

Model Cell

Keiko Fuchioka
Harvard Pilgrim Health Care

- **Purpose:** Leadership Engagement – (1) create a success model internally WHEN taking senior leaders to the Best Practice visits (ideal) is a challenge, (2) create the Standard Work that works within your organization

- **Scope:** (1) identify vertical lines who have positive attitude and appetite to try new things; (2) pick a few (vs. just one) in case of failures/changes in the climate, (3) pick the model cells across functions so that it's easier to attract different audience (incl. Sales, Finance etc)

- **Goals:** Create a handful of successful and relatable best practice models within your organization, and once operational, **use them to get leadership engagement so that they “want” to do more ... and communicate that demand to the whole organization**

- **Approach:** Develop a STRATEGIC Communication Plan – essentially we are developing the model cells as our **Marketing material** – seek the best/multiple paths to get max value of this marketing material

- **Results:** 3 models cells got up & operational in 2016 - after 3 months of monitoring/fine tuning, shifted the focus to the leadership & people engagement via:
 - **Showcase Event** for Executives (incl. huddle Gemba visit), then to Everyone
 - Development of the **Video** (16-min intro) – involve CEO, COO in the video
 - Roadshow of the video with **Panel Discussions** – across Functions

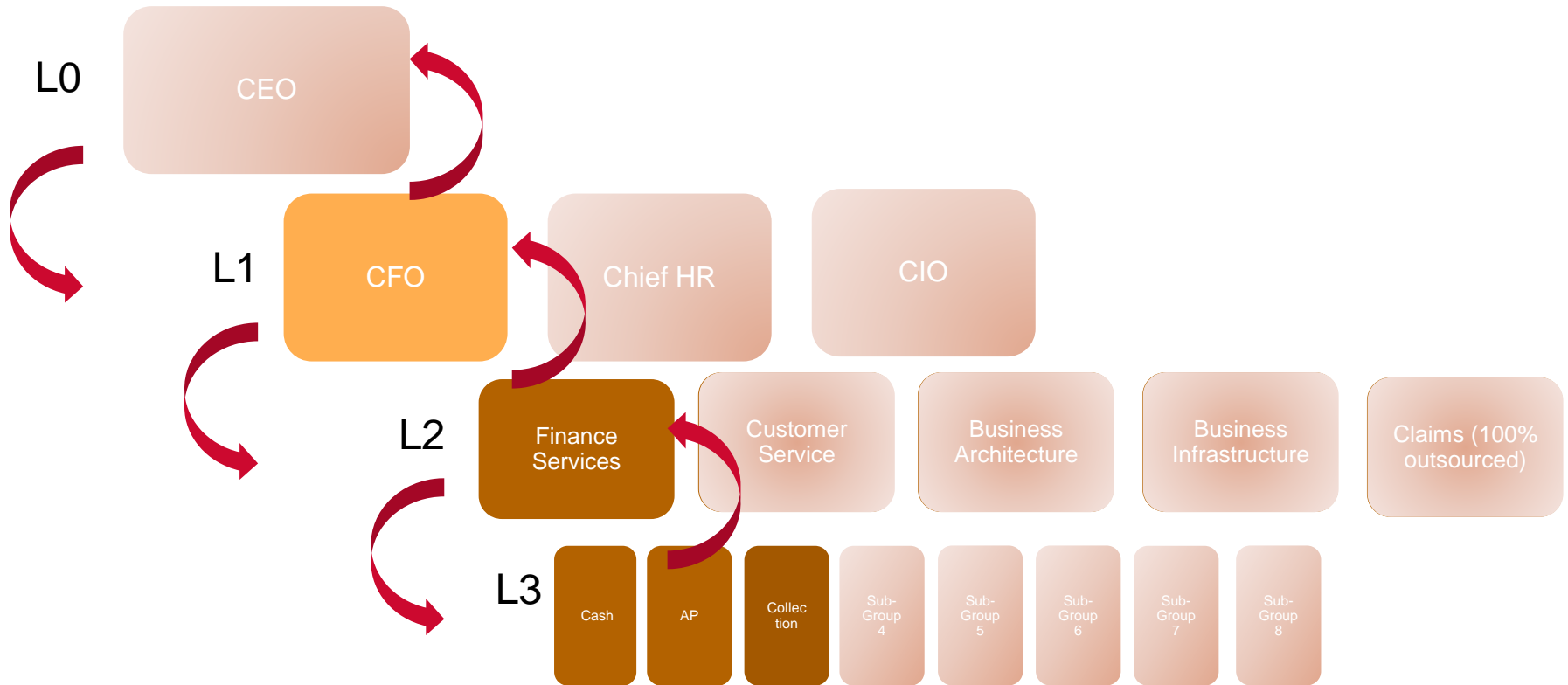
→ **Today (1.5YR later), we have 21 working models, and more in the pipeline!**

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Learning Links on this topic

- **Transforming Healthcare is Complex, Start with a Model Cell** (John Toussaint, 2014) <https://www.lean.org/LeanPost/Posting.cfm?LeanPostId=178>
- **A guide to system wide health care transformation** (John Toussaint, 2015) <http://planet-lean.com/a-guide-to-a-system-wide-lean-healthcare-transformation#>
- **You Tube:** **A guide to system wide health care transformation Model Cell at Seattle Children's Hospital** (Catalysis, 2014) https://www.youtube.com/watch?v=XxBWxOgz_30

Alignment & Model Cell Deployment



Images

