for measuring innovation output and effect
- 2. Establishment of Clinics of Innovation to facilitate the conversion of ideas from research and medical practice into new services or products for the benefit of patients and society.
- 3. Development of methods to eliminate barriers of innovation from within – for example by building and implementing new competence models.

How Do Employees Perceive Management's Commitment To The Innovation Process?

Induct



How Can You Maximize Employee Talent And Create A Culture Of Innovation?

Induct



How Can You Encourage Each Employee To Participate In The Innovation Process?

Induct



Can One Person Walking Down A Path Alone,
See The Light, And Change Your Company?

Induct



Can You Build an Innovation Culture That Makes Your Company More Competitive?

Induct



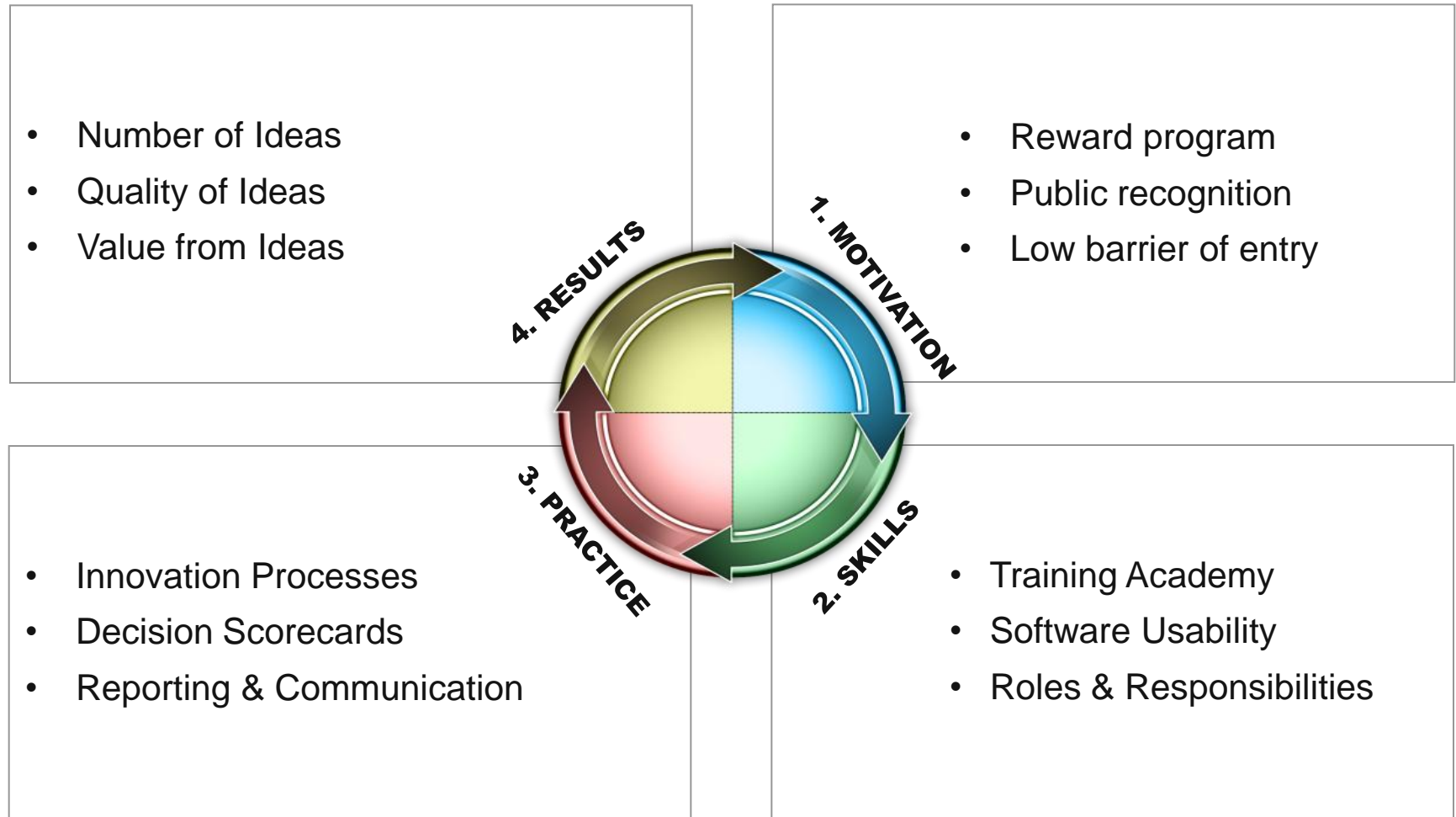
Key Question: Is Innovation Acknowledged And Rewarded?

Induct



Innovation Framework Supports The Gradual Building Of an Innovation Culture

Induct





Yes, you can!

David Burns & Alf Martin Johansen, Induct Software

IM Channel One, October 13, 2011

For more information please visit:

<http://www.induct.no/>