Building an Innovation Program

Spark@

DONOR ALLIANCE

Steve Selby
Director of Information Systems

DONOR ALLIANCE
Organ & Tissue Donation

DonorAlliance.org
DonateLifeColorado.org
DonateLifeWyoming.org

DONATE LIFE
Colorado & Wyoming

Opportunities

Simplify idea submission

Build engagement

Improve visibility

Prioritize systematically

DONOR ALLIANCE
Organ & Tissue Donation

DONATE LIFE

Colorado & Wyoming

Idea and Innovation System

People

Technology

Process

DONOR ALLIANCE
Organ & Tissue Donation

DONATE LIFE
Colorado & Wyoming
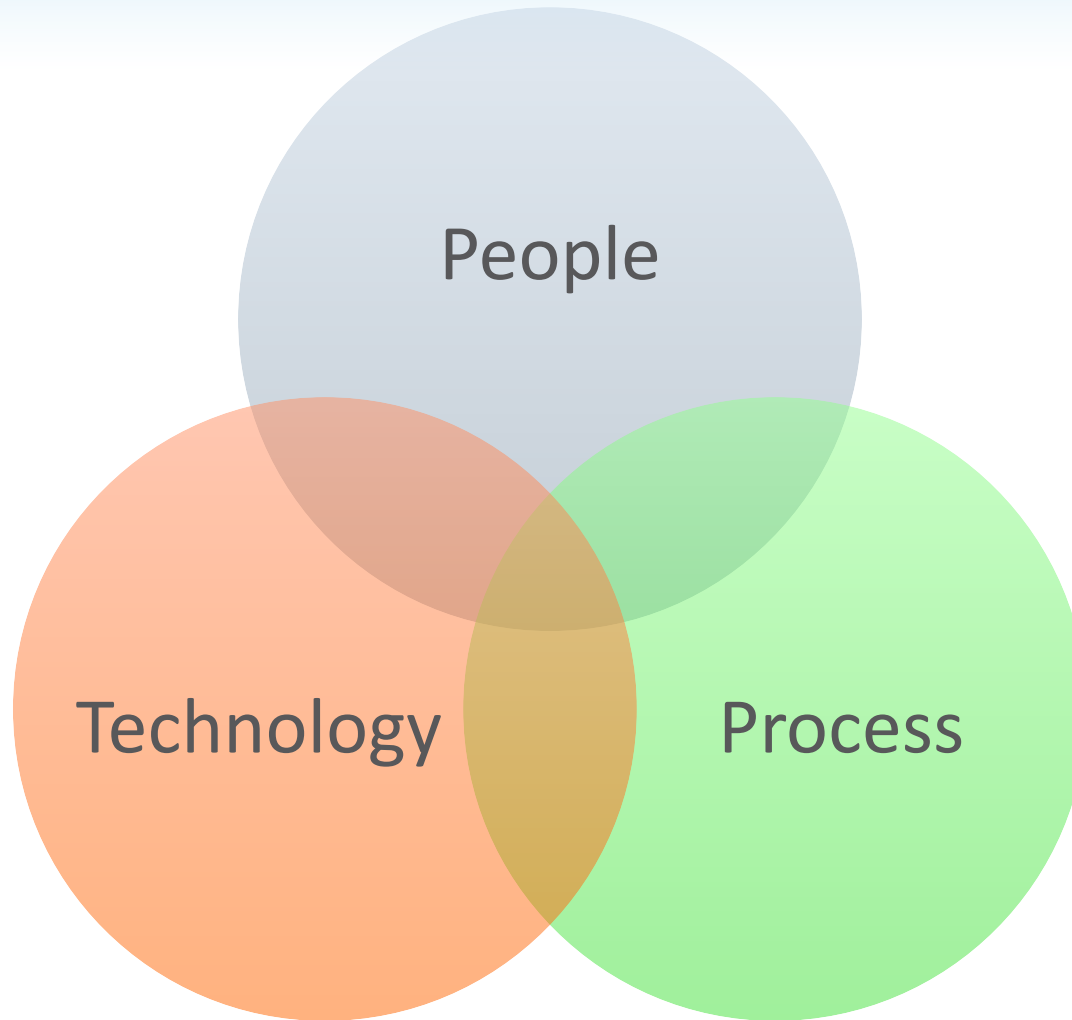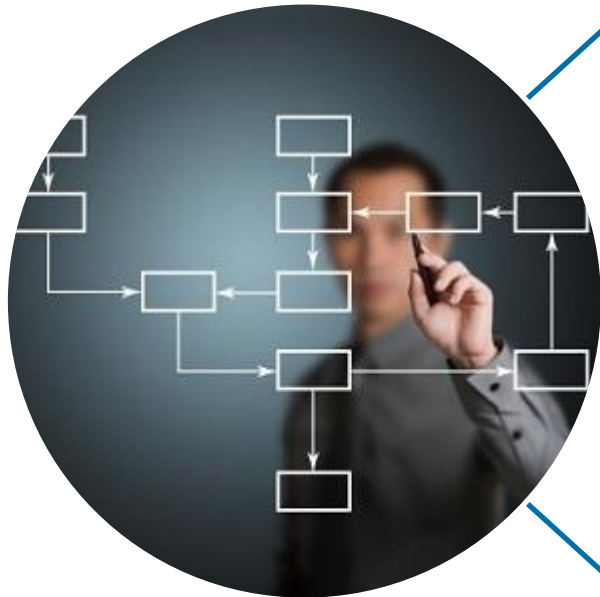
Cassie Hertert
- Passion for Mission
- Enthusiasm
- Drive
- Creativity

IDEA Panel
- Evaluation
- Analysis
- Core Values
- Diverse Perspectives

Sparklers
- Build Excitement
- Encourage
- Reinforce
- Engage

DONOR ALLIANCE
Organ & Tissue Donation

DONATE LIFE Colorado & Wyoming

Completeness of Vision
- Network Effects
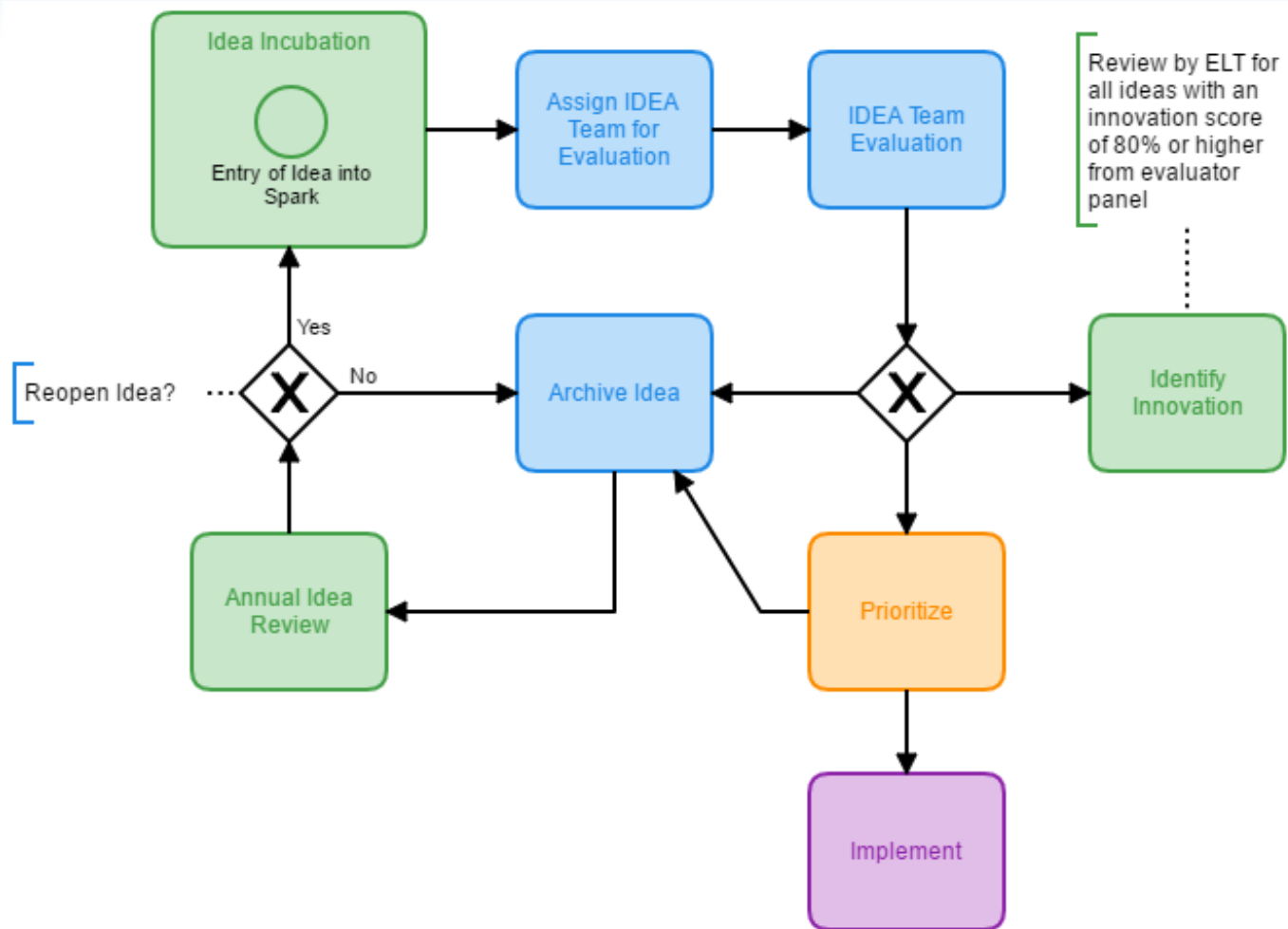- Evaluation
- Full Lifecycle
- Ideas and Challenges

Branding
- Recognition and Association
- Excitement
- System Continuity

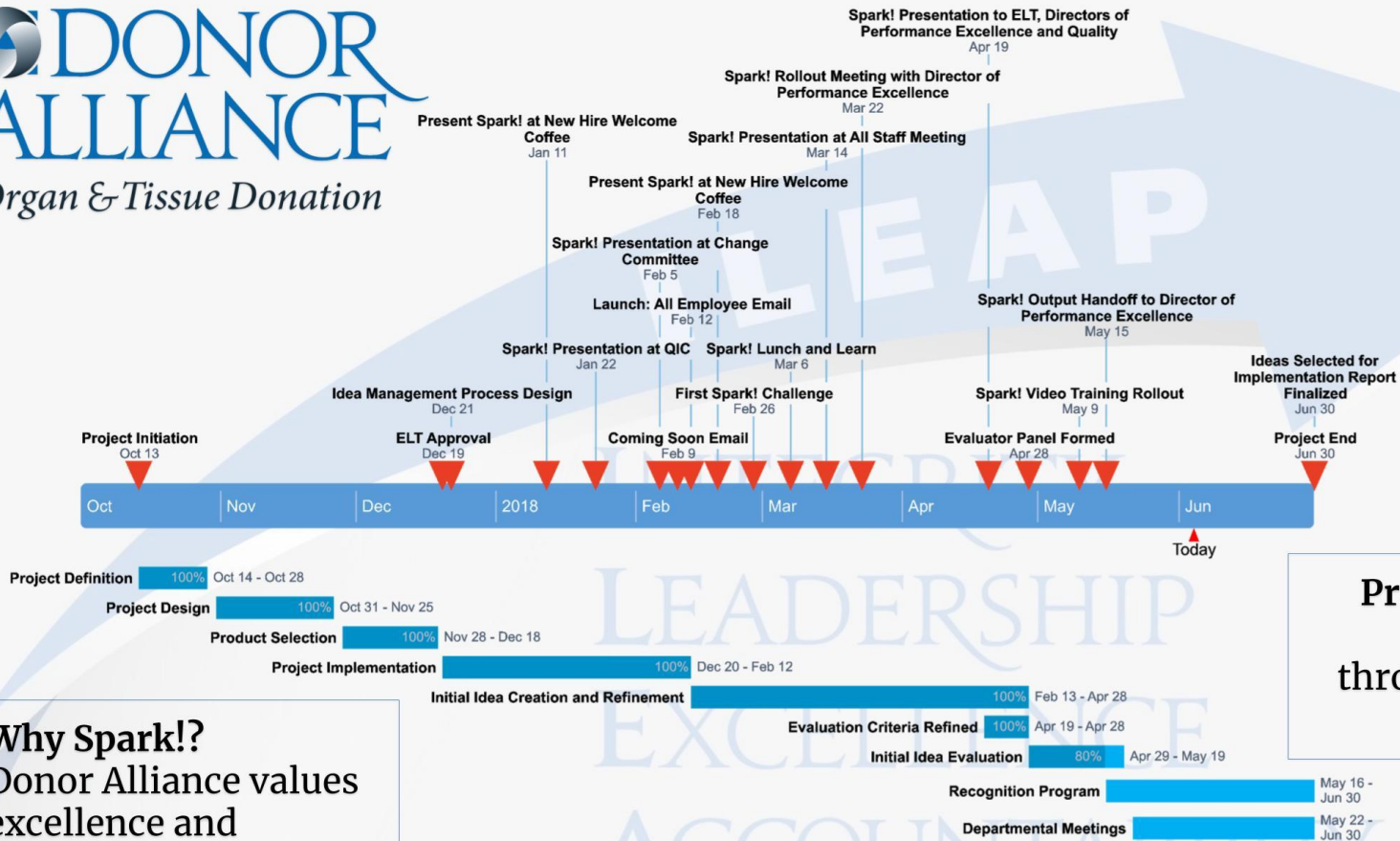**Integration**
- Mission, Vision, Core Values
- Systems

Idea Process

DONOR ALLIANCE
Organ & Tissue Donation

Spark!

@

Cassie Hertert

Timeline

- **Spark! Presentation to ELT, Directors of Performance Excellence and Quality** — Apr 19
- **Spark! Rollout Meeting with Director of Performance Excellence** — Mar 22
- **Present Spark! at New Hire Welcome Coffee** — Jan 11
- **Spark! Presentation at All Staff Meeting** — Mar 14
- **Present Spark! at New Hire Welcome Coffee** — Feb 18
- **Spark! Presentation at Change Committee** — Feb 5
- **Launch: All Employee Email** — Feb 12
- **Spark! Output Handoff to Director of Performance Excellence** — May 15
- **Spark! Presentation at QIC** — Jan 22
- **Spark! Lunch and Learn** — Mar 6
- **Ideas Selected for Implementation Report Finalized** — Jun 30
- **Idea Management Process Design** — Dec 21
- **First Spark! Challenge** — Feb 26
- **Spark! Video Training Rollout** — May 9
- **Project Initiation** — Oct 13
- **ELT Approval** — Dec 19
- **Coming Soon Email** — Feb 9
- **Evaluator Panel Formed** — Apr 28
- **Project End** — Jun 30

Oct | Nov | Dec | 2018 | Feb | Mar | Apr | May | Jun

Today

Task	Completion	Dates
Project Definition	100%	Oct 14 - Oct 28
Project Design	100%	Oct 31 - Nov 25
Product Selection	100%	Nov 28 - Dec 18
Project Implementation	100%	Dec 20 - Feb 12
Initial Idea Creation and Refinement	100%	Feb 13 - Apr 28
Evaluation Criteria Refined	100%	Apr 19 - Apr 28
Initial Idea Evaluation	80%	Apr 29 - May 19
Recognition Program		May 16 - Jun 30
Departmental Meetings		May 22 - Jun 30

Project Conclusion
Five pilot ideas through the full idea lifecycle

Why Spark!?
Donor Alliance values excellence and people-first. Spark! provides a platform to collaborate in improving and easy ways to initiate, participate in, and support our core value of excellence.

What do I need to do?
★ Enter your ideas in Spark!
★ Collaborate with your colleagues in Spark!
★ Reinforce our core values of excellence and people-first

Success Measures
★ Ideas Submitted
★ Spark! Engagement through logins, comments, and likes
★ Ideas Selected for Implementation

Integration

Leadership
- Culture and Values
- Prioritization

Strategic Planning
- Ideas as Inputs
- Strategic Challenges

Workforce
- Engagement and Recognition
- Network Effects
- Leadership Development

Knowledge Management
- Best Practice Sharing
- Visibility and Accessibility

Process Improvement
- Dramatic Increase in PDSAs
- Increase in Participation

DONOR ALLIANCE
Organ & Tissue Donation

DONATE LIFE
Colorado & Wyoming

Spark! System

Idea Evaluation

Idea Evaluation

Final Score   <mark>157/300 (52%)</mark>

Idea Outcome*   ◉ I recommend this idea to be implemented

○ I recommend the rejection of this idea

Comments   [IDEA Panel Decision]: Congratulations - your Spark! idea has been evaluated by a panel of your peers, and they have recommended it for implementation. The next step is prioritizing in the context of other wonderful initiatives to assure the necessary resources are available. At that time, the idea will move into the implementation phase, and you will have the opportunity to become a member of the project team to set your idea afire. Thank you for submitting your idea to Spark!

Prioritization

Idea Implementation

Spark

DONOR ALLIANCE

Search for ideas, challenges, people and more ...

Steve Selby ▾

- Dashboard
- Ideas
- Challenges
- My Evaluations 9
- My Projects

♀Tips

The title of your idea is very important and should be short and sweet. Remember that when viewers are browsing, only part of your title will appear so if it is too long, your readers may be confused or find it difficult to understand.

🏠 Dashboard ▸ Manage Ideas

Ideas   *Propose new ideas or contribute feedback to others*

[Idea] [**Implementation**]

Implement Anti-Phishing System and Education   Translate
By Steve Selby ⊙3 weeks ago

[Project results meeting expectations]

Category **Direct Implementation**

👁14   👍4   💬1   ↻History

Implementation

PLAN - To improve cybersecurity and further educate the workforce on phishing, Matt evaluated a number of anti-phishing products. The anti-phishing product from Lucy Security was selected for it's built-in education, ease of use, and cost effectiveness.

DO - Several test anti-phishing emails were sent to the Information Systems team, both announced and unannounced to verify the anti-phishing system. Once the system was confirmed to

How Ideas Grow

- Step 1: Eureka moment
- Step 2: Under refinement
- Step 3: Management Validation
- Step 4: Discussion & Vote
- Step 5: Idea Evaluation By Experts
- Step 6: Idea Decision and Rewards
- Step 7: Project Evaluation
- Step 8: Project outcome
- **Step 9: Closure**

DONOR ALLIANCE
Organ & Tissue Donation

DonorAlliance.org | DonateLifeColorado.org | DonateLifeWyoming.org

DONATE LIFE   Colorado & Wyoming

Results

307 — Ideas by Different Users

79

DONOR ALLIANCE

6592 — Total Views
1128 — Likes
794 — Comments

Ideas
30
20
10
0

Mar 2018   Apr 2018   May 2018   Jun 2018   Jul 2018   Aug 2018   Sep 2018   Oct 2018

Ideators

Jordan Lykens
Brittany Jones
Tim Roark
Sarah Snow
Niki Titsworth
Kaci Mentzer
Greg Johnson
Alicia Jackson
Katherine ...
Jay Ruterb...
Andrea S...
Loreen Gulli
Lindsey Sp...
Kristina Glea...
Karan Collins
Diana Westcott
Lisa Lucas
Eric Lowe
Jennifer Keep

Cassie Hertert
Shane Oakley
Candace K...
Steve Selby
Caitlin Bruggeman
Rachel Bock
Lorrie Linquist
Carol Zakavec

Engagement
● Total Views ● Likes ● Comments
2000
1500
1000
500
0

High Engagement Culture | Achieve Mission Impact | Donor Alliance Experience | Performance Excellence | Direct Implementation | Big Ideas | Strategic | TAOS Enhancements | Relationships | Customer Experience | Financial Sustainability | Mission-Driven | Leadership

DONOR ALLIANCE
Organ & Tissue Donation

DonorAlliance.org | DonateLifeColorado.org | DonateLifeWyoming.org

DONATE LIFE   Colorado & Wyoming

Results
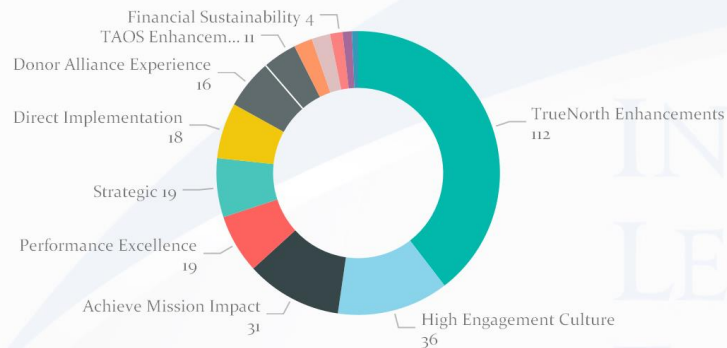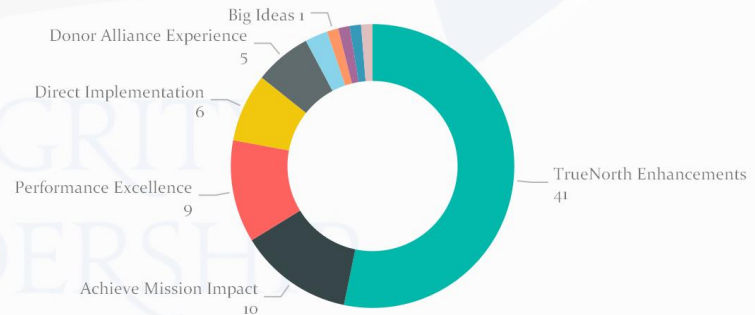
Lessons Learned

| Innovation: Hindsight and Scoring | Downstream Processes | Workforce Culture and Engagement | Cutting Edge Technology |