



PARTNER PROGRAMME

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**CORPORATE
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TRUST**

STRATEGIC INNOVATION FOR COMMUNITY HEALTH



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for the World®

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Since 1998, through its leadership and Innovation programmes with INSEAD, Johnson & Johnson has invested in almost 1500 senior healthcare leaders across EMEA. These programmes invite health leaders to embark into a journey of self-guided discovery to further develop their leadership and innovation capacity – realising their vital role in building the resilience of communities and health systems. The belief is that it is key to invest today in increasing the leadership and innovation capacity of health leaders of tomorrow as they will play an instrumental role in rethinking and transforming health systems in the years to come.

Strategic Innovation for Community Health is a novel programme for senior healthcare managers who work in the areas of primary care, chronic care pathways and community health. It is designed for people with medical, nursing, health education and public health backgrounds whose management responsibilities have increased significantly and who are faced with the challenge of developing new models of care for healthcare service design and delivery.

Healthcare systems around the world are at a crossroads as the importance of the role of community health increases. Rising to the growing challenge of chronic diseases means innovating beyond the usual boundaries of acute care, which has traditionally managed episodic encounters rather than long-term relationships between providers and the populations that they serve. The premise of the programme is that a shift in the nature of healthcare services that are demanded, especially with preventable chronic diseases, requires greater integration of primary, public acute and tertiary care and new models of care to integrated healthcare services.

PROGRAMME DIRECTOR



Stephen Chick

*Professor of Technology and Operations Management
The Novartis Chaired Professor of Healthcare Management*

The objective of the **Strategic Innovation for Community Health** programme is to provide cutting-edge insights and thinking about: innovation as a discipline; the innovation of healthcare and prevention services; the effective implementation and adaptation of strategy; and new approaches to “systems thinking” for addressing the challenges of healthcare.

Participants will gain a better understanding of their own innovation skills and how to improve and develop the innovation skills of those around them. They will develop an appreciation of how to apply process thinking in order to implement strategic visions for healthcare more effectively. They will also develop skills for patient-centred care and establishing a common vision for the care providers in their own organisations. They will explore the dynamics of strategic positioning in healthcare networks, and they will develop the seeds of ideas that can be applied in their home institutions to improve healthcare value in the populations that they serve.

KEY TOPICS

- Self-discovery and team-development skills for innovation
- A workshop approach to implementing innovation as a systematic process
- Design thinking techniques to better understand patient needs
- Communication techniques to improve patient adoption of improved care models

KEY BENEFITS

- Improve innovation skills and the ability to maximise the potential of staff
- Understand the special nature of service delivery and key levers to improve value, quality and delivery of healthcare
- A workshop approach to implementing innovation as a practical and useful systematic processes for healthcare service innovation that adds value for patients
- Communicate more effectively about service innovations and improve patient engagement

About Strategic Innovation for Community Health

Strategic Innovation for Community Health is the result of the Trust's longstanding partnership with INSEAD to provide management education for healthcare professionals. INSEAD is a Flagship Partner within the Trust's 2020 strategy and a key component of the Trust's goal to advance knowledge and innovation in seeking to transform health care systems. The Trust works across the Europe, Middle East and Africa region in making a difference in human health through multiple social impact interventions. Currently within the Trust's partnership portfolio there are over 70 active programmes run with partner organisations. For more information about the Trust and its activities, please visit www.jjct.org

PROGRAMME CONTENT

The programme will include sessions from INSEAD faculty providing the latest theory and examples from practice in the areas of innovation, patient experience and behaviour, systemic change management and healthcare service design.

The community health challenge and special nature of services

There is an increasing call for integrated care system experiences, especially with the growing importance of managing services for chronic care needs – which are associated with longer-term relationships, patient engagement and the coordination of multiple specialties. We explore the special nature of healthcare and the patient-provider relationship, and implications that it has for the leadership, management and continuous improvement of efficient and effective healthcare services – using simple, powerful conceptual models that are illustrated by examples from around the world. We identify characteristics of successful leaders and managers of processes to help an entire organisation gain the mindset of continuous improvement and innovation based on a decade-long study of operational excellence.

The Innovator's DNA® skills

Based on an award-winning research project on the world's most innovative executives and companies, a core set of “discovery skills” that distinguish innovators from non-innovators is presented. Collectively, these discovery skills – the cognitive skill of Associating and the behavioural skills of Questioning, Observing, Experimenting and Idea Networking – constitute the Innovator's DNA®, or the code for generating innovative ideas with impact. We will explore how the Innovator's DNA skills can benefit individuals, teams, organisations and even society. Participants will work in small, peer consulting groups to analyse and develop ideas for ensuring a higher probability of success for their change initiatives.

Patient motivation and patient orientation

Successful healthcare, especially care for chronic diseases, depends very much on eliciting changes in behaviour. We examine fundamental drivers of customer and patient behaviour in decision-making and the implications for identifying effective innovations and for communicating about innovations in ways which help to achieve public health objectives.

Change management

Successful innovations imply a new way of doing things, and a new way of doing things requires change. Participants will explore the challenges of implementing change as well as techniques which can improve the change management process with internal and external stakeholders.

Renaissance innovation process

A workshop format is used to create a ‘learning by doing’ environment for implementing ‘Renaissance innovation’ techniques. These improve the likelihood of identifying and implementing patient focused services that actually work. We draw upon INSEAD and Wharton research on idea tournaments and design thinking which are proven useful in entrepreneurial environments, and apply them to the participant's contexts. These business model innovation techniques are useful for leaders who are looking to improve innovation in their organisations

Before the programme

Prior to arriving on campus, participants will receive background reading and case study materials that form a basis for class discussions. Completing this preparation is crucial for successful learning and for getting the most out of the programme.

During the programme

Participants engage with peers and professors in group discussions, lectures, interactive simulations and the formulation of a change project that will have a major impact on their organisation.

After the programme

All participants commit to share learnings in their organisations and also commit to a change project during the three months following the **Strategic Innovation for Community Health** programme – and to reporting the results. Participants' employer organisations must be willing to support them by freeing up one day per week during the three-month period for work on their high-impact project. Projects are chosen by participants during the **Strategic Innovation for Community Health** programme to reflect an important challenge faced by their employer organisation and to take advantage of the interactions and feedback of fellow participants. The best innovations from among these projects will be recognised and shared with other participants.

Participants who complete the programme will receive a certificate of completion from INSEAD. In addition, they will gain access to an electronic network of hundreds of participants from previous INSEAD Health Leadership and Health Management programmes.

PARTICIPANT PROFILE

Strategic Innovation for Community Health is designed for leaders in primary care, public health or chronic disease care. Aimed primarily at those from Africa and a few other regions, it welcomes individuals from public sector, private and non-governmental organisations (NGOs) who strive to improve the health and who want to have a real impact on the populations they serve. Successful candidates will have been trained as doctors, nurses, health educators or other health professionals who have subsequently become senior or high-potential managers in healthcare delivery organisation

The programme intentionally attracts participants from a variety of educational backgrounds, organisations, perspectives and responsibilities. One benefit of the programme is interaction with peers who have different perspectives and concerns but similar challenges.

Participants will typically:

- Be senior or high-potential managers in healthcare services
- Have 3 to 8 years of management experience
- Be considered by their organisations to be capable of occupying positions of increased responsibility, particularly with respect to innovation.

Participants typically hold the titles of: Public Health Strategy Development Officer; Director of Nursing; Director of Primary Care; Senior Regional Officer of Public Health; NGO National Head; District Director or Director, Primary Care.



INSEAD and Johnson & Johnson Corporate Citizenship Trust (the Trust): the story of a unique partnership

On one side of the partnership stands a global healthcare company with a strong commitment to Global Community Impact. On the other, an international business school that seeks to take management education to a wider audience than ever before. Together, they have had the imagination and foresight to do something that we believe will make a genuine difference to all our lives. At the heart of the partnership stand the rapidly evolving healthcare systems of Europe, the Middle East and Africa. These are largely state-run or state-influenced and have yet to benefit from the latest management know-how – management know-how that could transform them into highly efficient, customer-focused organisations.

This is where the Trust and INSEAD come into the picture. They have joined forces to:

- Pioneer management education for healthcare leaders
- Invest in leadership and Innovation as a way to empower key leaders to strengthen and transform health systems
- Disseminate the latest thought leadership which enables the sector to innovate
- Create an alumni network for healthcare managers from different countries and cultures to learn from each other and have a collective impact.



"The programme helped give me a lot of confidence. Change and getting out of your comfort zone can be difficult to deal with, but the professors taught me change is not difficult. They emphasised that you don't need to do it all over night. Rather, take small steps and change bit by bit. Think where you want to go."

*Dr. Sindisiwe Van Zyl
Zuzimpilo Pulse Clinic
Johannesburg Area, South Africa*

"The Strategic Innovation for Community Health programme opens the door for innovation in the health care industry and helps participants find solutions to do so."

*Samar Abdelrahman
Health Programme Officer
Save The Children International, Egypt*

"As an organisation we knew that we needed to move to the next level and we had to do it innovatively. However, we did not know how to do it. This program was an answer to prayer for me as the leader, I had an idea of next level, but I did not know how to map it, I was also fearful of making mistakes. Attending this course has given me courage to begin leading our organization to that next level through innovation."

*Jane Wathome
CEO, Beacon of Hope, Kenya*

"STICH methodology provides novel and powerful tools and strategies for health care and other companies to improve the way we do things innovatively thus help organizations to sustain innovative systems by effectively leveraging the time and skills of their talent staff pools. STICH therefore provides us a guided tour of the key innovative practices in almost all big and small companies in the world that can be replicable in our settings especially Health."

*Sisawo Konteh
COO, Aga Khan Health Services, Tanzania*

"The programme proved to be more than I expected. It gave me a systematic framework to work through the questions I had. I gained valuable insights such as how to develop the innovator's DNA as a leader, how to better target and rally key stakeholders around organizational change, and how to work as a team to generate and sift through ideas to find a winning solution. I do not have the answers to all the questions I came with, but I feel like I have the right tools to figure out these answers progressively with my team."

*Gloria Havyarimana
Country Manager, LifeNet International, Burundi*

"It's a great program because it has a way of tickling the mind to recreate ideas that are a solution in one way or another. With this program, it's not about thinking the ideas and immediately celebrating results but it gives the strategic view as well the process to have a systematic, logical and coherent flow of implementable solutions."

*Catherine Amulen
Coordinator Pediatric HIV services, Clinton Health Access Initiative,
Uganda*

"If you are a healthcare leader and have the opportunity to take a week off from your schedule this programme is a MUST for you."

*Imo Etuk
Cofounder and CTO, mDoc Healthcare, Nigeria*

"After attending the STICH program, I am fired up to inspire my team to create new ideas and to innovate so as to improve community health. I also feel more confident of our future success, having learned and practiced a proven systematic method for effecting the changes necessary in my organisation."

*Liza Kimbo
CEO, LiveWell Network of Clinics and Hospitals, Kenya*

"I thank INSEAD and J&J for taking and leading this initiative. This programme helped me personally to build an understanding on the global healthcare challenges and how the economic and business model can help to tackle this challenge."

*Yohannes Haile
Program Manager, Catholic Relief Service, Ethiopia*

"They provided in-depth analysis and personal reflections that were both frank and insightful. The change management simulations, group work and real-life video examples used made it easier to understand the concepts being discussed, enabled me to appreciate the variety of approaches used to address health care challenges, Business Model Innovation and Change Management."

*Kehinde Akeem Adegoke
Department head, Adeoyo Maternity Teaching Hospital, Nigeria*

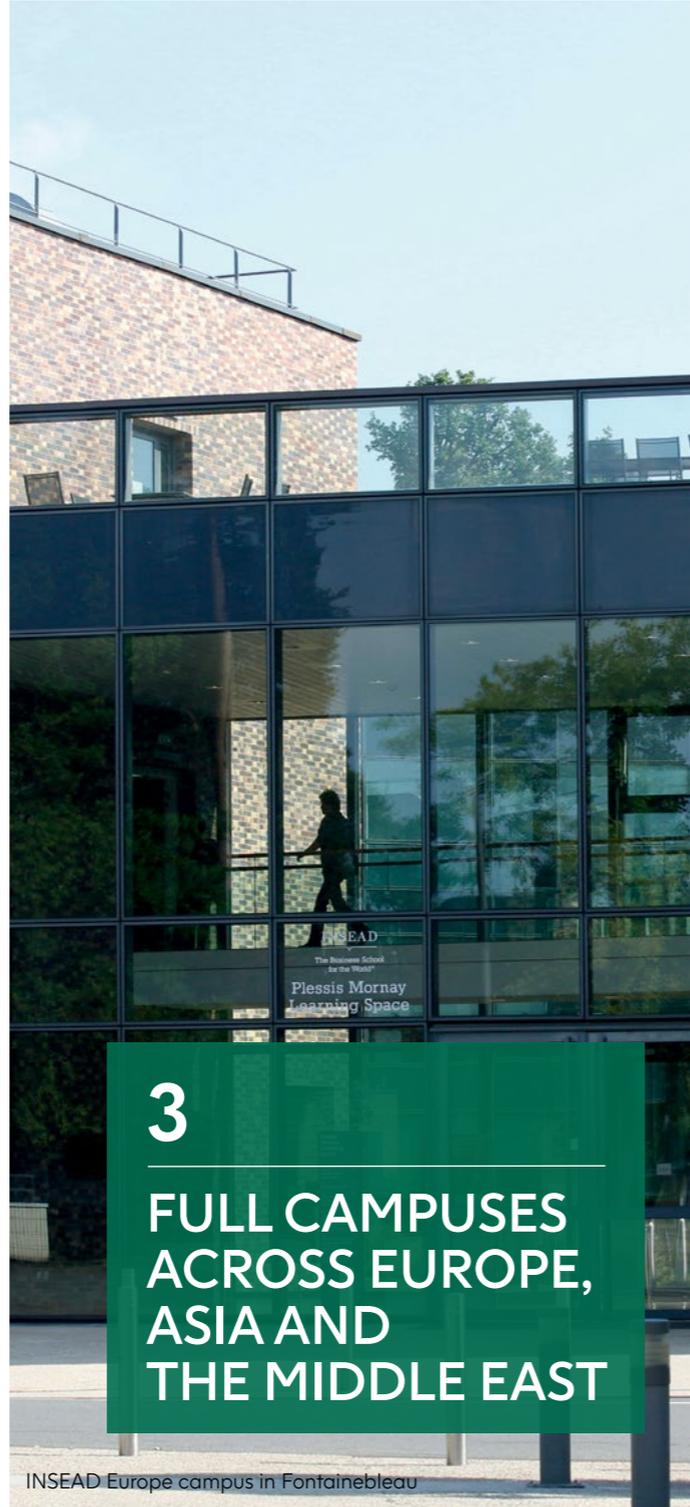
 HEAR WHAT ALUMNI SAY
ABOUT THE PROGRAMME



INSEAD Asia campus in Singapore



INSEAD Middle East campus in Abu Dhabi



INSEAD Europe campus in Fontainebleau

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FULL CAMPUSES
ACROSS EUROPE,
ASIA AND
THE MIDDLE EAST

CALENDAR 2018

PROGRAMME	DATE	LOCATION	LENGTH	FEE*
Strategic Innovation for Community Health	12–17 November 2018	Nairobi (Kenya)	6 days	Covered by The Trust

PRACTICAL INFORMATION

CONTACT US

For further information on **Strategic Innovation for Community Health** programme, contact:

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Visit our website: www.insead.edu/executive-education/partner-programmes/strategic-innovation-community-health

APPLICATION PROCEDURE

We recommend that you submit your completed application form as early as possible, at least two months prior to programme's commencement. The application includes a recommendation from a supervisor and should address the current and future leadership skill needs of the applicant. It also requires a signature of commitment by the participant and the employer organisation to implement a change project during the two months following **Strategic Innovation for Community Health**.

Once you submit your application to execed.europe@insead.edu, it will be carefully reviewed by the Programme Director. Admissions decisions will be based on the participant's responsibility in the care system, the relevance of the responsibilities to primary care or chronic diseases, compatibility with the participant profile above, the support of the applicant's employer organisation, as well as the principle that multiple perspectives, backgrounds and organisations in a diverse classroom will increase the benefit for all of the participants.

You should expect a reply from INSEAD one month after your application has been received. One month prior to the programme, successful candidates will receive information regarding accommodation, preparatory reading and logistics.

Note: All our open programmes are taught in English and participants should be able to exchange complex views, listen and learn through the medium of English.

TUITION FEES*

Covered by The Trust (tuition fees, refreshments during breaks and lunches on campus). Travel, accommodation and evening meals are at the participant's own expense. A limited number of scholarships will be available to cover travel and accommodation. This will be decided on a needs basis and remains at the discretion of the Trust.

If you are interested in applying for a scholarship, please contact: Tinneke Proost at TProost4@its.jnj.com once you have been enrolled in the programme and no later than the 22nd of September. The Trust will share the scholarship application form and eligibility criteria by email.

Please note that last minute cancellations or "no shows" without warning and justifiable reasons will not be accepted. Should this happen, both the candidate and the organisation the candidate is coming from, will not be allowed to participate to any of the Trust sponsored programmes for the following two years.

*Fee subject to change. VAT/GST shall apply at prevailing rates according to prevailing laws and regulations.

INSEAD does not discriminate on the basis of race, gender, sexual orientation, religion, national or ethnic origin, age or disability in the administration of its educational policies, admissions policies, scholarship and loan programmes, or employment or other INSEAD-administered programmes.

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