Jenny Elhadary
Partnership with Willowcreek Community Church and Lurie Children’s
About the Fellow:

3 things I’d like you to know about me

• Vietnamese Refugee
• Working since 14 yrs. At 16 yrs, manager of t-shirt design company
• Started as a pharmacy technician 20 years ago
Role of faculty/mentor

**Resources**
- Literature
- Tinker Toys, Marshmallow Challenge
- 10 faces of Innovation

**Sounding Board**

**Webinars**
- Competencies of leaders
- Prototyping
- Partnerships with pts & families

**Connections**
- Companies
- People
- Communities

**Experiences**
- Self
- Others

**Models of Innovation**
- Incremental
- Disruptive
- Constrained
My Definition of Innovation

Unit Cost of Phenylephrine Eye Drops

- 2013: $6.20
- 2014: $16.00
- Now: $85.82
Options for Circumventing Budget Expansion

$85.82

- Use alternative agents where possible. (Cyclopentolate + tropicamide)
- $8.78
- Evaluate if one bottle can be used on multiple patients.
- $0.57 to $1.71
- Pharmacy to prepack by purchasing $1.30 eye drop bottles and place 1mL in each bottle.
- $7.02

Infection Control did not approve.
Proactive Strategic Planning Impact

Annual Budget of Phenylephrine Eye Drops

- Past: $80,926
- Future: $0
My Definition of Innovation

- Problem
- Brainstorming in a vacuum
- Solution
My “ah hah” moment about innovation: what I’ve learned about leading innovation

- Process Improvement vs. Innovation
- Non-healthcare Innovation
  - P&G
  - Accelerators, Incubators
  - FamilyTech, Framery
- Models of Innovation
  - Garfield Innovation Center
  - Google
  - Intuit
Description of project

• Collaborative project with Willowcreek Community Church and Lurie Children’s to support children with special needs and their families

• Combine resources to bring catalytic change to disability
Proposed Impact of Project:

- Work in collaboration with the Special Needs Division of Willowcreek
- Education, Advocacy, Programmatic Services
- Provide a one stop shop
- Enhance patient outcomes
- Provide support for families
  - Training seminars
- Provide resources
Innovation Steps of Project; interprofessionalism, external experiences

- Go Broad to Narrow
- Summit of providers and families
- Rapid Experiments with Customers
- Deep Customer Empathy
- Brainstorm with Willowcreek & Lurie Children’s
- Engage other partners: • Anixter Center • Access Living • Lutheran General Hospital • Patient Innovation Center • Local colleges
- Family survey to assess needs

EFIHL
Executive Fellowship in Innovative Health Leadership

Final Report February 2017
Project Accomplishments
Next Steps

• Host summits
  • Track 1: Parents, education, child advocacy
  • Track 2: Age Transitions
    • Learning advancement
    • College program
    • Job placement
  • Track 3: Community Advocacy
    • Parent panel
    • Respite for child and family

• Develop Playbook for age transitions
What will I do differently with what I’ve learned

• CRAVE
• Build effective team
• Innovation is not linear
Fellowship experience translated to work environment
Here’s my elevator pitch about being a healthcare leader in innovation

- Incubate
- Cultivate
- Activate

Courage
Patience
Persistence
Suggestions/recommendations for future Fellowship experiences

“Fuzzy to Fruition” Tool Kit