



TOOLKIT

for Challenge Identification

The Challenge: A Full Description

The world of medicine speaks a different language than the world of technology. Therefore, it is important to think about how you would describe your challenge to a founder who may not come from the world of medicine.

Please Use the following questions as a guideline for the full description of your challenge:

1. What would be the clinical/ service/ process/ workflow IMPACT of the challenge if solved?
2. How is the challenge currently being addressed?
3. Where is this challenge 'located' on the continuum of care spectrum?
4. How are the patients, the medical staff, and the medical center affected by this challenge?
5. Who should know how to operate the solution?
6. Suggested solution to the challenge? (Optional)

The Challenge:

Description:

Criteria for Prioritizing Challenges

These criteria aim to assist in filtering the numerous challenges and selecting key challenges.

1. To what extent does the challenge relate to a significant clinical need?
2. What is the potential of scaling a solution to the proposed challenge?
3. How quickly can the solution be implemented?
4. What is the impact of the challenge on patients? (please write the number of patients)
5. Are there measurable KPIs for solving the challenge?

6. Add _____

7. Add _____

8. Add _____

9. Add _____

10 Steps for Challenge Identification and Prioritization

The process of identifying and defining challenges is at the heart of the innovation promotion processes.

As innovation leaders, you will need to constantly promote this process within your organization. Here are ten recommended steps:

1. Defining focus areas
2. Selecting criteria for prioritization
3. Initiating participation from others within the organization
4. Identifying challenges –workshops– depth interviews/ observations etc.
5. Refining the challenges from a deeper perspective
6. Differentiating between internal and external challenges
7. Mapping potential project leaders and partners
8. Assessing implementability potential
9. Prioritizing the challenges according to a predefined criteria
10. Reaching out to relevant solutions

Innovation Management Support

- Supporting a systematic process for innovation
- Encouraging challenge identification
- Promoting idea exchanges within the organization

Integration

- Taking active part in decision-making processes
- Resolving problems and trouble-shooting hurdles throughout the innovation process
- Promoting dialogue with relevant external stakeholders

Organizational motivation

- Creating a culture of sharing and collaboration
- Marketing and promoting of success stories
- Collaborating and giving credit to others

The Difference Between 'Problem' and 'Challenge'

In order to reach out to the tech community for relevant solutions, you need to better define the problem you're facing.

A 'problem' is typically represented by a description of the degree of difficulty, while a 'challenge' is typically structured in a way that "speaks to" or hints at a potential solution. Here are some examples:

PROBLEMS (aka complaints)	POSSIBLE SOLUTION	CHALLENGE
"There is a long waiting time at the ER"	Independent patient check-in upon arrival	Technology that reduces waiting times by 30 percent
"Patients are not following instructions during rehab"	Rehabilitation with the help of VR	Personalized tools for increasing patient engagement for efficient, and custom, rehabilitation
"There is no communication between the patient and the doctor before the appointment"	Push notifications to patient over SMS	Technology that will allow the transfer of information to the patient, while maintaining privacy and security