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# Health Advocacy: On the Edge of Innovation

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May 1, 2018

NW Patient Safety Conference



# Thanks for the Chance to Meet!

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# About Us

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Find us at [www.washaa.org](http://www.washaa.org)

## WASHAA VISION

We seek to revolutionize how people view their health by transforming patients into empowered and active partners in their health.

## WASHAA MISSION

The Washington State Health Advocacy Association (WASHAA) is a nonprofit organization dedicated to promoting health advocacy in Washington State, empowering patients.



# Today's Goals

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- Apply the Idea of Innovation to the Emerging Field of Health Advocacy
- Participate in Exercises to Think Different
- Identify Practical Ways to Have Impact
- Have Some Fun
- Leave with Action Step/s



# What is Innovation?

A screenshot of a Google search for the word "innovation". The search bar at the top contains the word "innovation" and a magnifying glass icon. Below the search bar are navigation tabs for "All", "News", "Images", "Books", "Videos", "More", "Settings", and "Tools". The search results show "About 242,000,000 results (0.62 seconds)". A dictionary definition is displayed in a box, including the word "in·no·va·tion", its phonetic transcription "/, inə'vāSH(ə)n/", and its classification as a "noun". The definition states it is "the action or process of innovating" and lists synonyms such as "change, alteration, revolution, upheaval, transformation, metamorphosis, breakthrough;". A list of bullet points includes "a new method, idea, product, etc." and "plural noun: **innovations** 'technological innovations designed to save energy'". A "Feedback" link is visible at the bottom right of the dictionary box. To the right of the dictionary box, a snippet of text reads "See results abo" and "Innovation can be def" followed by "idea, device or metho".

## [Innovation | Definition of Innovation by Merriam-Webster](https://www.merriam-webster.com/dictionary/innovation)

<https://www.merriam-webster.com/dictionary/innovation>

The sense of invention most likely to be confused with **innovation** is "a device, contrivance, or process originated after study and experiment," usually something which has not previously been in existence. **Innovation**, for its part, can refer to something new or to a change made to an existing product, idea, or field.

## [Innovation - Wikipedia](#)

# What is Innovation?

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## *Definition*

**in•no•va•tion** |,inə'vā | ən' |

something **DIFFERENT** that has **IMPACT**.

**Different** – shows how innovation involves a new way to solve an old problem.

**Impact** – Until you have delivered increased revenues or profits, improved the performance of a process, or materially improved someone's life, you haven't innovated.



# What is Innovation?

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**Innovation =  
Creativity +  
Action**

# Innovation

Figure 1

Which of the below statements do you believe to be most true?

20%

Innovation has a **concrete definition** that can be applied to any scenario

56%

The definition of innovation **changes according to the situation** and application

24%

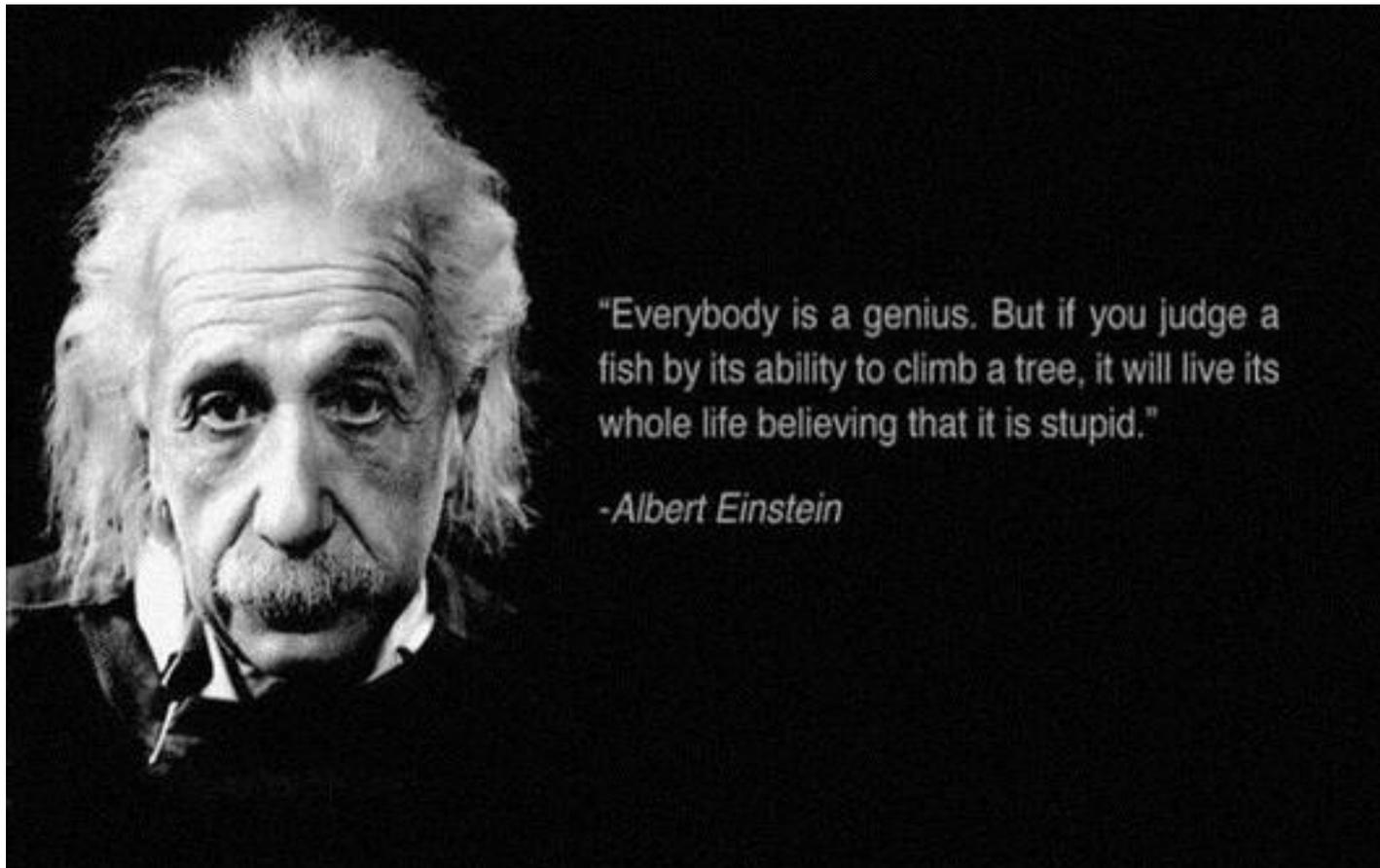
There is **no specific definition** for innovation; we can only observe innovation through its impact and delivered value

BASE: 117 IT leaders | SOURCE: The CIO Executive Council (CEC) 2016 IT Innovation Survey



# Framing is Everything

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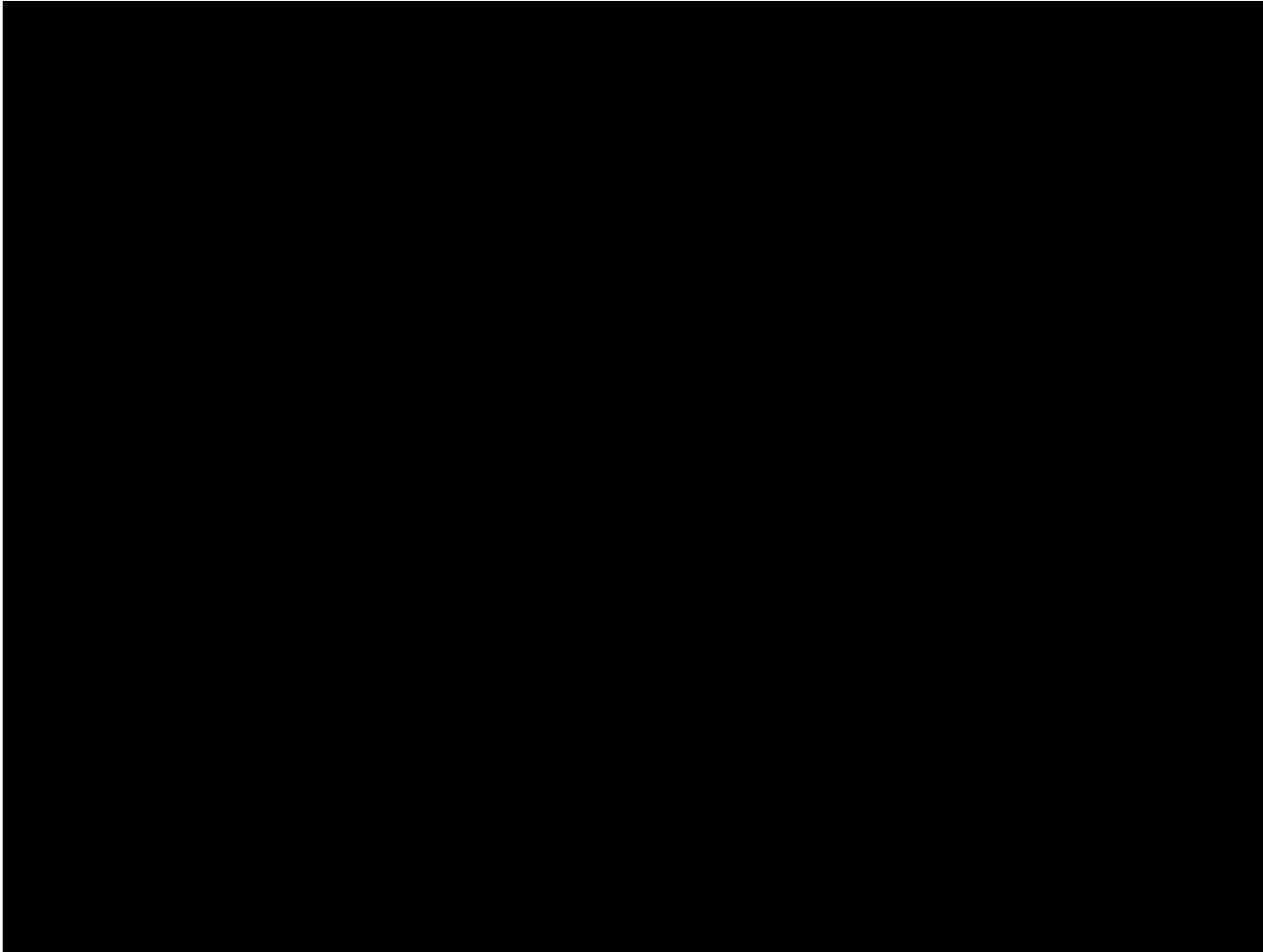
# Think Different





# Think Different

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# What is the Opposite of Innovation?

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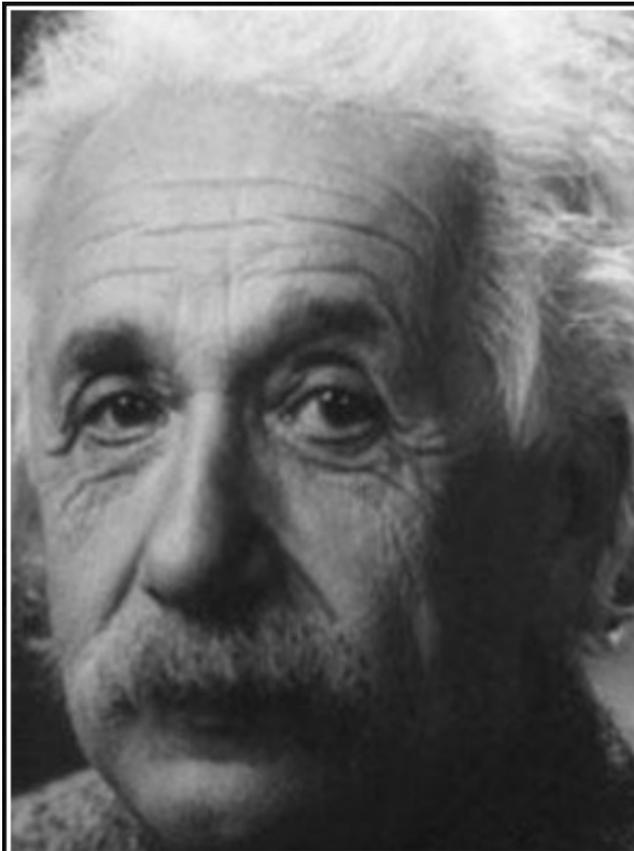


## Is Innovation Appropriate for Health Care?



# Innovation – Different Thinking

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We cannot solve our problems with  
the same thinking we used when we  
created them.

— *Albert Einstein* —

AZ QUOTES



# Preventable Medical Events!

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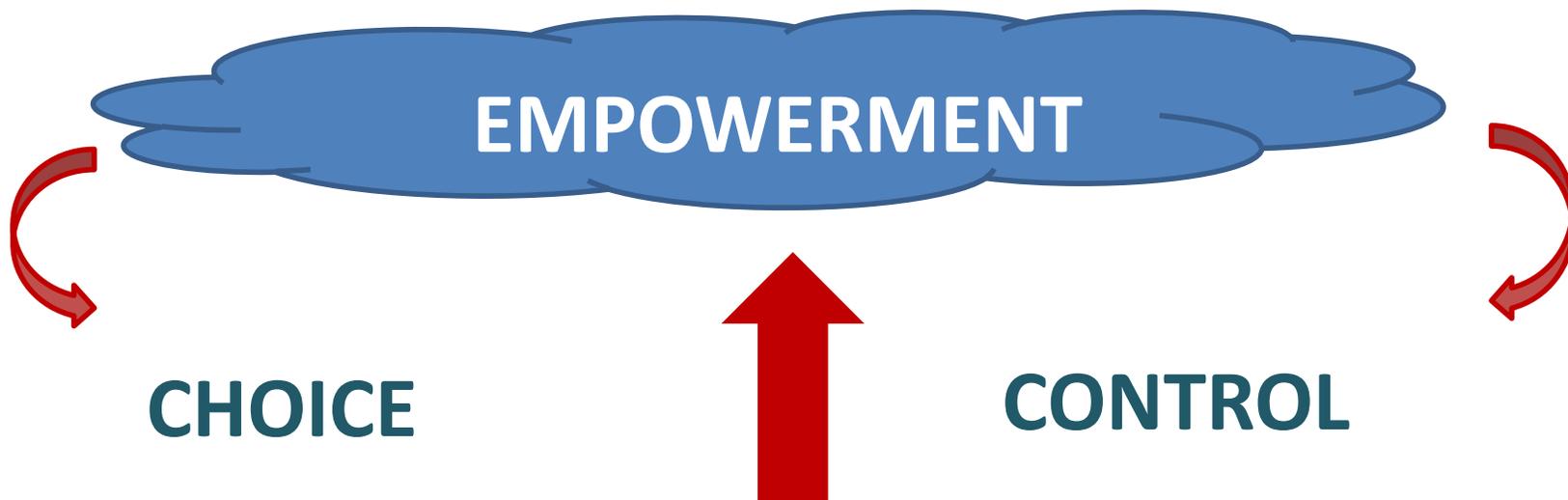
# What is An Advocate?

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Someone who helps a person **Understand, Support and Assert** their choices to obtain the health they want



# What Health Advocates Do



Help Remove Barriers = Better Health Care





# Professional Advocate

An individual who provides direct, personalized services to a patient and/or family as they navigate the health care system

**Patient Advocate**

**Patient or Health Advisors**

**Geriatric Care Manager**

**Patient Navigator**

**Patient Representative**

**Case Manager**

**Health Navigation Specialist**

**Health Care Guide**

**Professional Health Advocate**

**Social Worker**

**Care Manager**





# What Do Advocates DO?

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- Visits
- Communication
- Documentation
- Research/Referral/Resource
- Travel



# Advocates Do NOT

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- Recommend Options
- Make Health Care Choices
- Assert their Own Opinion
- Undermine Doctor – Patient Relationship
- Disrespect Confidentiality

# Patient or Participant?



- Low Confidence
- Feels Powerless
- Might be aware of change but doesn't know how

- Confident
- Sees Choices
- Focused on figuring out what to do

# Activity #1

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1, 3, 5, 7, 9



2, 4, 6, 8, 10





# What Might An Advocate Have Done?

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# Innovating in Five Steps

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1. Careful Observation
2. Asking for Questions and Feedback
3. Enroll People in Your Possibility
4. Experiment for Constant Refinement
5. Actions with An Eye to What You Want to Become

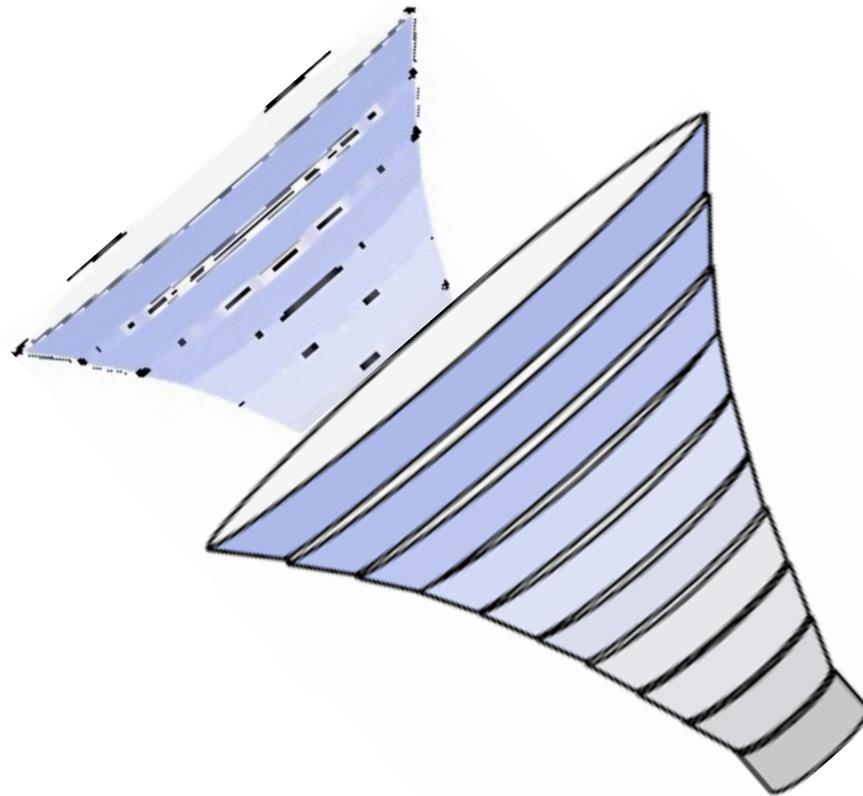


# Activity #2: Magic Words

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Complicated

Jargon



Clear

Plain Talk



# Thank You!

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- What one strategy or step can you envision taking to innovate in your life?
  - If you want to potentially contribute to the Magic Words book chapter, leave your experience

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