



# PROHEALTH CARE

Engaging front-line employees to submit, select, and pilot innovative ideas to foster a more patient-centric culture.



**388**

IDEAS SUBMITTED



**744**

COMMENTS POSTED



**42%**

ENGAGEMENT RATE



**8**

IN RAPID TESTING



**5,843**

VOTES PLACED

## The Challenge

With 4,500 employees across three hospitals, ProHealth Care is a leading provider of health services in the Greater Waukesha area. ProHealth wanted to take a more patient-centric approach to its care model, and leadership knew that their front-line employees—those interacting with patients on a daily basis—had the insight to help. However, the health system’s previous methods of idea collection, prioritization, and implementation lacked efficiency and transparency, qualities ProHealth knew make for a more engaging and innovative work environment.

## The Solution

Since this was the first time ProHealth had engaged employees at scale, it was looking for a partner that would help in each aspect of its program, from strategic planning and promotion to developing a best practice framework to rapidly pilot ideas once selected. Ideawake’s implementation plan accounted for all three stages, from the initial engagement stage to an end-to-end system to validate, prototype, and pilot ideas selected as the most promising.

## Favorite Features

Ideawake’s easy-to-use platform helped engage employees at scale at ProHealth Care. Some of the most popular features, which were specifically designed for launching employee innovation programs at scale, were:

- Smart Tagging:** Automatically assigning ideas to reviewers based on the tags collected during submission.
- Real Time Chat:** Collaborating with participants on posted ideas in real time to iterate and improve them quickly.
- Anonymous Posting:** Optionally allowing team members to submit their ideas anonymously.
- Workflows & Stages:** Optionally allowing team members to submit their ideas anonymously.
- Crowd Voting:** Optionally allowing team members to submit their ideas anonymously.
- Scorecarding:** Optionally allowing team members to submit their ideas anonymously.



Darcy Lorenzon

VP of Strategy

*“The Ideabox Program was a great way to introduce how to take an idea and validate it, whether it will meet the needs of a target market or not.*”

*“Testing assumptions and validating them required a different kind of work effort than many [employees] had done in their day-to-day jobs. A real stretch for some team members, but **very worthwhile.**”*

# Taking Selected Ideas From Concept to Pilot

Rather than simply collecting employee insights, ProHealth Care partnered with Ideawake to empower front-line staff to validate, prototype, and pilot their ideas.

## The Ideabox Accelerator Program

In the health system’s growth efforts, ProHealth Care launched a corporate innovation program titled InOv8. The program’s primary purpose was to create a supportive infrastructure for innovation across the entire system, in effect building an active Culture of Innovation across the region. To help promote the program’s launch, ProHealth pushed a challenge out to all 4,500 employees asking their insight on how to engage young consumers.

Those employees shared nearly 400 ideas, 8 of which rose to the top as best of the best and entered a rapid testing phase. The InOv8 program leaders, Darcy Lorenzon and Emily Connors, formed 8 teams coinciding with each of the selected ideas, leveraging Ideawake’s Accelerator Program to help the teams bring each idea to life.

## The Results

The 8 teams participated in a rigorous 10-week program, Ideawake’s innovation experts leading them through a series of exercises and assignments to help workshop their idea. After validating their assumptions and completing consumer interviews, each team prepared and delivered a pitch for the InOv8 council. Four of the 8 ideas ultimately moved on to the incubation phase, where each of the winning teams then created prototypes of their ideas.

Throughout the InOv8 program, the Ideawake team administered surveys to gauge participants’ and the program’s overall performance. The responses proved that the program was a success, with 50% of respondents strongly agreeing that their efforts were supported throughout the 10 weeks. Based on its success, ProHealth plans on expanding the InOv8 program to keep encouraging a patient-first culture across the entire system.

### I’m excited to participate in the InOv8 program



### I’m comfortable in gathering consumer insights



### I’m glad that I participated in the InOv8 program



### I would recommend participating in the InOv8 program



■ Strongly Agree ■ Agree ■ Neither ■ Disagree