Innovation Challenge at Dell Children’s

Supporting incredible ideas for positive change
INNOVATION
CHALLENGE
AT DELL CHILDREN’S
The Innovation Challenge create value for Seton in many ways, including new revenue opportunities, improved patient outcomes, and building an internal culture of innovation.

Engage Seton’s Human Capital
Spark Intrapreneurship
Build a culture of innovation
Source Outside Ideas
Brand Enhancement
Challenge Goals

Solve pressing problems *(align with goals and strategy)*

Excite and empower Dell Children’s associates *(engage associates)*

Stimulate and build a culture of innovation and entrepreneurship *(culture of intrapreneurs)*
Supporting incredible ideas for positive change.
Timeline

- **January 7**: Entries Accepted
- **Week of January 11**: Workshops Begin
- **March 24**: Entry Deadline 50 Proposals
- **April 7**: Semi-Finalists Announced 15-30 Proposals
- **May 19**: Semi-Final Deadline
- **June 7**: Finalists Announced 5 Proposals

**Planning & Prep**
- Branding
- Stakeholder Meetings
- Workshop Prep
- Website setup
- Employee Training
- Build interest of participants

**Workshops & Recruiting**
- Conduct 6 workshops
- Internal Marketing & Outreach
- Judge & Mentor Recruiting and Training
- Venture recruitment

**Judging**
- 20-50 Judges
- Mentoring Program
- 15-30 Mentors

**Semi-Final Round**
- 10-50 Judges

**Final Pitches & Awards**
- Final Pitch event (in person)
- Awards Event
- 5 VIP Judges

**June 30**: Winners Selected
Workbook  A Challenge workbook was created and distributed to all Workshop attendees. An online version was available, in addition to videos of the Workshops, for associates unable to attend in person.
20 ideas advanced to the semi-finals in April. These associates worked one-on-one with expert mentors.
Summary

Over **90** Innovation Challenge entries submitted
6 workshops completed
**129** total attendees to date
**15** Mentors
**12** Judges
**11** Finalists
Prizes

Grand $5,000
Second $3,000
Third $1,500
Fourth $750
Fifth $750

* 6 prizes of $500 each
<table>
<thead>
<tr>
<th>Finalists</th>
<th>Additional Awards</th>
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</thead>
<tbody>
<tr>
<td>Simply Safe IV by Chris LaBerge, CA</td>
<td>Hammocks for Babies by Tammy Bass, BSN, RNC-NIC</td>
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<tr>
<td>IV Pole Supply Bins by Monica Smith, RN, BSN, CCRN</td>
<td>Blue Light Surgical Disinfectant by Luke Tomycz, MD</td>
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<tr>
<td>OZ Pediatric Database by John Grantham, MBA, Patrick Boswell and Seth Gregory, MSN, RN, CPHQ</td>
<td>Med Passport by Mariel Forcade, PharmD</td>
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<td>Infant EKG Pad by Lori Forsyth, RN, BSN, CPN</td>
<td>Let’s Engage by Anne Marie Turner, Logan Jenkins, MBA</td>
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<td>EZ Touch CPAP Mask by Jennifer Simpson, RRT</td>
<td>Patient Mobility Vest by Laura Cummins, RN</td>
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<td>Camp Fix It by Jennifer Simpson, RRT</td>
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Final Pitches

The top 5 projects were pitched to our VIP judges on June 30th, during a “friendly pitch event”.

*IMC Nurse Monica Smith, presenting her project to the judges.*
Our top 5 winners with executive champions, Dr. Mark Shen and Mike Millard at the Final Awards event on June 30th, 2016.
“The inaugural innovation challenge opened my eyes to the world around me and introduced me to so many talented and creative people. I have lived and breathed innovation for the past 6 months and now I look at the world just a bit differently. Now when I see something great - I think how can I make it better?”

Chris La Berge,
Innovation Challenge Participant
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