# HACK 4 HEALTH

2020

MARCH 13-15

FLANDERS EXPO GHENT

ORGANIZED BY

BlueHealth Innovation Center
supported by Microsoft

SUPPORTED BY

HEALTH & CARE

Johnson & Johnson MEDICAL DEVICES COMPANIES

Microsoft

in4care

www.hack4health.be

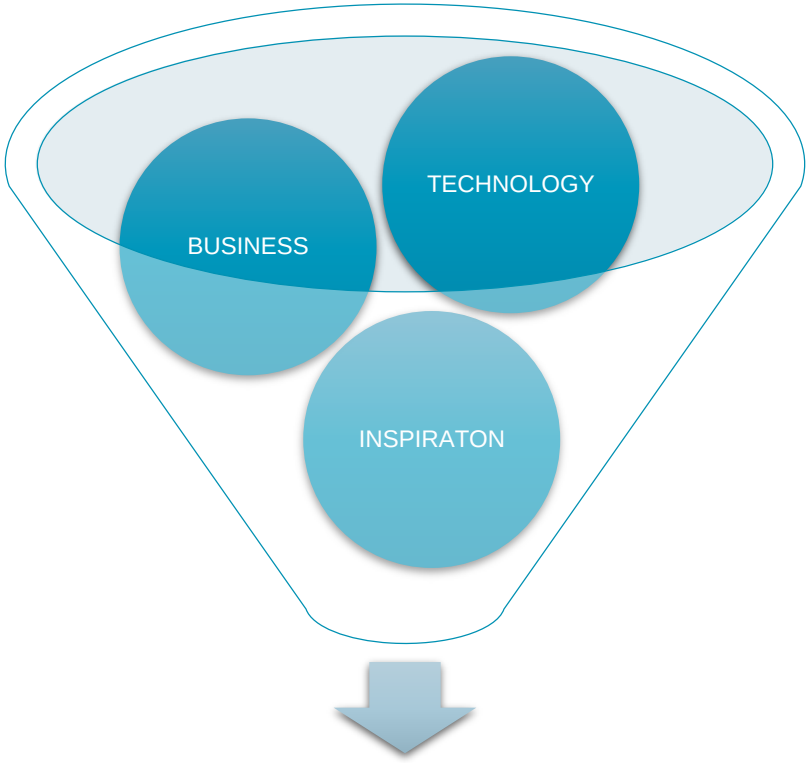
@Hack4HealthBE

# HACK4HEALTH

# WHAT IS A HACKATHON?

*“an event, typically lasting several days, in which a large number of people meet to engage in collaborative computer programming”*

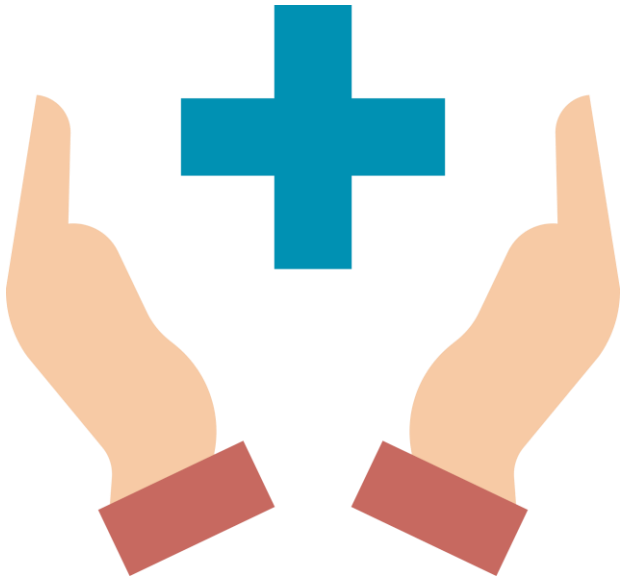
# WHAT IS A HACKATHON?



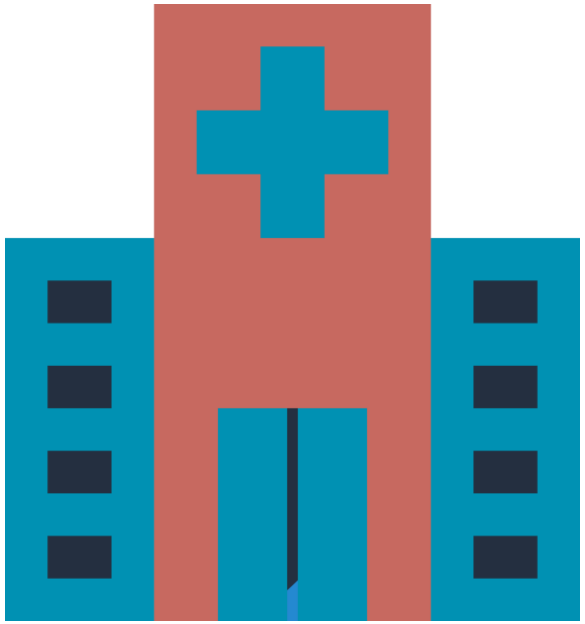

INNOVATIVE IDEAS

# WHAT IS A HACKATHON?

# CHALLENGES

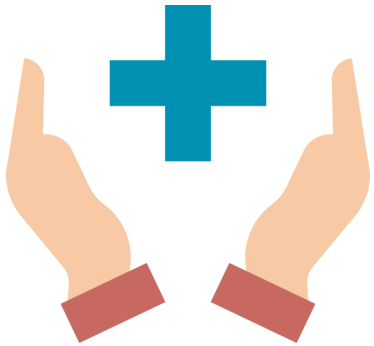


HACK THE SYSTEM

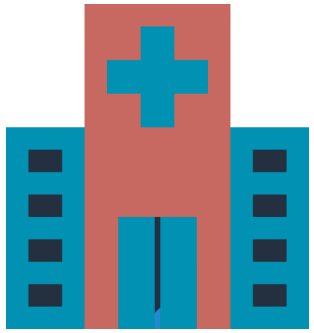


HACK THE HOSPITAL

# CHALLENGES



**HACK THE SYSTEM**



**HACK THE HOSPITAL**

1. **REBOOT** THE SYSTEM

2. TECHNOLOGY FOR **WARMER** CARE

3. FROM MEDICAL **TRANSACTION** TO PATIENT **INTERACTION**

4. FROM **STANDARDIZED** TO **CUSTOMIZED** CARE

# CHALLENGE 1

## REBOOT THE SYSTEM

Pedro Facon

*Director FPS Public Health*

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federal public service
HEALTH, FOOD CHAIN SAFETY
AND ENVIRONMENT

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# CHALLENGE 2

## TECHNOLOGY FOR WARMER CARE

Karlien Hollanders

*Patient Expert*

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# CHALLENGE 3

## FROM MEDICAL TRANSACTION TO PATIENT INTERACTION

Catherine Van Der Straeten

*Director HIRUZ*

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# CHALLENGE 4

## FROM STANDARDIZED TO CUSTOMIZED CARE

Valerie Zacharski

*Value Based Healthcare Manager Ethicon*

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# DESIGN THINKING

Arnaud Dierickx – U-Sentric

#HACK4HEALTH

HACK 4 HEALTH 2020

u-sentric
customer driven innovation

# BHIC - Hackathon

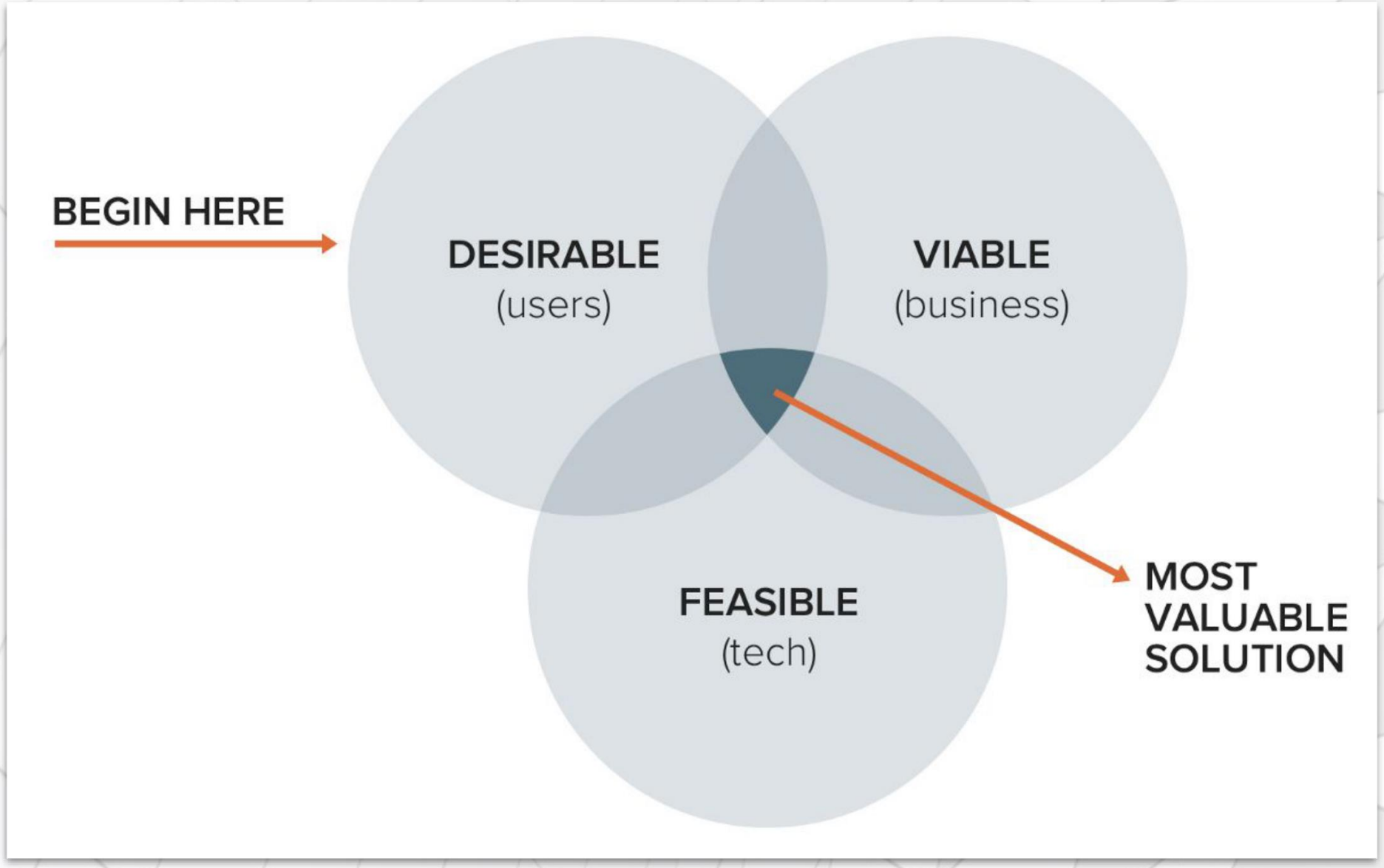
## Design Thinking

**Arnaud Dierickx** - U-Sentric

# Design Thinking

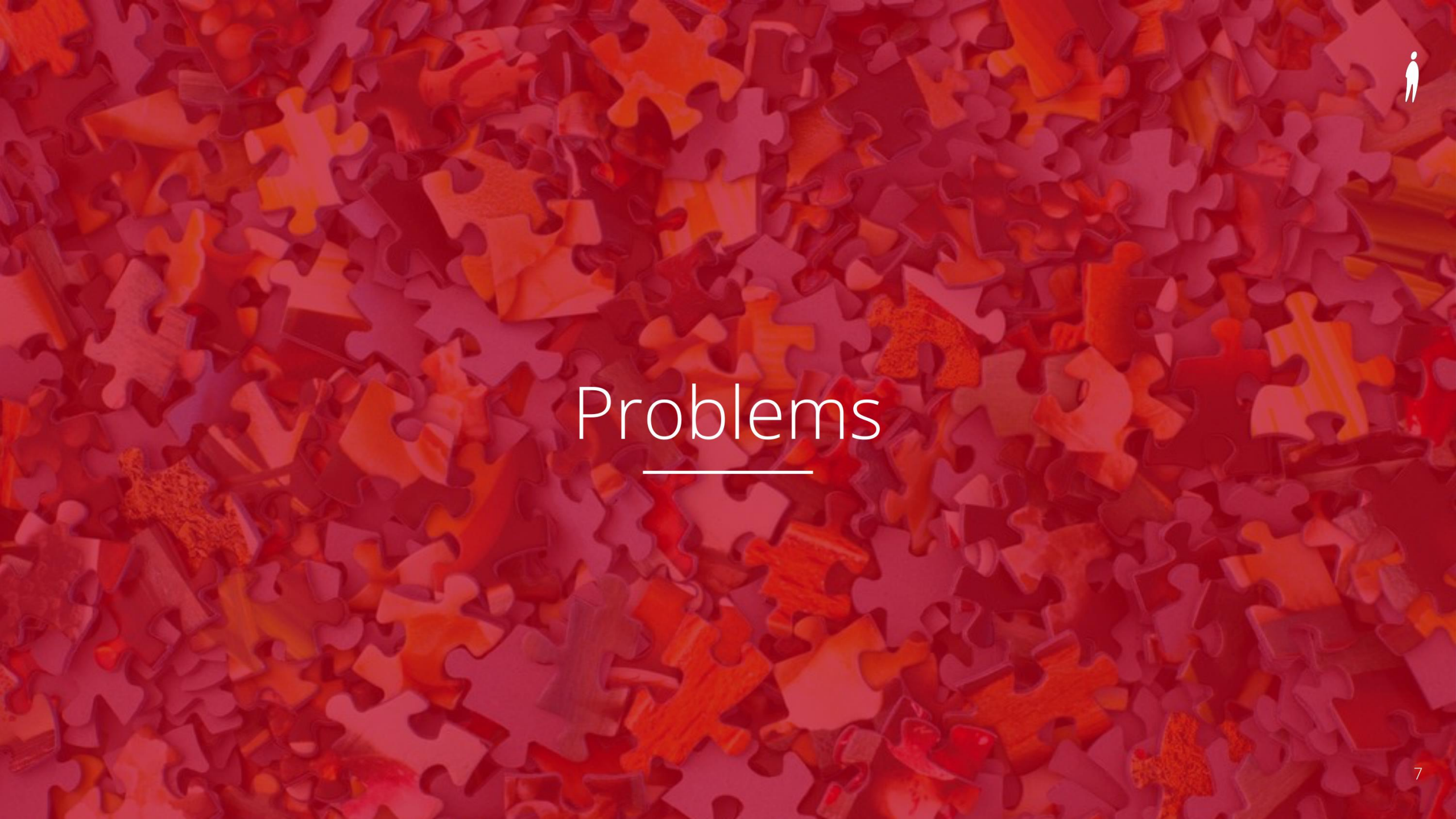
“**Design thinking** is a human-centered approach to innovation that draws from the designer's toolkit to integrate the **needs of people**, the **possibilities of technology**, and the **requirements for business** success.”

**Tim Brown** - CEO IDEO

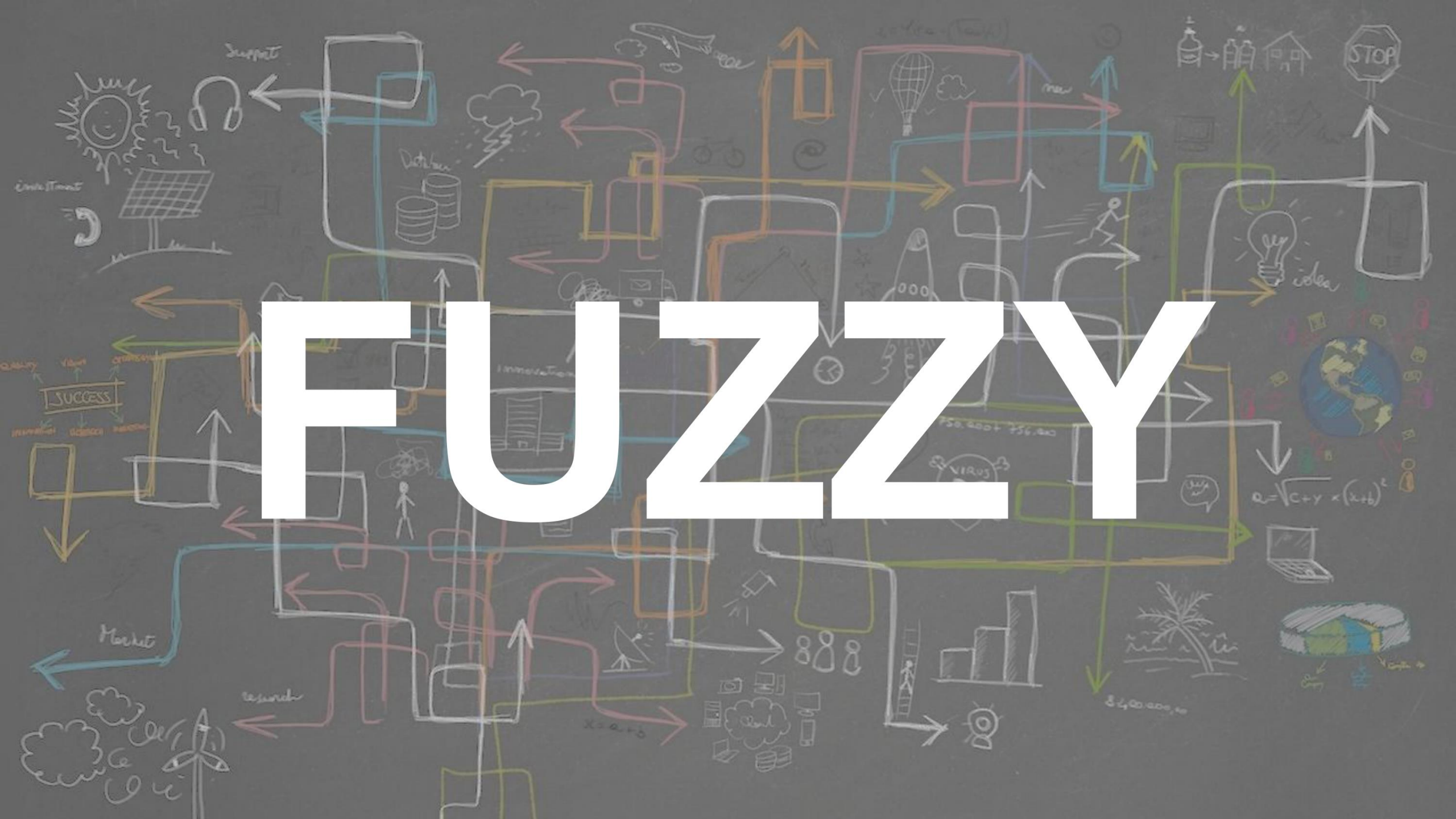

BEGIN HERE
DESIRABLE
(users)
VIABLE
(business)
FEASIBLE
(tech)
MOST
VALUABLE
SOLUTION

> Innovation is, at its core, about **solving problems** — and there are as many ways to innovate as there are types of problems to solve. There is no one "true" path to innovation.

**Greg Satell -** Author Mapping Innovation


Problems

Wicked Problems
Problems are never completely solved
Every problem is unique
There is no clear problem defintion
Are multi-causal multi-scalar & inter-connected
Multiple stakeholders with conflict-ing agendas
Straddle organizational & disciplinary boundaries
Every wicked problem is connected to others
Every solu-tion ramifies throughout the system
Solutions are not right/ wrong, but better/worse
Can take a *long* time to evaluate solutions


FUZZY
SUCCESS
STOP
idea
Market

" A fuzzy problem, also known as an "***ill-defined problem***", is one without a perfectly clear goal, path to success, or known solution

**Definition of a *Fuzzy* Problem**

® Continuum

Swiffer
SWEEPER
Dry & Wet Mop • Balai sec et humide
Trapeador seco y húmedo
KIT =
TROUSSE =
KIT =
2 DRY SECS SECOS
1 WET HUMIDIFIÉ HÚMEDO
wet cloth/linge humidifié/paño húmedo
25.4 x 20.3 cm (10.0 x 8.0 IN/PO)
dry cloths/linges secs/paños secos
26.5 x 20.3 cm (10.4 x 8.0 IN/PO)
1 SWEEPER/BALAI/BARREPISOS
2 DRY CLOTHS/LINGES SECS/PAÑOS SECOS
1 WET CLOTH/LINGE HUMIDIFIÉ/PAÑO HÚMEDO
DEEP RIDGES & GROOVES TRAP & LOCK DIRT, DUST, & HAIR
LES RAINURES PROFONDES ATTIRENT ET EMPRISONNENT SALETÉ, POUSSIÈRE ET POILS

# Start with **exploration**

## Technology Push

## Market Pull

# Understanding the problem

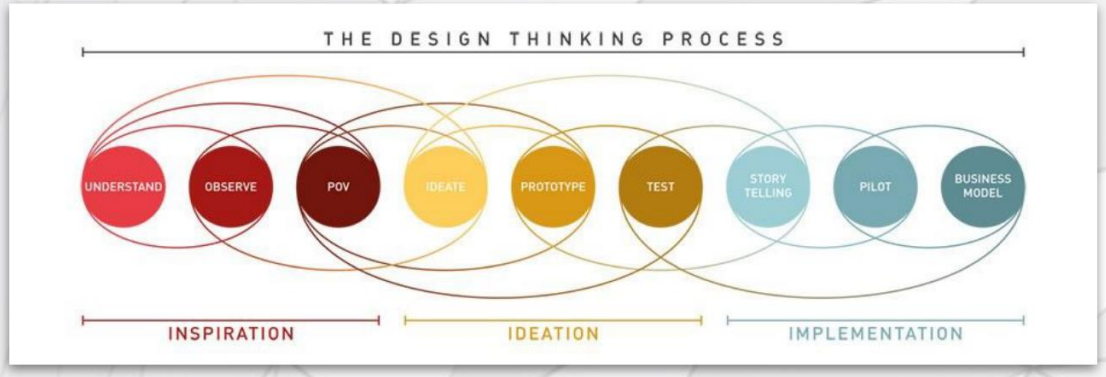
# Starting with **Why**

**Why** we make

**What** we make

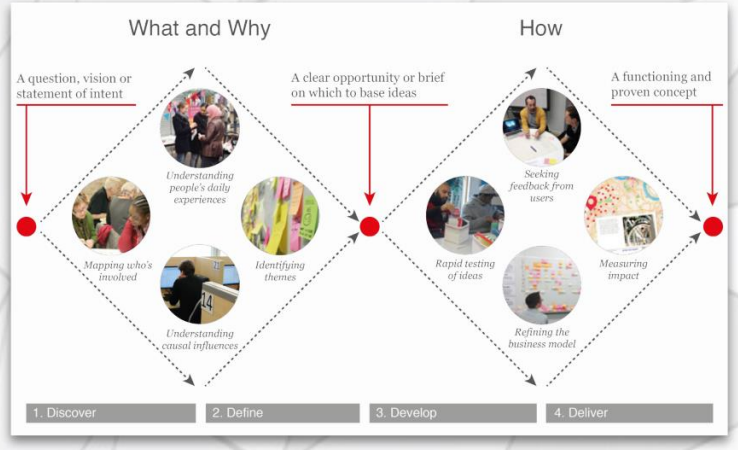
# IDEO’s

Design Thinking Process (Process)



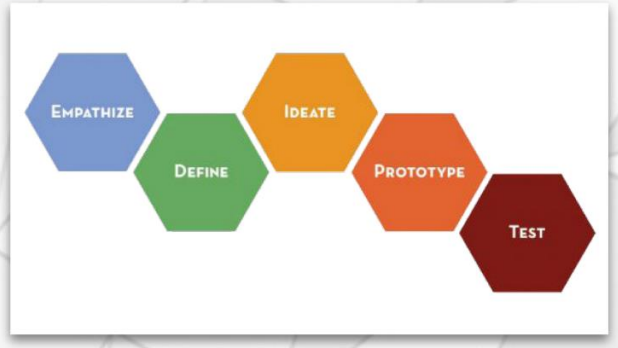

# British Design Council

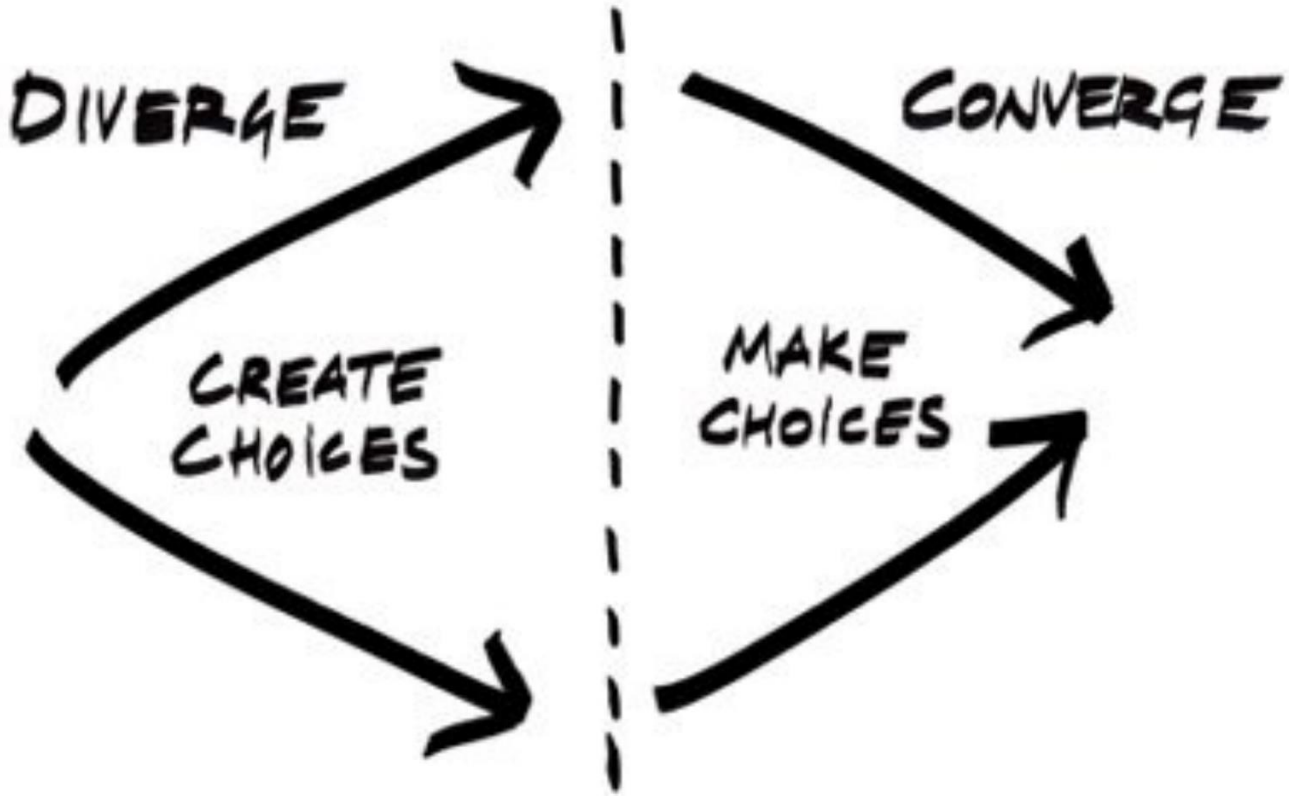
Double Diamond




# Stanford d.school

Human Centered Design Process



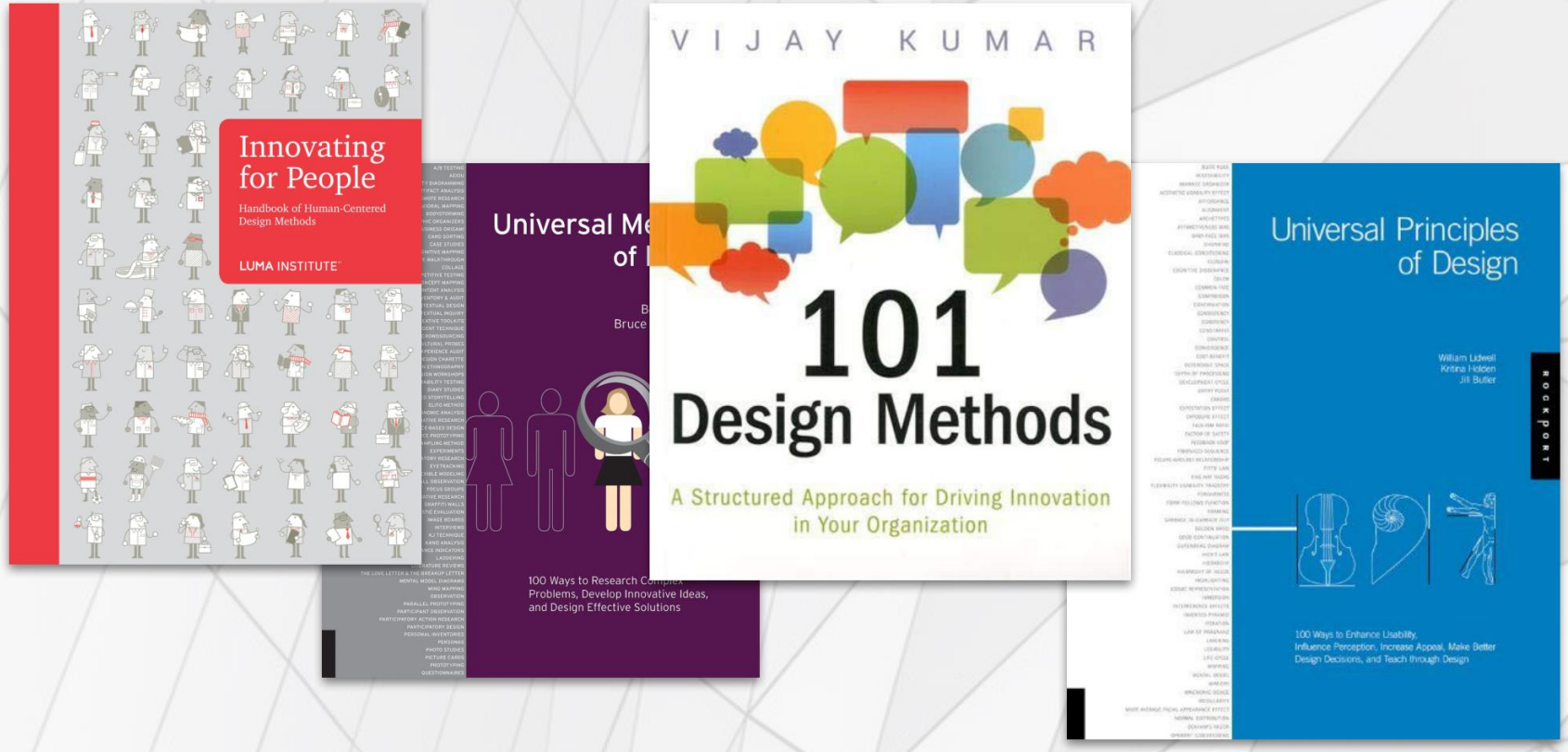

DIVERGE
CONVERGE
CREATE CHOICES
MAKE CHOICES

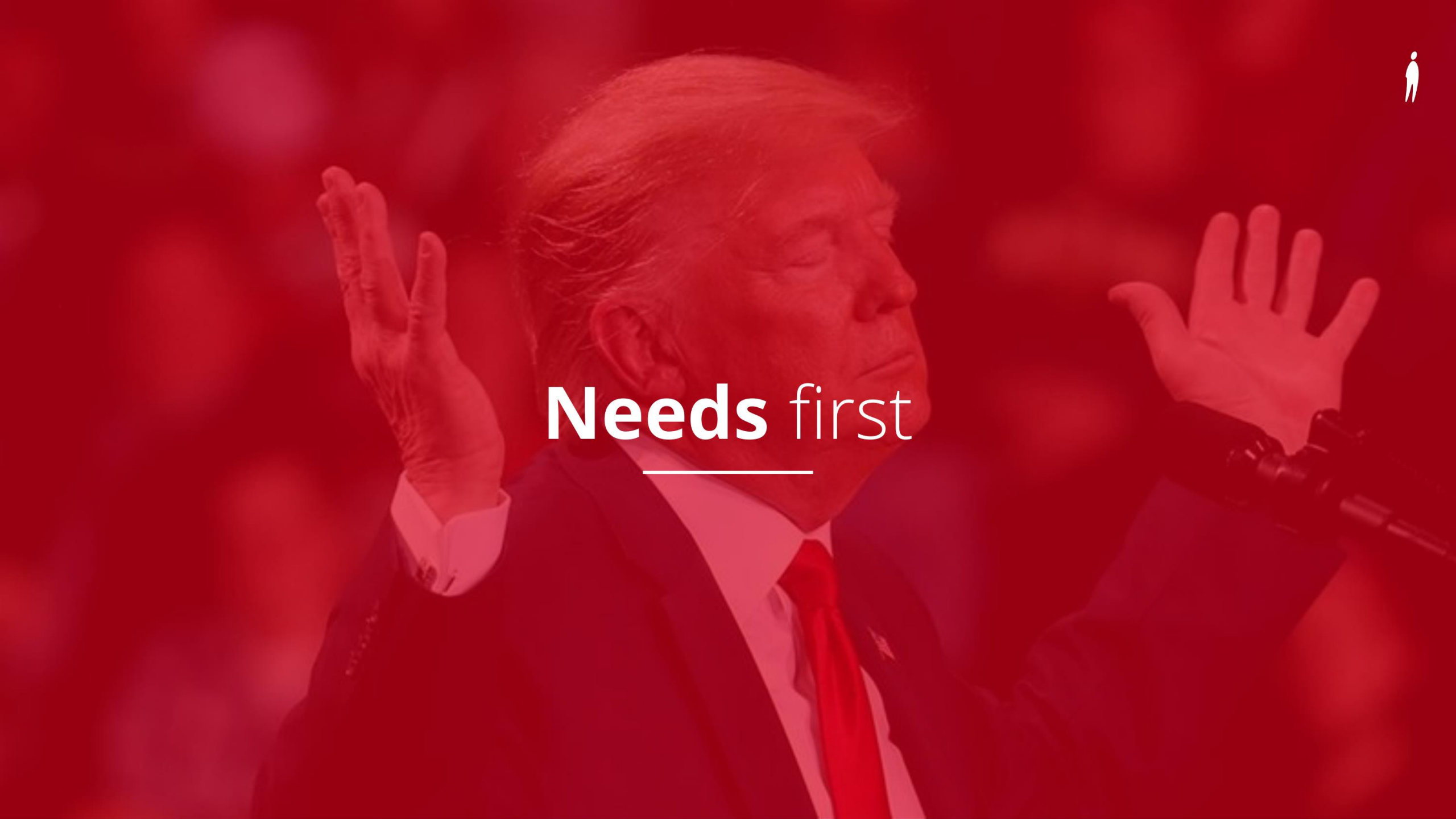
# Design Thinking
# **Tools**

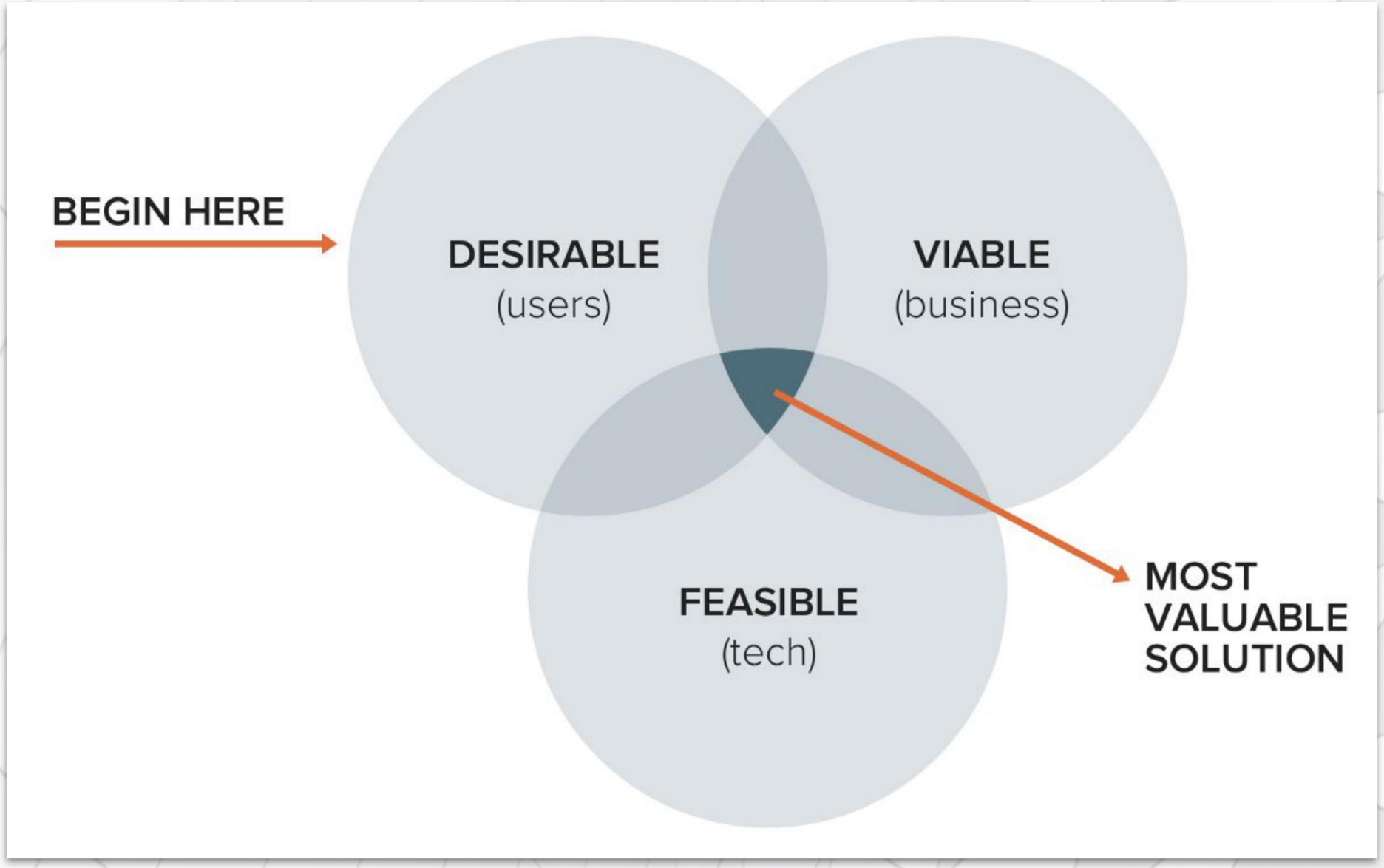
u-sentric

# Design Thinking Tools

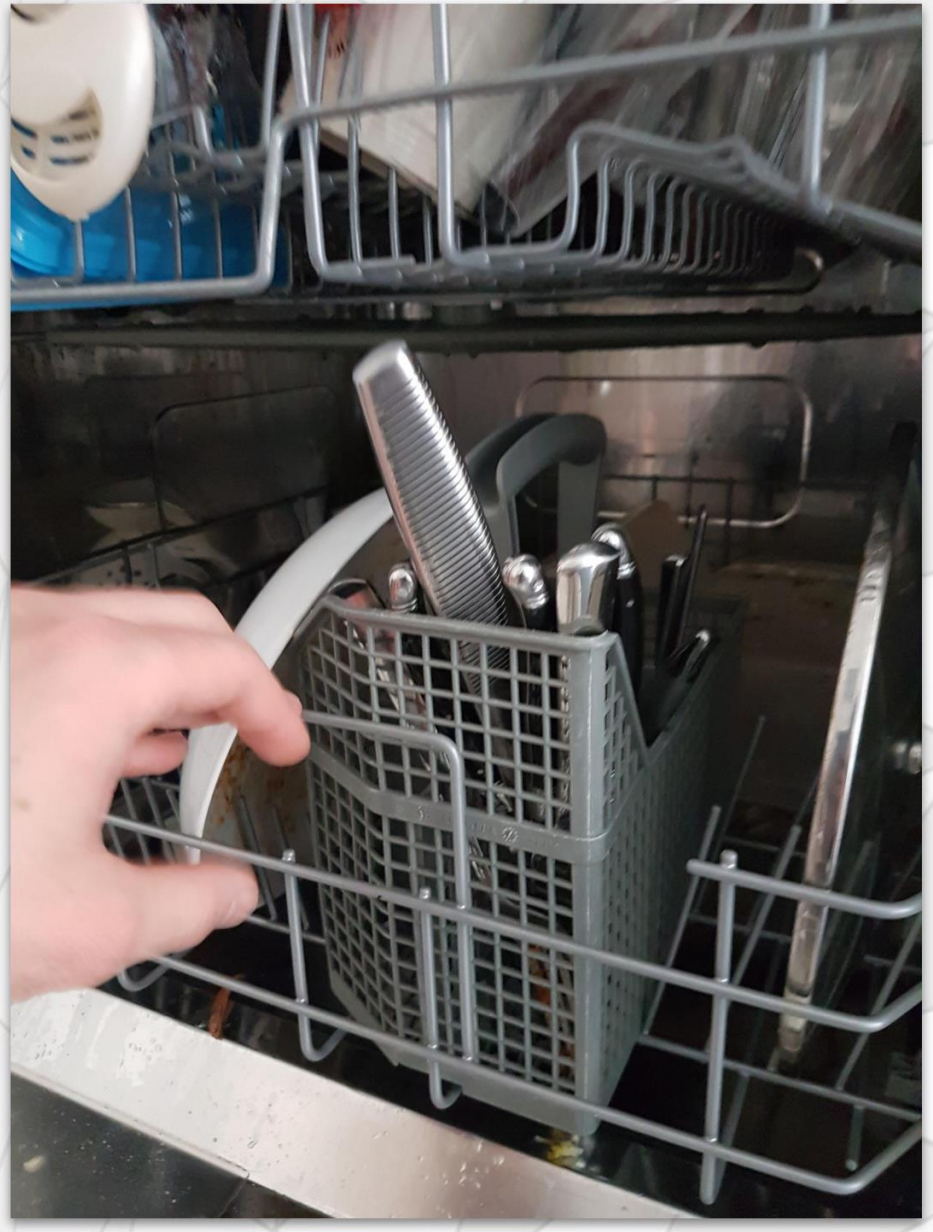
Take your pick



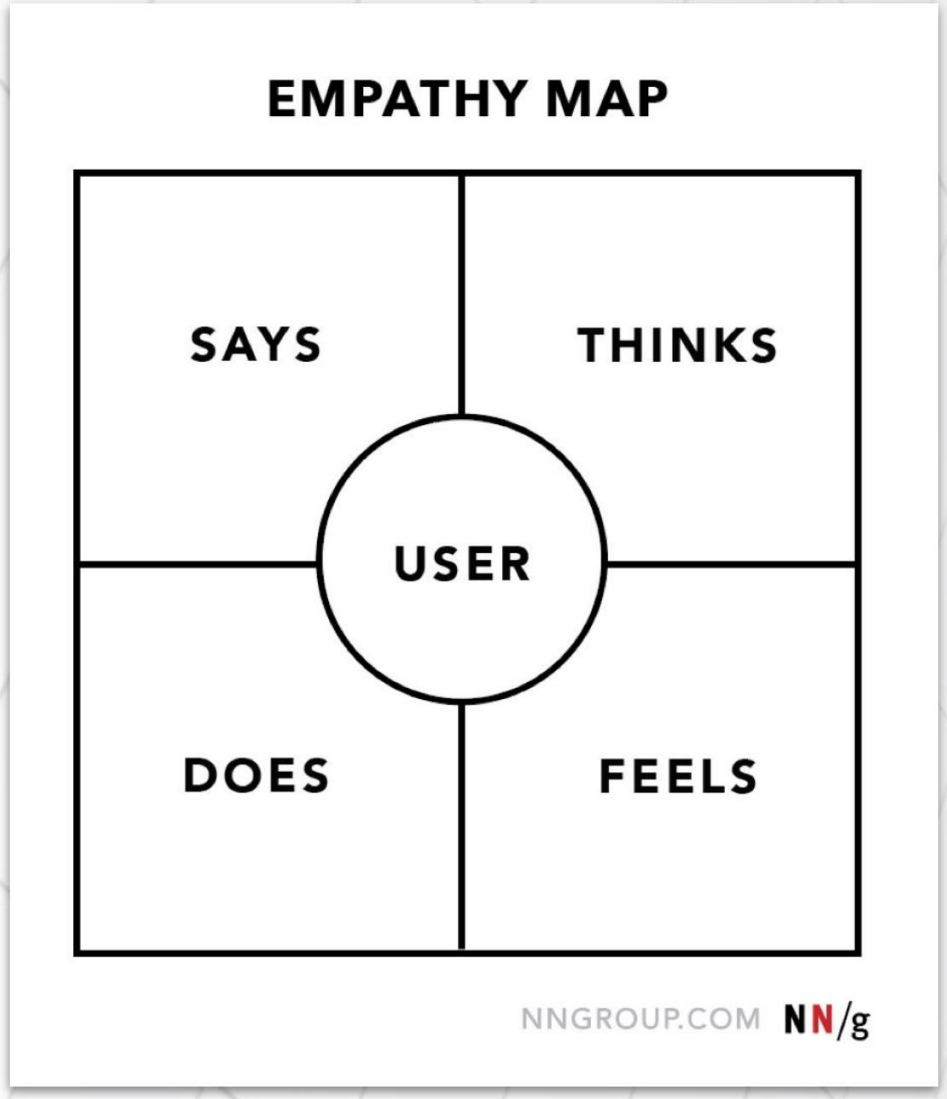

Needs first

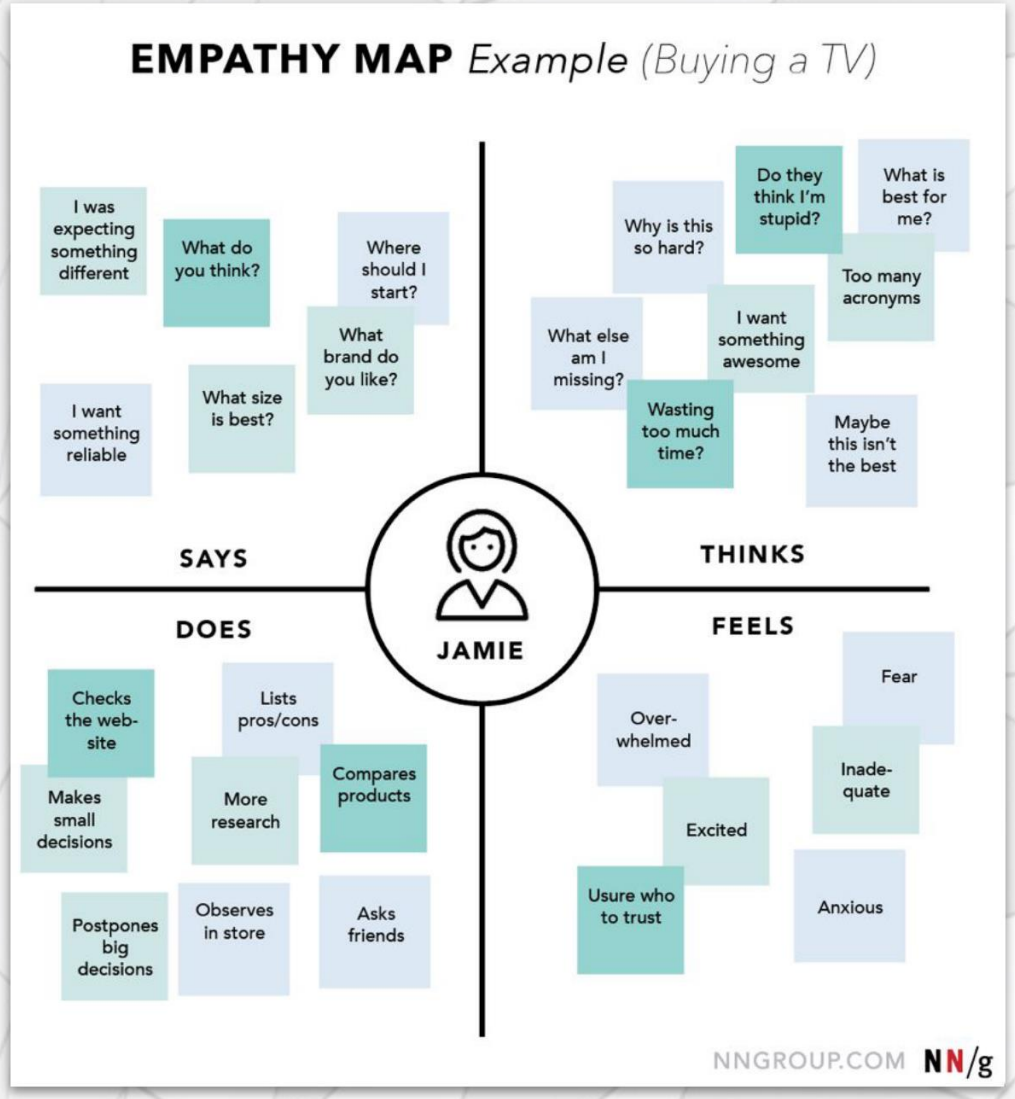

BEGIN HERE
DESIRABLE
(users)
VIABLE
(business)
FEASIBLE
(tech)
MOST
VALUABLE
SOLUTION

15 21
Vertrek
Paris-Nord
Aalst Gent-St-P
Denderleeuw Zottegem
Bru Airport
Bergen Quievrain
Nivel
Gent-St-P Kortrijk
Voie Spoor 13
Voie Spoor 14
SNCB
Mobility
Europe
Fahrkarten im Binnenverkehr
Entrée - Ingang



# Empathy Mapping


EMPATHY MAP
SAYS
THINKS
USER
DOES
FEELS
NNGROUP.COM NN/g


EMPATHY MAP Example (Buying a TV)
I was expecting something different
What do you think?
Where should I start?
What brand do you like?
I want something reliable
What size is best?
Why is this so hard?
Do they think I'm stupid?
What is best for me?
Too many acronyms
What else am I missing?
I want something awesome
Wasting too much time?
Maybe this isn't the best
SAYS
THINKS
JAMIE
DOES
FEELS
Checks the web-site
Lists pros/cons
Makes small decisions
More research
Compares products
Postpones big decisions
Observes in store
Asks friends
Over-whelmed
Fear
Inade-quate
Excited
Usure who to trust
Anxious
NNGROUP.COM NN/g

# Persona’s

DATA-ORIENTED
INTERMEDIATE
USER

eurostat

# ISAK

**Works as a journalist for a national newspaper**

STATISTICAL LITERACY

COMPUTER PROFICIENCY

*"The challenge is in finding the right data rather than interpreting it."*

**Why do I use European statistics?**

*I build stories by analysing a given topic from different angles. Statistics is one of those angles.*

**What do I do with European statistics?**

- *Search for visualisations and raw data*
- *Download selections of specific tables*
- *Look for inspiration to prepare own visualisations*
- *Support arguments or give the bigger picture through European comparisons*

**We should** provide Isak with crosslinks between datasets and the related dissemination tools.

**We must not** let Isak waste time while looking for relevant data.

These user profiles are a deliverable of the DIGICOM project. Do you want to learn how you can use them in designing your statistical products? Contact us at **ESTAT-USER-RESEARCH@ec.europa.eu** or **maja.islam@ec.europa.eu**.

PERSONALLY
INTERESTED
LIGHT USER

eurostat

STATISTICAL LITERACY

COMPUTER PROFICIENCY

**Interested in European statistics; English and history teacher**

# KRISTOFFER

*"The general view is enough for me – I am not enough of a specialist to dig deep into the data."*

**Why do I use European statistics?**

*I visit Eurostat's website out of personal interest and sometimes to prepare a lesson.*

**What do I do with European statistics?**

- *Check out and share data visualisations from Eurostat's Facebook page*
- *Look for material for school lessons*
- *Look up facts on 'hot topics' that colleagues and friends are discussing*

**We should** make sure that Kristoffer, who arrives on Eurostat via Facebook, can easily navigate his way around the rest of the website.

**We must not** ignore the fact that Kristoffer will also need help to correctly understand and interpret our data.

These user profiles are a deliverable of the DIGICOM project. Do you want to learn how you can use them in designing your statistical products? Contact us at **ESTAT-USER-RESEARCH@ec.europa.eu** or **maja.islam@ec.europa.eu**.

## HOW PROTO-PERSONAS ARE MAPPED

### NAME

Sketch of the individual, a name, and basic demographics.

### BEHAVIORS

Identify the behaviors and beliefs of the persona

### DEMOGRAPHICS

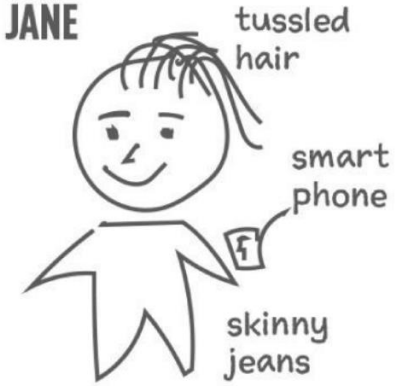
Explore and list more detailed demographics.

### NEEDS/GOALS

Identify the needs and goals of the persona

## A PROTO-PERSONAS WITH EXAMPLE INFORMATION

### JANE




### BEHAVIORS

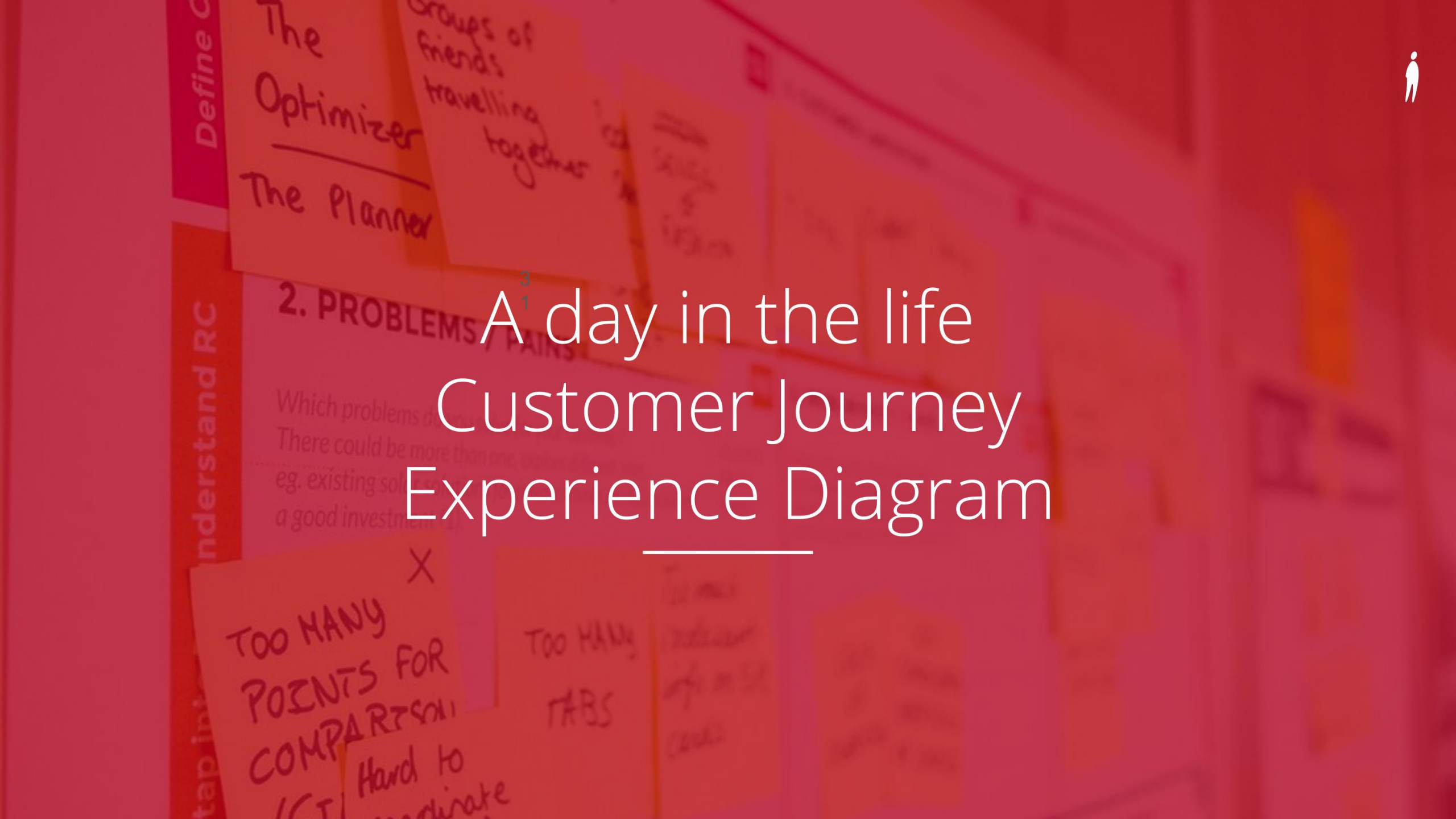
- Avid blogger
- Doesn't like 24 hr news
- Twitter user
- Loves to eat pudding
- Online extrovert

### DEMOGRAPHICS

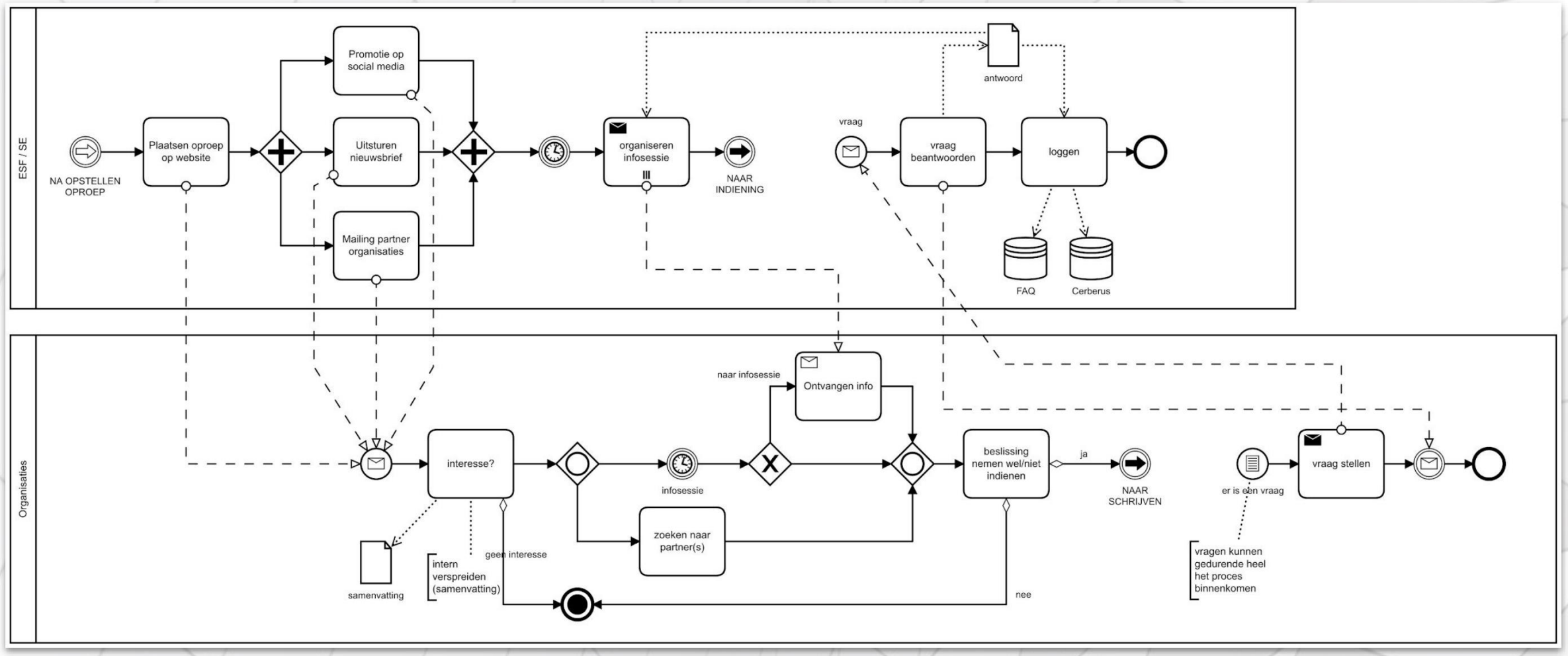
- 20-30 yrs old
- Female
- College Grad
- Non-leadership white collar job
- Economics major

### NEEDS/GOALS

- Ego gratification
- Wants to be heard
- Engage with humans
- Loves to find cool stuff and hang out with the "cool crowd"

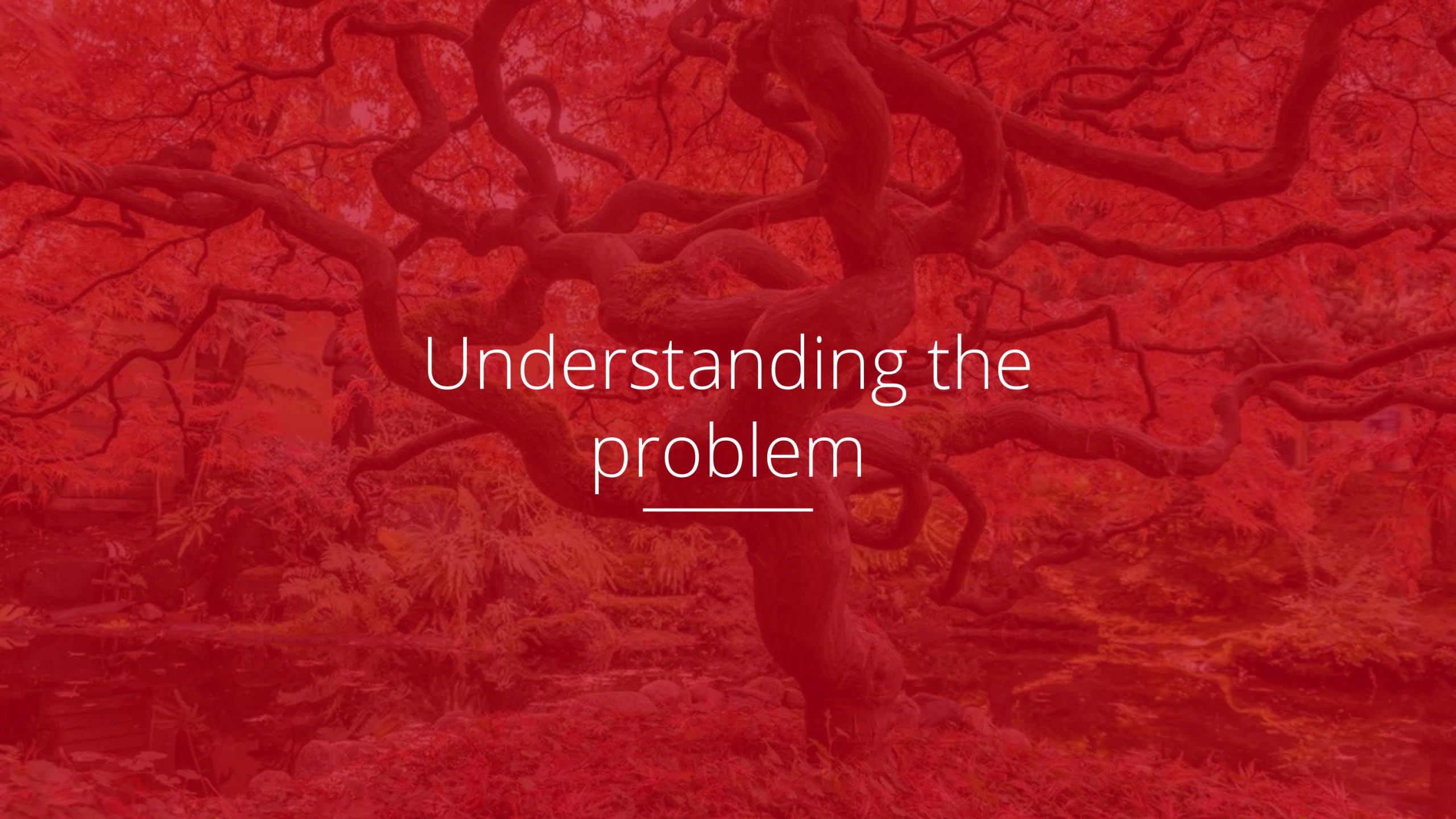



# A day in the life
# Customer Journey
# Experience Diagram

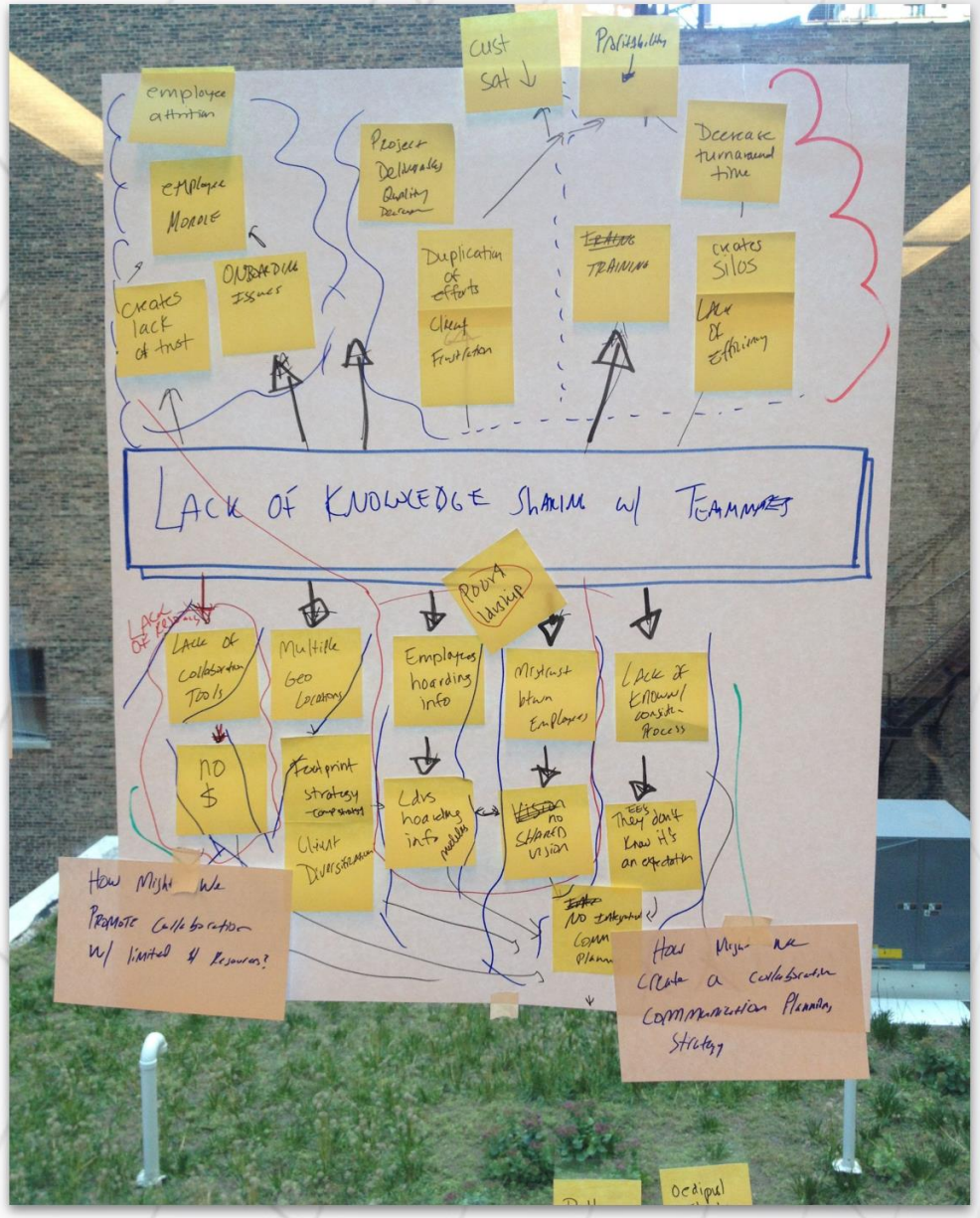

ESF / SE
NA OPSTELLEN OPROEP
Plaatsen oproep op website
Promotie op social media
Uitsturen nieuwsbrief
Mailing partner organisaties
organiseren infosessie
NAAR INDIENING
antwoord
vraag
vraag beantwoorden
loggen
FAQ
Cerberus
Organisaties
naar infosessie
Ontvangen info
interesse?
infosessie
zoeken naar partner(s)
beslissing nemen wel/niet indienen
ja
NAAR SCHRIJVEN
nee
geen interesse
samenvatting
intern verspreiden (samenvatting)
er is een vraag
vraag stellen
vragen kunnen gedurende heel het proces binnenkomen

# Fase 4. Use

- Quick problem solving
- Occasional contact/update
- Relevant results!



# Understanding the problem


employee attrition
employee MORALE
creates lack of trust
ONBOARDING issues
Project Deliverables Quality
Duplication of efforts
Client Frustration
TRAINING
Decrease turnaround time
creates Silos
Lack of Efficiency
LACK OF KNOWLEDGE SHARING w/ TEAMMATES
Lack of Collaboration Tools
Multiple Geo Locations
Employees hoarding info
Mistrust btwn Employees
Lack of Enforcement/ consistent process
NO $
Footprint strategy
Client Diversification
CDIs hoarding info
NO SHARED VISION
They don't know it's an expectation
How Might We Promote Collaboration w/ limited $ resources?
How Might We Create a Collaboration Communication Planning Strategy

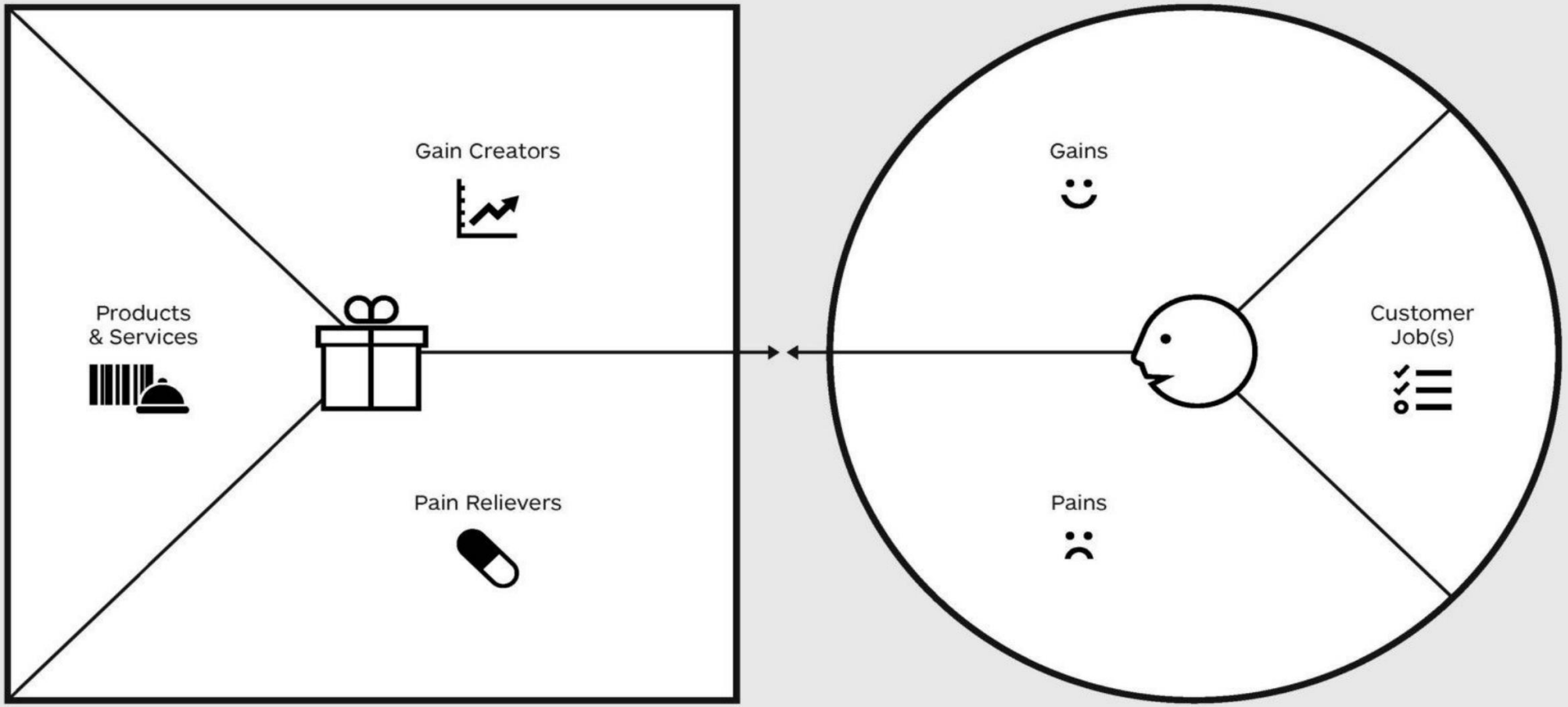
WE STILL DO NOT HAVE USABLE CASE STUDIES.
WE USE OUT TO KNOWN ENTITIES
HARDER TO SELL/ CLOSE SALES
Lack of compelling client stories for BG
WE ARE UNABLE TO COMMUNICATE CLEAR IMPACT
Erodes thought leadership profile
Fewer opportunities to speak, present, author content
Erodes our Credibility
current Client Weather to see most interesting
Climate not easily seeing themselves in our work
Show the stakes equate to our ecosystem maintenance
Lack of example to use on website, social media, newsletter, as well as other marketing material
Can't easily compete to competition
Motivation chooses to collaborate (your work & people is valued/ UNCLEAR)
current Creates data core Assigned projects / case studies
BG team does not know stories across the board to share with prospective clients
GAPS IN KNOWLEDGE ARE SCOPE OF WORK WE'VE TAKE
Redundancy in Problem Solving
Missing a clear, to help clients lead them to Survey results Terms
INCONSISTENT CHANGES FOR CROSS POLLINATION OF MICRO & SMALL
Relationship Building to the client's daily life in stories
MAIN CLIENTS DON'T HAVE A WAY TO MEASURE IMPACT
HOW WE establish a baseline & intervention indicators?
Responsibility for consistently case studies outcomes?
Lack of accountability by staff & our team, whether done
Being picky about viable cases
IT TAKES A LONG TIME TO MEASURE QUANTIFIED
Time for clients to see clear recommendations, value of working with SAMA
CLIENT APPROVALS CAN BE EXCESSIVE OF INTENSIVE
Lots of approvals, edits & revisions
MAIN CLIENT Relationship Managers to support the approval of case studies
MUTUALLY BENEFICIAL
HOW ACHIEVE CBB ALIGNMENT ON PURPOSE + USE OF CASE STUDIES?
HOW WE believe the INTENTION of TRUST NEEDS/WANTS?
WE DON'T HAVE AN AGREED UPON FOR IMPACT MEASURE
No specific process or set criteria for clients
HOW DEFINE A MAIN COUNT PROJECT FOR MEASUREMENT OF CASE STUDIES
Lack of visible, and medium conversations channels & lead time stories
HOW create a process/plan approvals/ documentation & on the website
The website

# Value Proposition

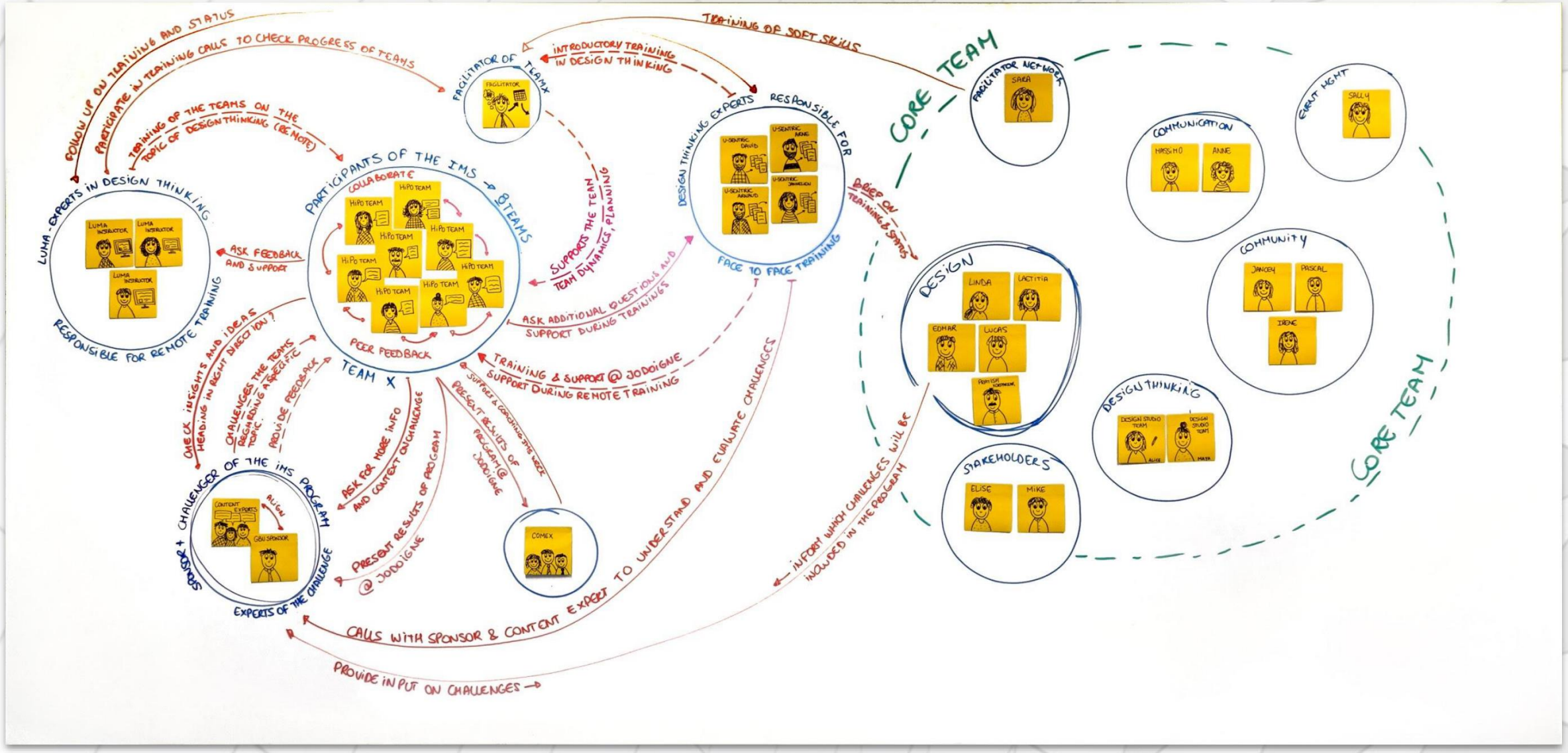
# The Value Proposition Canvas

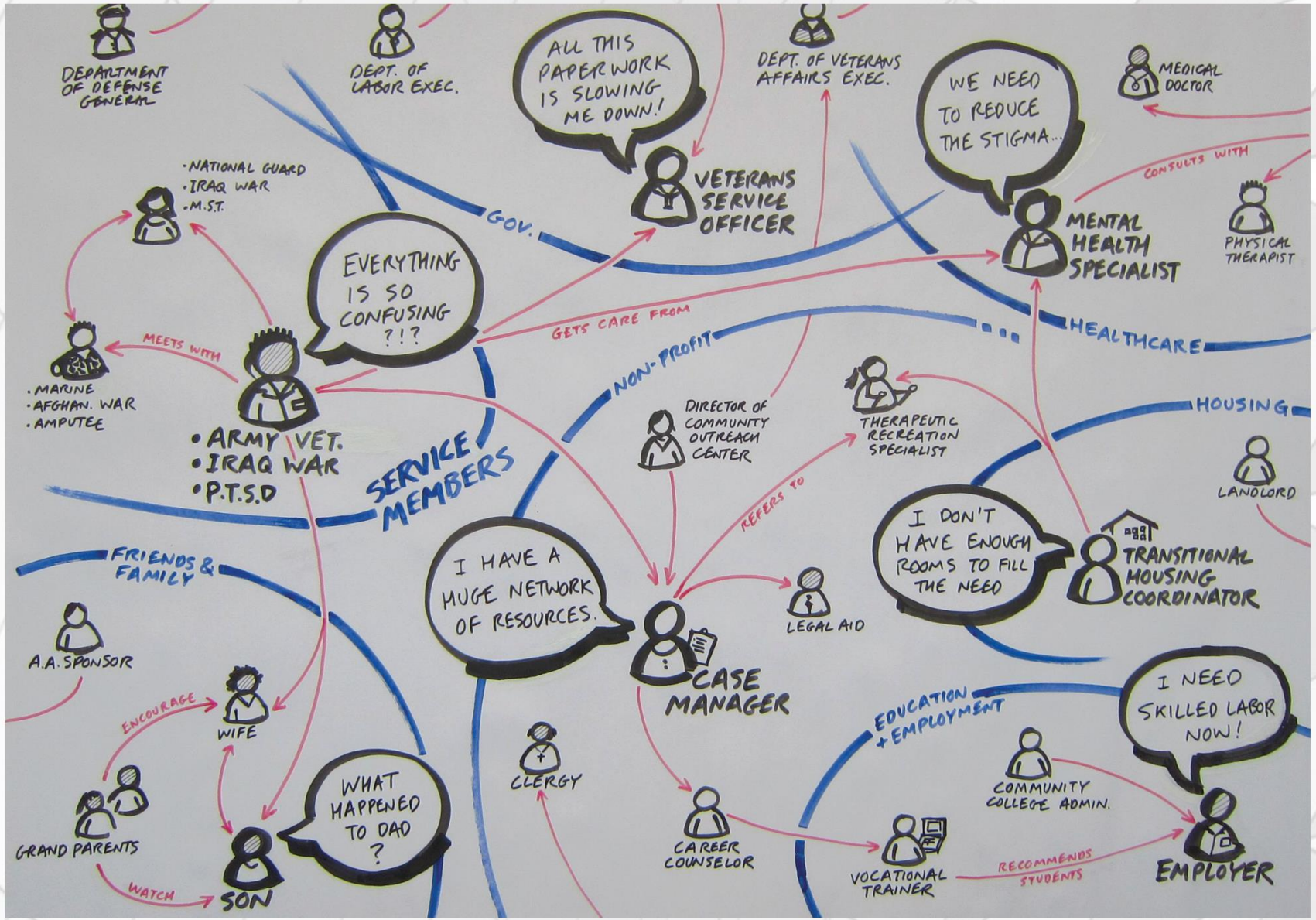
*Value Proposition*

*Customer Segment*



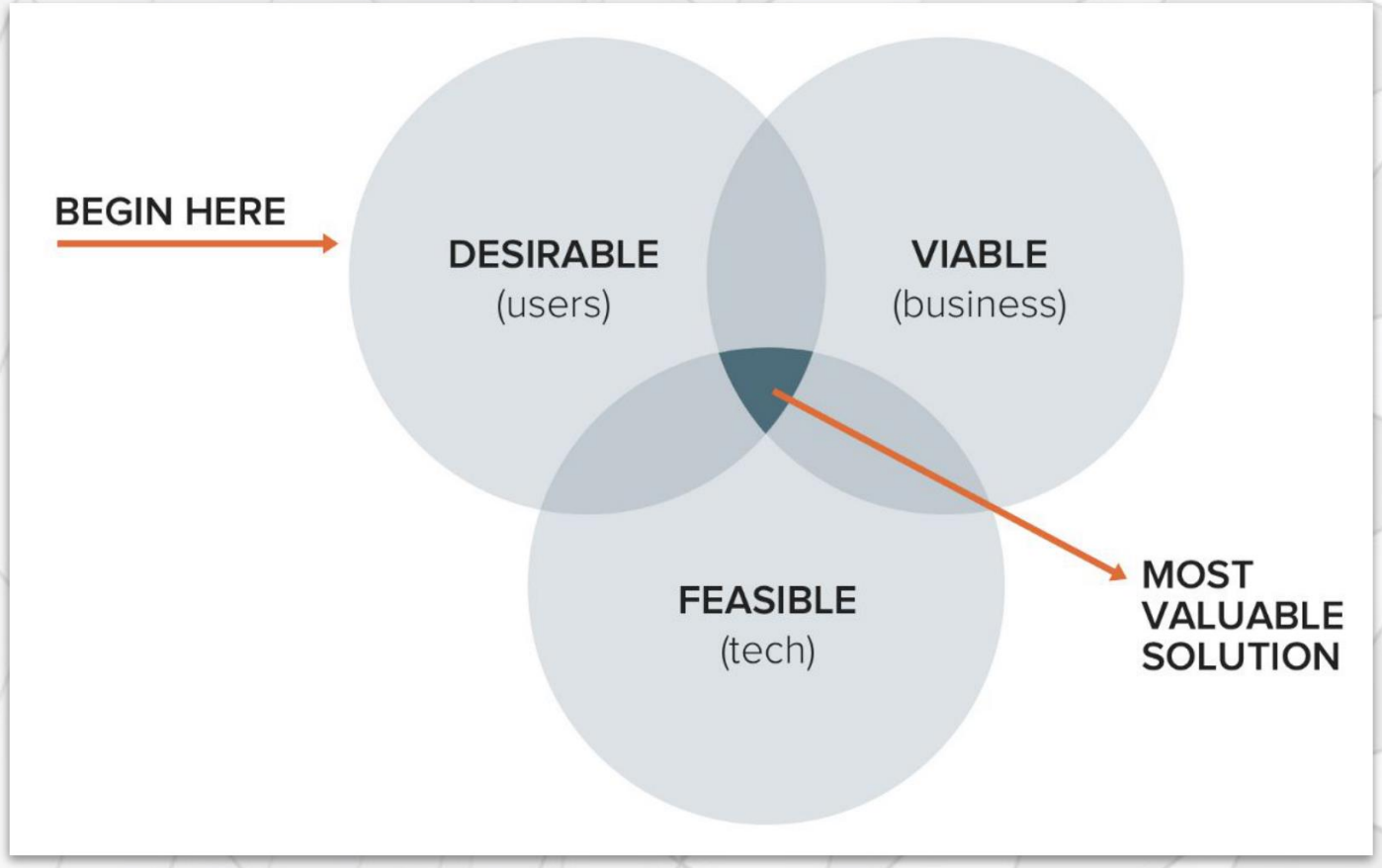
# Stakeholder Mapping


FOLLOW UP ON TRAINING AND STATUS
PARTICIPATE IN TRAINING CALLS TO CHECK PROGRESS OF TEAMS
TRAINING OF THE TEAMS ON THE TOPIC OF DESIGN THINKING (REMOTE)
FACILITATOR OF TEAMX
INTRODUCTORY TRAINING IN DESIGN THINKING
TRAINING OF SOFT SKILLS
CORE TEAM
FACILITATOR NETWORK
SARA
COMMUNICATION
MASSIMO
ANNE
EVENT MGMT
SALLY
LUMA - EXPERTS IN DESIGN THINKING
LUMA INSTRUCTOR
RESPONSIBLE FOR REMOTE TRAINING
ASK FEEDBACK AND SUPPORT
PARTICIPANTS OF THE IMS → 8 TEAMS
COLLABORATE
HiPo TEAM
SUPPORTS THE TEAM TEAM DYNAMICS, PLANNING
DESIGN THINKING EXPERTS
RESPONSIBLE FOR
U-CENTRIC DAVID
U-CENTRIC ANNE
U-CENTRIC ARNAUD
U-CENTRIC SEBASTIEN
BRIEF ON TRAINING & STATUS
FACE TO FACE TRAINING
ASK ADDITIONAL QUESTIONS AND SUPPORT DURING TRAININGS
PEER FEEDBACK
TEAM X
CHECK INSIGHTS AND IDEAS HEADING IN RIGHT DIRECTION ?
CHALLENGES THE TEAMS REGARDING A SPECIFIC TOPIC
PROVIDE FEEDBACK
TRAINING & SUPPORT @ JODOIGNE
SUPPORT DURING REMOTE TRAINING
DESIGN
LINDA
LAETITIA
EDMAR
LUCAS
COMMUNITY
JANCEY
PASCAL
IRENE
DESIGN THINKING
DESIGN STUDIO TEAM
STAKEHOLDERS
ELISE
MIKE
SUPPORT & COACHING THE WEEK
PRESENT RESULTS OF PROGRAM @ JODOIGNE
ASK FOR MORE INFO AND CONTEXT ON CHALLENGE
PRESENT RESULTS OF PROGRAM @ JODOIGNE
SPONSOR + CHALLENGER OF THE IMS PROGRAM
CONTENT EXPERTS
ALIGN
GBU SPONSOR
COMEX
EXPERTS OF THE CHALLENGE
CALLS WITH SPONSOR & CONTENT EXPERT TO UNDERSTAND AND EVALUATE CHALLENGES
INFORM WHICH CHALLENGES WILL BE INCLUDED IN THE PROGRAM
PROVIDE INPUT ON CHALLENGES
CORE TEAM


DEPARTMENT OF DEFENSE GENERAL
DEPT. OF LABOR EXEC.
ALL THIS PAPERWORK IS SLOWING ME DOWN!
DEPT. OF VETERANS AFFAIRS EXEC.
WE NEED TO REDUCE THE STIGMA...
MEDICAL DOCTOR
CONSULTS WITH
PHYSICAL THERAPIST
VETERANS SERVICE OFFICER
MENTAL HEALTH SPECIALIST
GOV.
HEALTHCARE
NON-PROFIT
HOUSING
·NATIONAL GUARD
·IRAQ WAR
·M.S.T.
EVERYTHING IS SO CONFUSING ?!?
GETS CARE FROM
MEETS WITH
·MARINE
·AFGHAN. WAR
·AMPUTEE
·ARMY VET.
·IRAQ WAR
·P.T.S.D
SERVICE MEMBERS
DIRECTOR OF COMMUNITY OUTREACH CENTER
THERAPEUTIC RECREATION SPECIALIST
LANDLORD
REFERS TO
I DON'T HAVE ENOUGH ROOMS TO FILL THE NEED
TRANSITIONAL HOUSING COORDINATOR
I HAVE A HUGE NETWORK OF RESOURCES.
LEGAL AID
CASE MANAGER
FRIENDS & FAMILY
A.A. SPONSOR
ENCOURAGE
WIFE
I NEED SKILLED LABOR NOW!
EDUCATION + EMPLOYMENT
CLERGY
COMMUNITY COLLEGE ADMIN.
GRAND PARENTS
WHAT HAPPENED TO DAD ?
CAREER COUNSELOR
VOCATIONAL TRAINER
RECOMMENDS STUDENTS
EMPLOYER
WATCH
SON

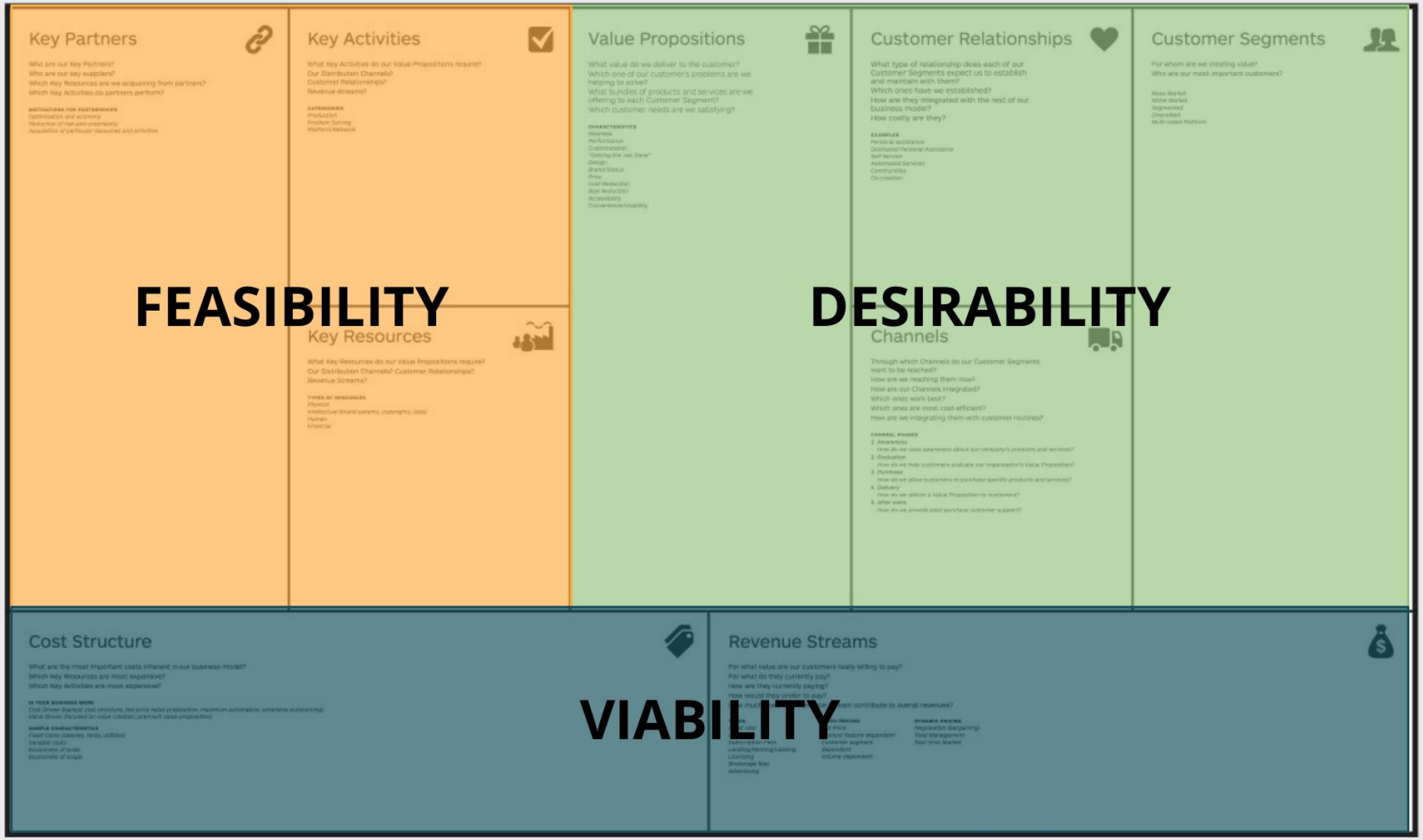
# IDEO's

## DVF Model



# The Business Model Canvas

| Designed for: | Designed by: | Date: | Version: |
|---|---|---|---|
| | | | |




**DESIGNED BY:** Business Model Foundry AG
*The makers of Business Model Generation and Strategyzer*

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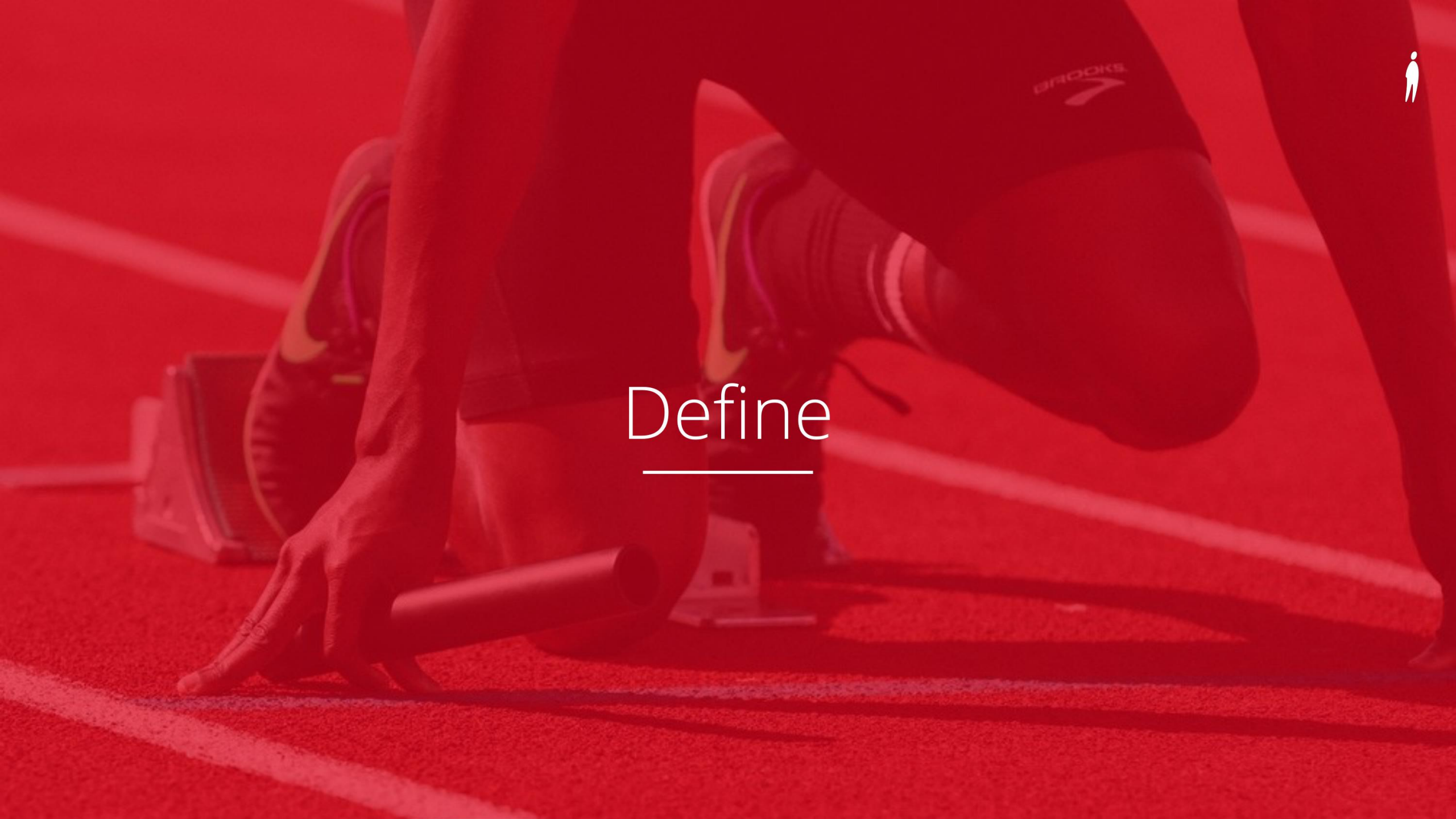
Strategyzer
strategyzer.com

Distinct Appearance

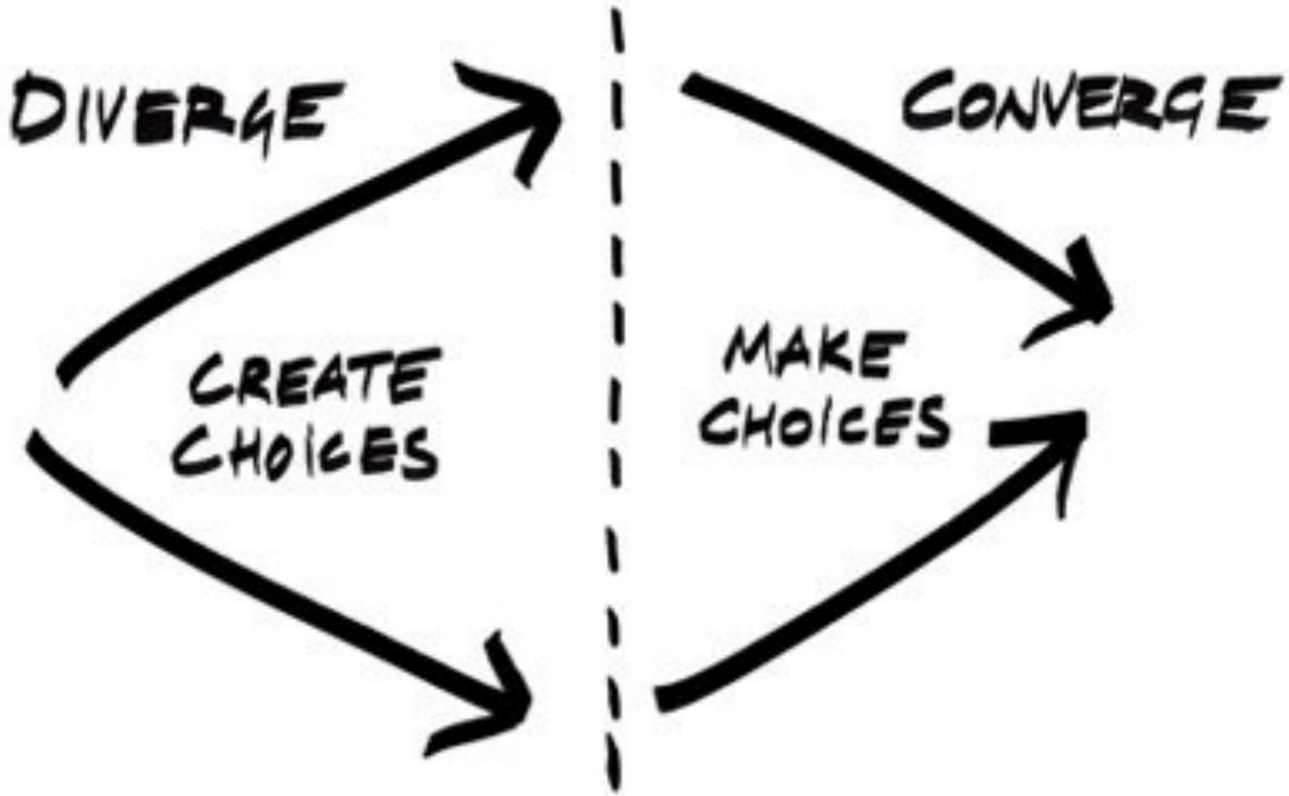
Heavy Duty Speaker

$ 4,300 $

250% higher than targets




# Define

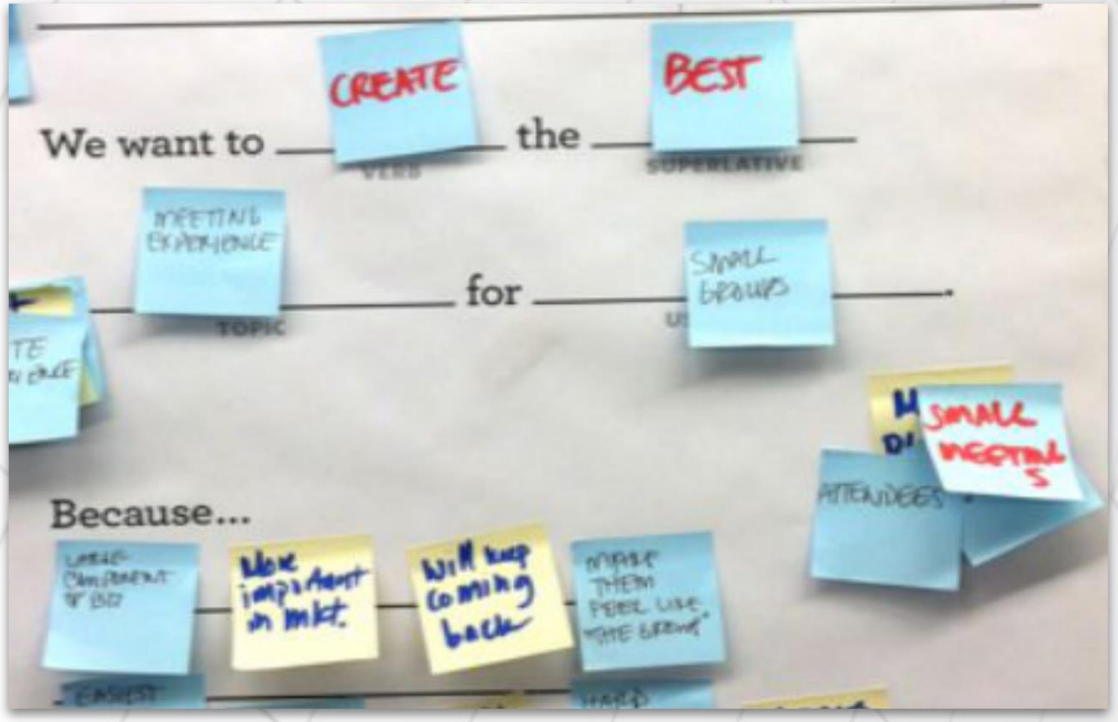

DIVERGE
CONVERGE
CREATE CHOICES
MAKE CHOICES

# Define your **why**

**Why** we make

**What** we make

# PROJECT VISION




1. **What** are we doing?
2. For **whom** are we doing it?
3. **Why** are we doing this?
4. **How** are we different?

u-sentric

For more information
please contact

Arnaud Dierickx
Arnaud@u-sentric.com
+32 (0) 472 44 93 82

# HOW TO WIN A HACKATHON

#HACK4HEALTH

HACK 4 HEALTH 2020

# HOW TO HACKATHON 101

TEAM

PREPARE

BRAINSTORM

PROTOTYPE

DEMO

ENJOY

# BUILDING THE TEAM

## THE HACKER

PROBLEM SOLVING

CODING

## THE HIPSTER

BRAINSTORMING

DESIGN

## THE HUSTLER

BUSINESS MODEL

PITCHING

# START PREPARING

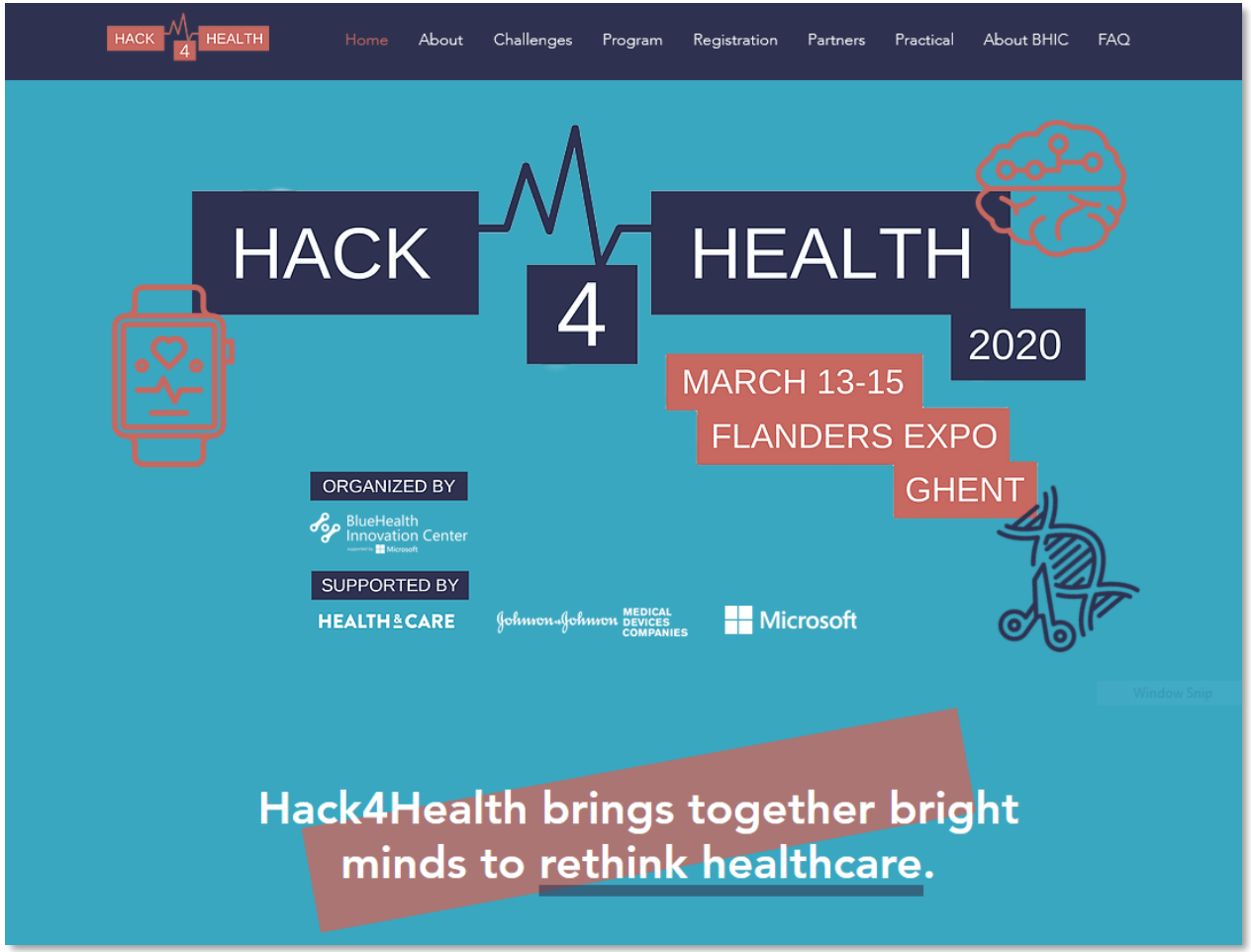
READ THE CHALLENGES

TALK TO OTHERS

ASK ABOUT POTENTIAL SOLUTIONS

DECIDE ON A STRATEGY

# START PREPARING



# BRAINSTORM

CAN TAKE UP TO 12 HOURS

INVOLVE EVERYONE IN THE TEAM

USE STICKY NOTES, PAPER, ETC

ASK FOR HELP

# BUILD A PROTOTYPE

***IT'S A PROTOTYPE!***

***NOT A READY TO USE SOLUTION***

# BUILD A PROTOTYPE

***FAKE IT UNTIL YOU MAKE IT***

# BUILD A PROTOTYPE

TIME IS VERY LIMITED

PROVE THE MOST IMPORTANT TECHNOLOGY

HACKATHON CODE ALWAYS SMELLS

MAKE A WORKING PROTOTYPE*

*OR THAT LOOKS LIKE IT

IDEA
10h 00m
TUESDAY
Available time
03h 15m
22 DEC
Breakfast with Susan
Klausen Restaurant
1 Attending
Project Meeting
Skype
3 Attending
Advertised Event
22 DEC
WEDNESDAY
03h 15m
AVAILABLE TIME
Morning Jogging
No Location
None Invited
Tapptitude Meeting
Tapptitude Office
3 Attending
Movie
Cinema City Cluj-Napoca
None Invited

# PREPARE YOUR PITCH

PREPARE !

CHANGE TO YOUR AUDIENCE

VIABILITY, TECHNOLOGY AND IMPLEMENTATION

# BUT MOST OF ALL… ENJOY

SLEEP

RELAX

TAKE BREAKS

HELP OTHERS

ENJOY FUN ACTIVITIES

# AND THAT’S HOW YOU WIN

TEAM

PREPARE

BRAINSTORM

PROTOTYPE

DEMO

ENJOY

# PRACTICALITIES

#HACK4HEALTH

HACK 4 HEALTH 2020

# FOR WHOM?

STUDENTS & PROFESSIONALS

BUSINESS, ENGINEERING, DESIGN, TECHNOLOGY AND ALL INTERESTED

MALE & FEMALE !!

# WHERE, WHEN, WHY, HOW, WHAT, …?

| | |
|---|---|
| **WHERE**: | FLANDERS EXPO, FLEX CENTER, GHENT |
| **WHEN**: | MARCH 13TH – 15TH, 2020 FROM 17H30 (FRI) TILL 19H30 (SUN) |
| **WHY**: | BECAUSE IT IS FUN, INSIGHTFUL, PIMP YOUR RESUME, UNIQUE LEARNING, AND WHO KNOWS… |
| **HOW**: | REGISTER VIA WWW.HACK4HEALTH.BE |
| **WHAT**: | AN EVENT TO REMEMBER, BRINGING TOGETHER STUDENTS AND PROFESSIONALS TACKLING REAL WORLD CHALLENGES |

The **like** button
is invented during an
internal hackathon at Facebook

facebook.com/hack4healthbe/

Twitter
is partially **invented**
during a hackathon

@bhiccare

In 2010 Instagram became second
In the category
**"Best Mobile App"**
by the biggest
hackathon organization in America

bhic.care

**#HACK4HEALTH**

# PRIZES

| | |
|---|---|
| AUDIENCE AWARD: | FREE ENTRANCE 5TH CONFERENCE<br>FREE ENTRANCE HEALTH&CARE* |
| 3RD PLACE: | 250 EURO<br>FREE ENTRANCE H&C* |
| 2ND PLACE: | 750 EURO<br>FREE ENTRANCE H&C* |
| 1ST PLACE: | 1 500 EURO<br>WILDCARD HEALTH RAMPUP (~ 5 000 EURO)<br>FREE ENTRANCE H&C* |

* PLUS PANEL PITCH OPPORTUNITY HEALTH&CARE

# EXTRA WORKSHOPS

BRAINSTORM TECHNIQUES

PROTOTYPING

BUSINESS MODELLING

PITCHING FOR DUMMIES

MASSAGES

...

# 3 SPRINTS

# WHAT ABOUT COACHING?

FRIDAY: 21H00 – 00H00

SATURDAY: 08H00 – 20H00

SUNDAY: 08H00 – 15H00

# COACHES & EXPERTS

# JURY

**ETIENNE MARIËN**

ADVISOR
CABINET DE BLOCK

**CATHERINE VAN DER STRAETEN**

DIRECTOR HIRUZ
UZ GHENT

**CHRISTOPHE JAUQUET**

ADVISOR
IN4CARE

**PIET HOEBEKE**

DEAN MEDICAL FACULTY
GHENT UNIVERSITY

**VIRGINIE VANDE MAELE**

MANAGER
HEALTH & CARE

**KARLIEN HOLLANDERS**

PATIENT EXPERT

# JUDGING CRITERIA

INNOVATION & CREATIVITY

EXECUTION STRATEGY

SCALABILITY

ECONOMIC POTENTIAL

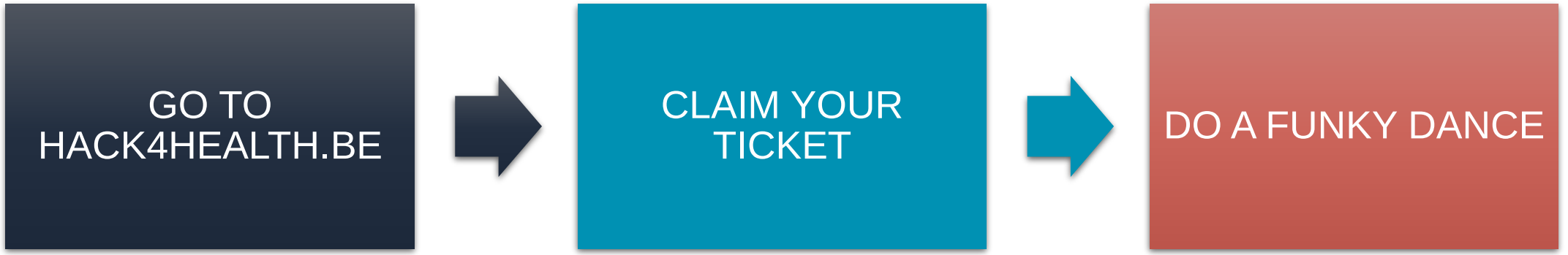
SOCIETAL VALUE

TEAM PITCH

# FAQ: WILL THERE BE FOOD?

# FAQ: CAN I COME ALONE?

# FAQ: HOW DO I SIGN UP?



# AND BY THE WAY…

IF YOU SIGN UP

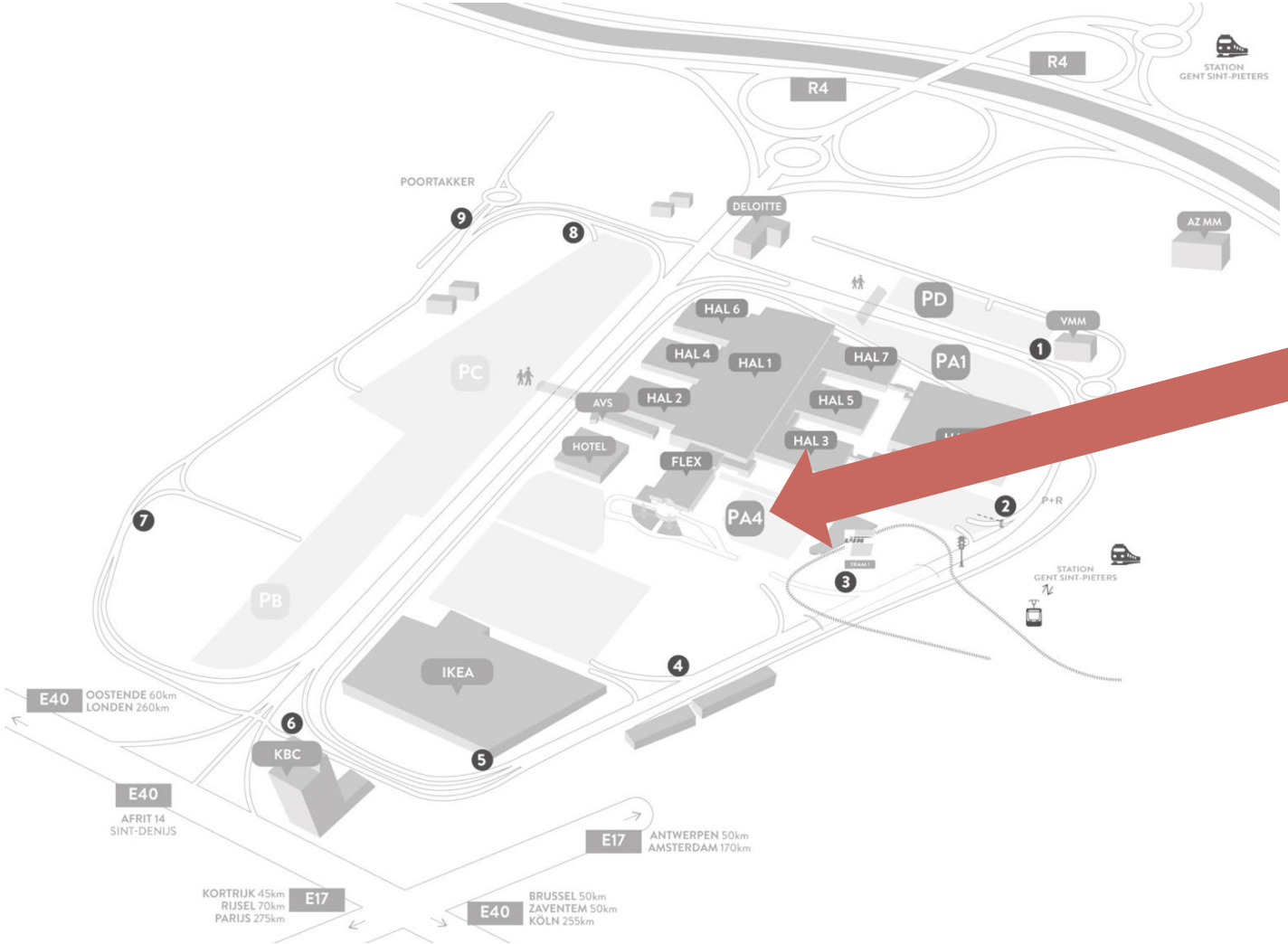
WITHIN 48 HOURS FROM NOW

AND YOU PARTICIPATE

YOU GET A REFUND

# FAQ: WHERE CAN WE SLEEP?

# FAQ: WHERE CAN WE PARK?



# FAQ: WILL YOU LOCK THE DOORS?

# FAQ: WHAT SHOULD I BRING?

# ORGANIZED BY

BlueHealth
Innovation Center

supported by Microsoft

# CHALLENGE OWNERS

Johnson & Johnson MEDICAL DEVICES COMPANIES

federal public service
HEALTH, FOOD CHAIN SAFETY AND ENVIRONMENT

UZ GENT

# SUPPORTED BY

HEALTH & CARE
DÉ VAKBEURS VOOR DE ZORGSECTOR

Johnson & Johnson MEDICAL DEVICES COMPANIES

Microsoft

in4care

# EXPERTS AND COACHES FROM

Microsoft

Johnson & Johnson MEDICAL DEVICES COMPANIES

BlueHealth Innovation Center
supported by Microsoft

ACONTRARIO

u-sentric
customer driven innovation

imec istart

UZ GENT

health community
Vlaams netwerk van ondernemingen

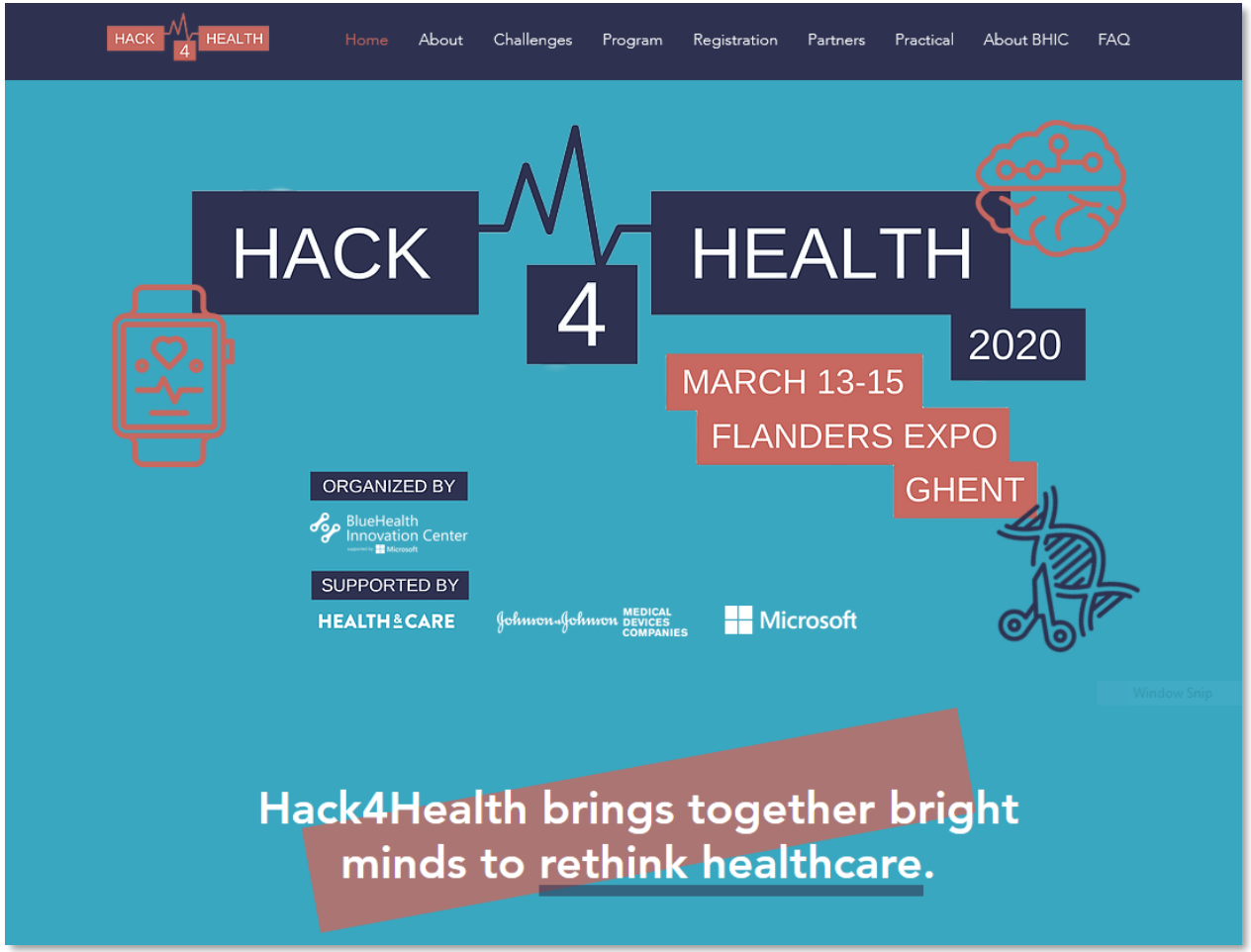
Qualix

Helpilepsy

CREATIVE THERAPY

in4care

# FURTHER UPDATES



# REGISTER NOW

WWW.HACK4HEALTH.BE

#HACK4HEALTH

HACK 4 HEALTH 2020

# ANY OTHER QUESTIONS?

INFO@BHIC.CARE

#HACK4HEALTH

HACK 4 HEALTH 2020

# HACK 4 HEALTH

2020

MARCH 13-15

FLANDERS EXPO GHENT

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SUPPORTED BY

HEALTH & CARE

Johnson & Johnson MEDICAL DEVICES COMPANIES

Microsoft

in4care

www.hack4health.be

@Hack4HealthBE