

CHIP

CLINICAL HEALTH
INNOVATION PROGRAM

DEFINE > DESIGN > ACTIVATE

Start JANUARY 2021 or JUNE 2021

INNOVATION IS THE CREATION OF NEW VALUE

Different ways of thinking often improve quality of care, operational efficiency, patient and provider experience, and health outcomes. It is no surprise that the interest in health innovation and entrepreneurship is ever-growing. How might clinically trained professionals become informed about opportunities in this area?

The Clinical Health Innovation Program (CHIP) builds on strengths of the Michael G. DeGroot School of Medicine's Health Ventures offerings. CHIP provides a clinically relevant educational experience for all health professionals: those who wish to become innovators, those who want to support innovation work, and those who simply want to learn more about this topic.

What does the program look like? CHIP is entirely online. It can take six months to complete the program however practicing healthcare professionals and medical residents may extend this to twelve months if needed. To complete the program, participants must attend five two-hour workshops, five self-assessments, one quarterly networking opportunity, and two reflections for discussion at quarterly meetings with a health innovation coach.

Who can take this program? CHIP is open to clinicians and medical residents from all institutions. A set number of seats is reserved for McMaster University participants. Please note that participants do not need a project.

PRICE

McMaster University

Medical Residents/Students - FREE

Healthcare Professionals - \$750

Non-McMaster University

Medical Residents/Students - \$450

Healthcare Professionals - \$1,250

WHEN TO APPLY?

January 2021 Start → Apply by Dec 20, 2020

June 2021 Start → Apply by May 20, 2021

LEARNING OBJECTIVES

Upon completion of the program, learners will:

1. **Understand needs-based and tech-based approaches to innovation development**, with a particular focus on articulating health challenges, using strategic foresight and human-centered design to explore possibilities, and collaborating with interdisciplinary teams to design effective solutions. Sustainable business models will also be discussed.
2. **Consider innovation-related career opportunities** (e.g. venture founder, clinical champion, advisor, health innovation project lead) to complement their clinical engagement.
3. **Connect with like-minded peers, clinically trained health entrepreneurs**, and other industry professionals to build future advisor networks and teams.
4. **Join a virtual Slack-based community** to learn more about sessions of interest, connect with future collaborators and refine health innovation project ideas

THE PROGRAM IS DESIGNED TO BE FLEXIBLE

CHIP is designed with working health professionals and trainees in mind. Completion of this certificate program requires learners to:

1. Attend at least FIVE two-hour online workshops
2. Complete at least TWO 30-minute coaching sessions
3. Attend at least ONE two-hour networking opportunity

Participants can take 6-12 months to complete the program.

PROGRAM COMPONENTS

ONLINE WORKSHOPS (7-9 PM). These interactive 2-hour workshops will include theory (20 mins), activity-based learning framed around longitudinal innovation case studies (35 mins), and an interactive “consulting seminar” with a health venture or clinical entrepreneur (60 mins). A schedule and competencies acquired are listed below. Pre-readings will be provided if they are required. A 10-15 question quiz provided afterwards to assess understanding of key concepts.

FIRST HOUR

Jan 12, 2021 Clinical Entrepreneur Seminar	Thinking Differently: Human-Centered Design and Co-Development <ul style="list-style-type: none">• Apply design thinking approaches to clinical problems• Use co-development (co-define, co-design, co-activate) approaches to increase impact of projects
Feb 2, 2021 Clinical Entrepreneur Seminar	Improving Creativity: Rapid-Fire Solution Brainstorming <ul style="list-style-type: none">• Apply principles of strategic foresight and associative thinking to facilitate creativity• Use relevant constraints to improve idea generation and build creative confidence
Feb 23, 2021 Consulting Session	Maximizing Impact: Research Design for Innovative QI Projects <ul style="list-style-type: none">• Apply principles of competitive analysis to identify opportunities for differentiation and maximize impact• Use the VRIO framework and value proposition development alongside QI methodology (e.g. PDSA) to focus project objectives and prioritize efforts
Mar 16, 2021 Consulting Session	Dream Team: Recruiting the Right People <ul style="list-style-type: none">• Use the Define Design Activate framework to identify talent gaps at various stages of the innovation development process• Apply principles of high-performing teams, change management, and organizational behavior to design support systems for a strong team culture
Apr 6, 2021 Consulting Session	Prototyping Strategies for Innovation Design <ul style="list-style-type: none">• Use resource-efficient (i.e. low fidelity) approaches to de-risk and validate innovation concepts• Apply project- and stage-appropriate development approaches (agile, waterfall, hybrid) to advance objectives
Apr 27, 2021 Consulting Session	Regulatory Considerations and Intellectual Property <ul style="list-style-type: none">• Identify innovation-appropriate intellectual property protection strategies• Determine regulatory considerations of innovations based on risk level and innovation type
May 18, 2021 Clinical Entrepreneur Seminar	Go-to-Market Strategy and Raising Capital <ul style="list-style-type: none">• Describe innovation-specific market entry considerations (pricing, target markets, reimbursement)• Explain principles of innovation adoption and change management• Identify innovation- and stage-appropriate funding sources
Jun 8, 2021 Clinical Entrepreneur Seminar	Effective Communications to Various Audiences <ul style="list-style-type: none">• Use stakeholder and needs analysis to develop pitch 'hooks' and storylines• Apply principles of pitching to refine and deliver 1-minute, 2-minute and 5-minute presentations

SECOND HOUR

Clinical “consulting sessions” and “entrepreneur seminars” will include consultative discussions with health-related start-ups at earlier stages in development (i.e. where clinical insight is needed) as well as conversations with experienced clinician entrepreneurs (e.g. MGD School of Medicine Alumni). Participants will build skills in consultative dialogue, value analysis and business frameworks to provide recommendations to health ventures.

NETWORKING OPPORTUNITY (3-5 PM). These sessions allow learners to connect with peers, health entrepreneurs, and industry professionals in four consecutive 30-minute “speed mentoring” sessions to build an understanding of various disciplines.

Winter 2021: March 8, 2021 at 3-5 PM EST

The groups for each advisor will be established beforehand and preferences will be sourced from learners to create best matches. Advisors will include hospital administrators, design professionals, entrepreneurs, early-stage investors, health economists, lawyers, etc.

FALL AND WINTER COACHING SESSION. Two 30-minute coaching discussions will focus on innovation ideas (if applicable) and/or career opportunities. A short (300-500 words) reflection before each session will explore acquisition of competencies and share insights with coaches.

VIRTUAL COMMUNITY. A Slack channel has been established to provide information on upcoming seminars, share reflections/thoughts, find collaborators, and refine innovation ideas.

WANT TO LEARN MORE?

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