

Patient-Powered Innovations: Framing Problems Into Opportunities with Health+

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OASH

Office of the
Assistant Secretary
for Health

InnovationX: Putting People First **INNOVATIONX**

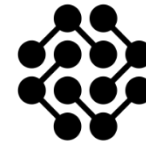
Vision: Catalyzing healthy futures through science and innovation



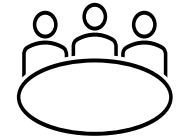
**Public-Private Partnerships
& Collaborations**



**Prize Competitions
& Challenges**



**Tech & Innovation
Sprints**



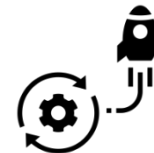
**Tech Demo Days,
Roundtables & Events**



Human-Centered Design



**Crowdsourcing &
Citizen Science**



**Internal & External
Innovation**



**Accelerators &
Incubators**

Building Equitable Solutions with the American People

How can HHS leverage institutional knowledge to bring leaders and patients together and improve the healthcare space

There is an ever-increasing need in the healthcare space to innovate quickly to improved care.



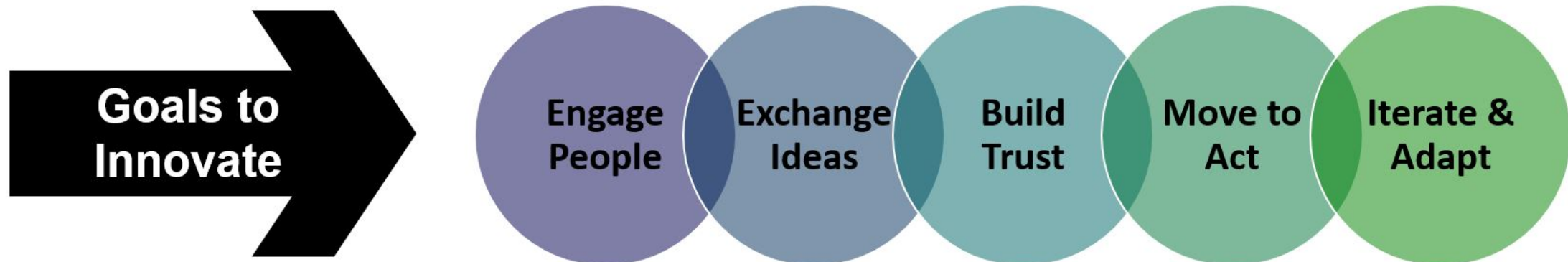
Time to adopt **Health+**

It is focused on specific, high-impact health issues with the goal of fostering technology solutions and creative problem-solving.

- + Achieving health equity through data and technology innovation
- + Framework, ongoing series of research, and prototyping cycles focused on specific high-impact health issues
- + Leveraging institutional knowledge and convene leaders and patients to foster human- and patient-centered solutions utilizing research findings and collaboration

health+ Human-Centered Design Methodology

Utilizing **Human Centered Design (HCD)** methods, **Health+** looks to develop a deep understanding of challenges, audience and vision.



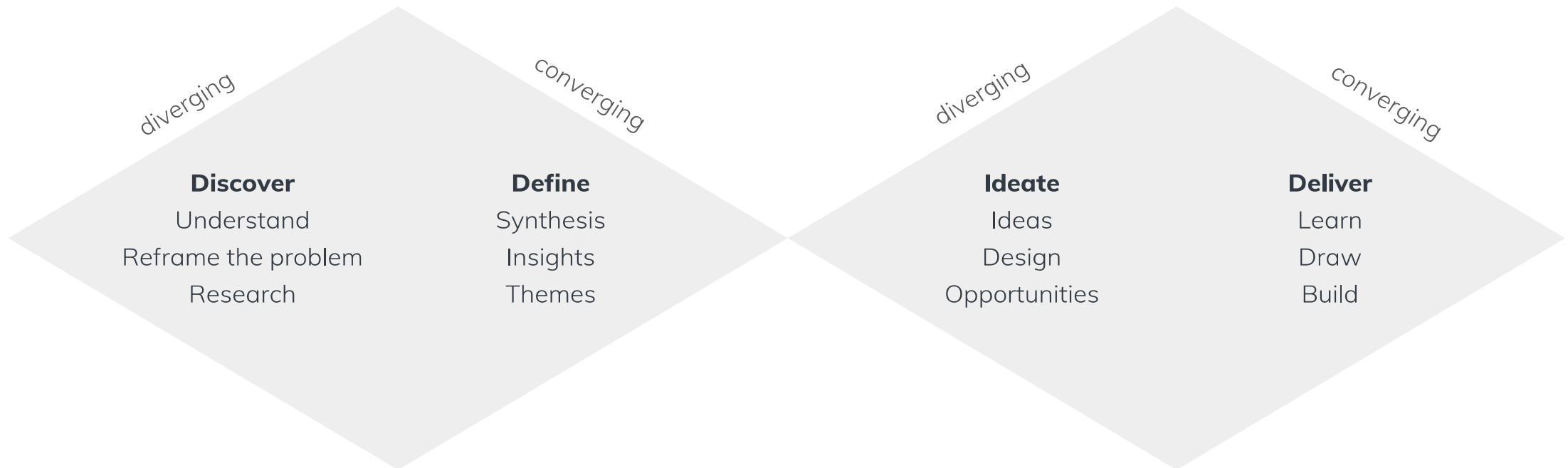
*We currently are deploying Health+ for key areas like **COVID-19, Sickle Cell Disease, and Lyme Disease.***

Product Cycles: The Double Diamond Approach

Discover | Define | Ideate | Deliver

“Designing the right thing”

“Designing things right”



LymeX Public-Private Partnership

The LymeX Innovation Accelerator (LymeX) launched in 2020. The **\$25M three-year public-private partnership between HHS and the Steven & Alexandra Cohen Foundation**, which sits under Lyme Innovation umbrella, was established to supercharge innovation in the prevention, diagnosis, and treatment of Lyme and tick-borne diseases in direct collaboration with Lyme patients, patient advocates, and diverse stakeholders across academia, nonprofits, industry, and government.



“Together, redefining the Lyme disease status quo”

The partnership will catalyze innovation in three areas:

Patient-Centered Innovations

Execute **human-centered design methods** in identifying, developing, and implementing advancements in Lyme disease care that foster innovations which can deliver transformative **improvements on patients' quality of life**.

Identify common challenges in patient and healthcare provider experiences.

Education and Awareness

Focus on innovative health **education that brings light to tick-borne disease prevention** using open innovation methods.

Highlight and **expand public awareness** on initiatives to help clinicians, patients, and caregivers benefit from the latest scientific findings.

Next-Gen Diagnostics

Establish prize challenges open to universities, non-profits, and private sector that encourage rapid, cross-sector, **patient-centered diagnostic innovations**.

Drive creators, industries, and academia toward **breakthroughs in more accurate Lyme diagnosis**, helping make next-gen diagnostics available more quickly.

Health+ Lyme Disease Human-Centered Design Report

- 698 hours of discovery through interviews, workshops, listening sessions, independent research
- Journey Maps: Diagnostic Journey and Treatment Journey for Persistent Symptoms
- Patient Archetypes based on capacity and disruption in daily care
 - [Health+ Lyme Stories: Nina](#)
 - [Health+ Lyme Stories: Juan](#)
- Opportunity Areas on awareness, diagnostics, care coordination, and care management



Problem Framing and Human-Centered Design Playbook

Design and Discovery

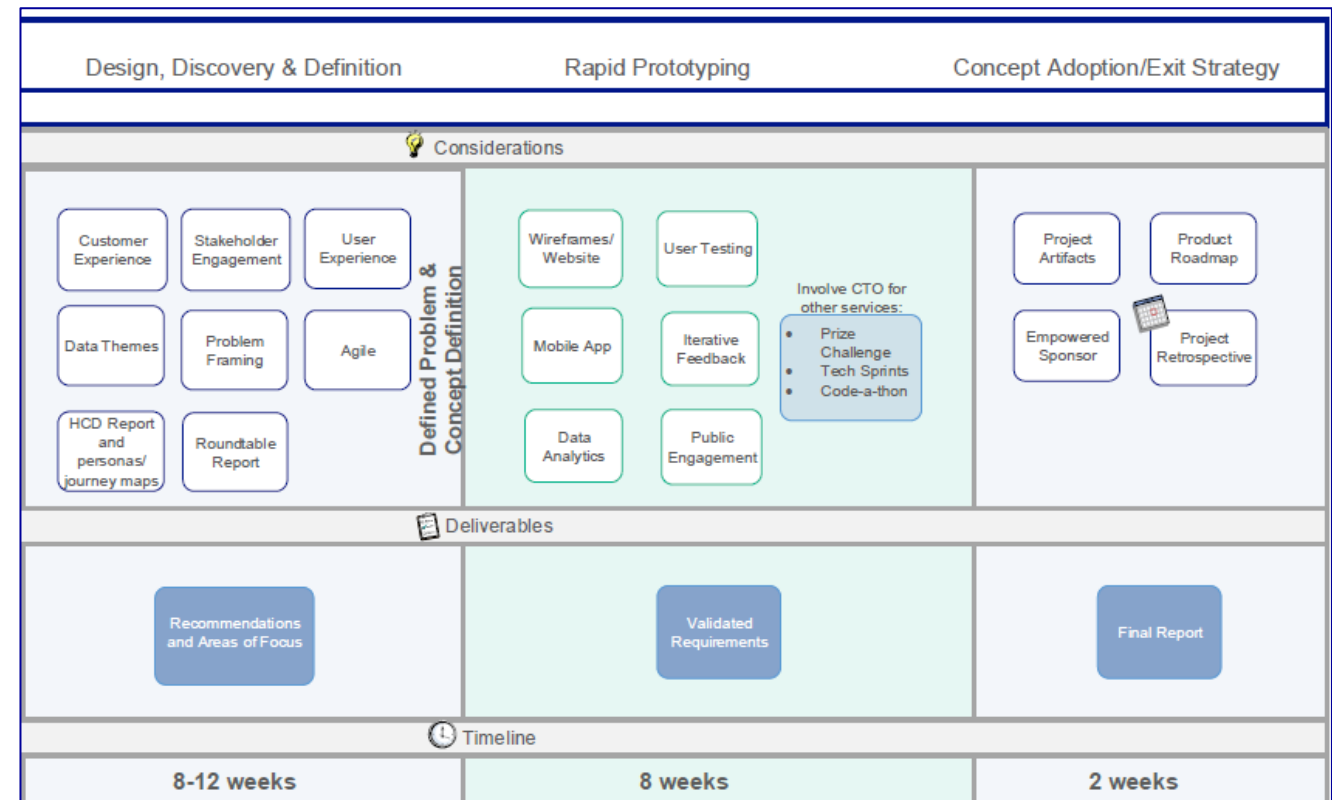
- Research plan definition
- Recruitment, Interviews and other research activities
- Synthesis
- Findings validation (themes, journeys, archetypes)

Definition

- Concept Memo
- Identify data sets for themes
- Create research packages
- Stakeholder Roundtable

Prototyping

- Promotional activities for healthathon
- Webinar Kickoff encouraging registrants
- Host Finale Event and Awards



Lead By Listening: Join the Human-Centered Design Movement!

- Growth mindset – We're here to learn
- Stories are data with a soul
- Design with (not for) customers
- Empower people with "Yes, and!" ideas
- Challenge assumptions
- Default to transparency





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Thank you! Q&A Discussion

Alex Wilson

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- [Health+ on HHS.gov](https://www.hhs.gov/healthplus)
- Innovation@hhs.gov
- [LymeX: Applying Health+ for Patient-Powered Innovations – HHS.gov blog](https://www.hhs.gov/blog/lyme-x-applying-health-plus-patient-powered-innovations)