

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID19527
Project Name	Analytics for Hospital and Health Care Data
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich number of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

### Step-1: Team Gathering, Collaboration and Select the Problem Statement

**Template**



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

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**Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

**Define your problem statement**

Recent Covid-19 Pandemic has raised alarms over one of the most overlooked areas to focus: Healthcare. The goal is to accurately predict the Length of Stay for each patient on case by case basis so that the Hospitals can use this information for optimal resource allocation and better functioning. The length of stay is divided into 11 different classes ranging from 0-10 days to more than 100 days.

**PROBLEM**

The problem is to accurately predict the Length of Stay for each patient

**Key rules of brainstorming**

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.



**Need some inspiration?**

See a finished version of this template as included your work.

[Open example](#)

## Step-2: Brainstorm, Idea Listing and Grouping

### 2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP** You can write a sticky note and stick it to the page or use a whiteboard.

**SANJANA M.**

- Healthcare providers
- Patients
- Insurance companies
- Government
- Pharmaceuticals
- Medical devices
- Healthcare systems
- Healthcare professionals
- Healthcare organizations
- Healthcare providers
- Patients
- Insurance companies
- Government
- Pharmaceuticals
- Medical devices
- Healthcare systems
- Healthcare professionals
- Healthcare organizations

**VASUKI M.**

- Healthcare providers
- Patients
- Insurance companies
- Government
- Pharmaceuticals
- Medical devices
- Healthcare systems
- Healthcare professionals
- Healthcare organizations
- Healthcare providers
- Patients
- Insurance companies
- Government
- Pharmaceuticals
- Medical devices
- Healthcare systems
- Healthcare professionals
- Healthcare organizations

**SANDHEYA G.**

- Healthcare providers
- Patients
- Insurance companies
- Government
- Pharmaceuticals
- Medical devices
- Healthcare systems
- Healthcare professionals
- Healthcare organizations
- Healthcare providers
- Patients
- Insurance companies
- Government
- Pharmaceuticals
- Medical devices
- Healthcare systems
- Healthcare professionals
- Healthcare organizations

**SANDHANA K.**

- Healthcare providers
- Patients
- Insurance companies
- Government
- Pharmaceuticals
- Medical devices
- Healthcare systems
- Healthcare professionals
- Healthcare organizations
- Healthcare providers
- Patients
- Insurance companies
- Government
- Pharmaceuticals
- Medical devices
- Healthcare systems
- Healthcare professionals
- Healthcare organizations

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**TIP** Ask yourself: What is the problem? What are the causes? What are the effects? What are the solutions? What are the challenges? What are the opportunities?

## Step-3: Idea Prioritization

### 4 Prioritize

Your ideas should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**Importance**

**Feasibility**

**TIP** If you have a lot of ideas, you can use this grid to prioritize them. Place your ideas on this grid to determine which ideas are important and which are feasible.