

Humana Innovation

INNOVATION CONTEXT | RECENT EFFORTS | DIALOGUE

05.22.2014



Humana Fit



Podometrics



How it used to be

Big Ideas=Bigger Challenges

For 12 years, Humana's Innovation Center saw some really good ideas developed by some very inventive people.

Humana Gear



Your Shape



Horsepower Challenge



Humana Vitality



freewheelin



Humana Fit



Podometrics



Humana Gear



Your Shape



Horsepower Challenge



Humana Vitality



freewheelin



How it used to be

Big Ideas=Bigger Challenges

*But without a consistent approach,
common goals, or alignment, the
Innovation Center lost it's relevance*



Things have changed

Mission

Helping Humana improve the health of our members and the communities we serve, the Innovation Team masters and applies a deliberate, repeatable, and measurable innovation system



Things have changed

Purpose

The Innovation Team brings a disciplined approach and fresh thinking to both solve Humana's problems and take advantage of Humana's opportunities for today and tomorrow.



Humana
innovation® 

A Proven Method

From Random to Repeatable

Innovation is a discipline. Innovation Engineering is the foundation for our work. And it is working.



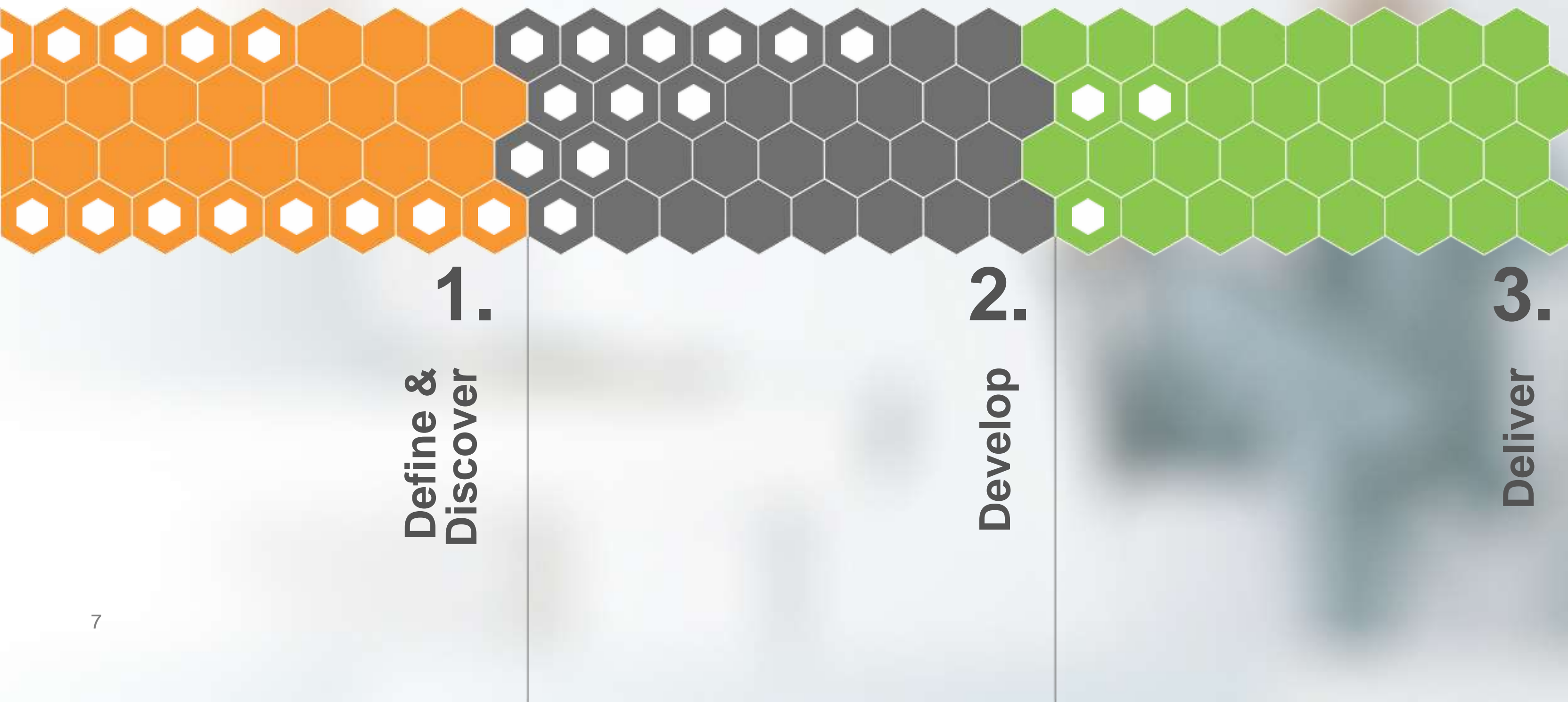
innovation
ENGINEERING



Essential Initiatives

Innovation's Current Pipeline

Learning through doing. Converting over 1000 ideas into tangible, testable, consumer-centered concepts.



Telemedicine / **11**
Remote Monitoring / **6**
Mississippi / **2**
Other / **10**



Essential Initiatives

Innovation's Ambition Level

Current efforts are heavily weighted towards Humana's Core and Adjacent capabilities. This team is poised to identify and explore transformational innovations.



Executive Alignment

Informed. Engaged. Involved.

Clarity of purpose, expectations, and actions are essential.

The recent approach has helped, and we will do more for this ahead.



A Small Team

Extending innovation's reach

A smartly organized, highly trained team of 12 focused on our mission and purpose; focused on advancing innovation across Humana.





innovation ENGINEERING

Measurable Results

Faster Innovation (up to 6x)

Decreased Risk (30 to 80%)



Proven
Methods

How it works



Derived from the work
of Dr. W. Edwards Deming.
A systemic approach
to innovation.



Ideation

Archive for Later



Define



Discover

KILL



Develop



Deliver



Proven
Methods



innovation
ENGINEERING

Innovation Engineering Core Tools



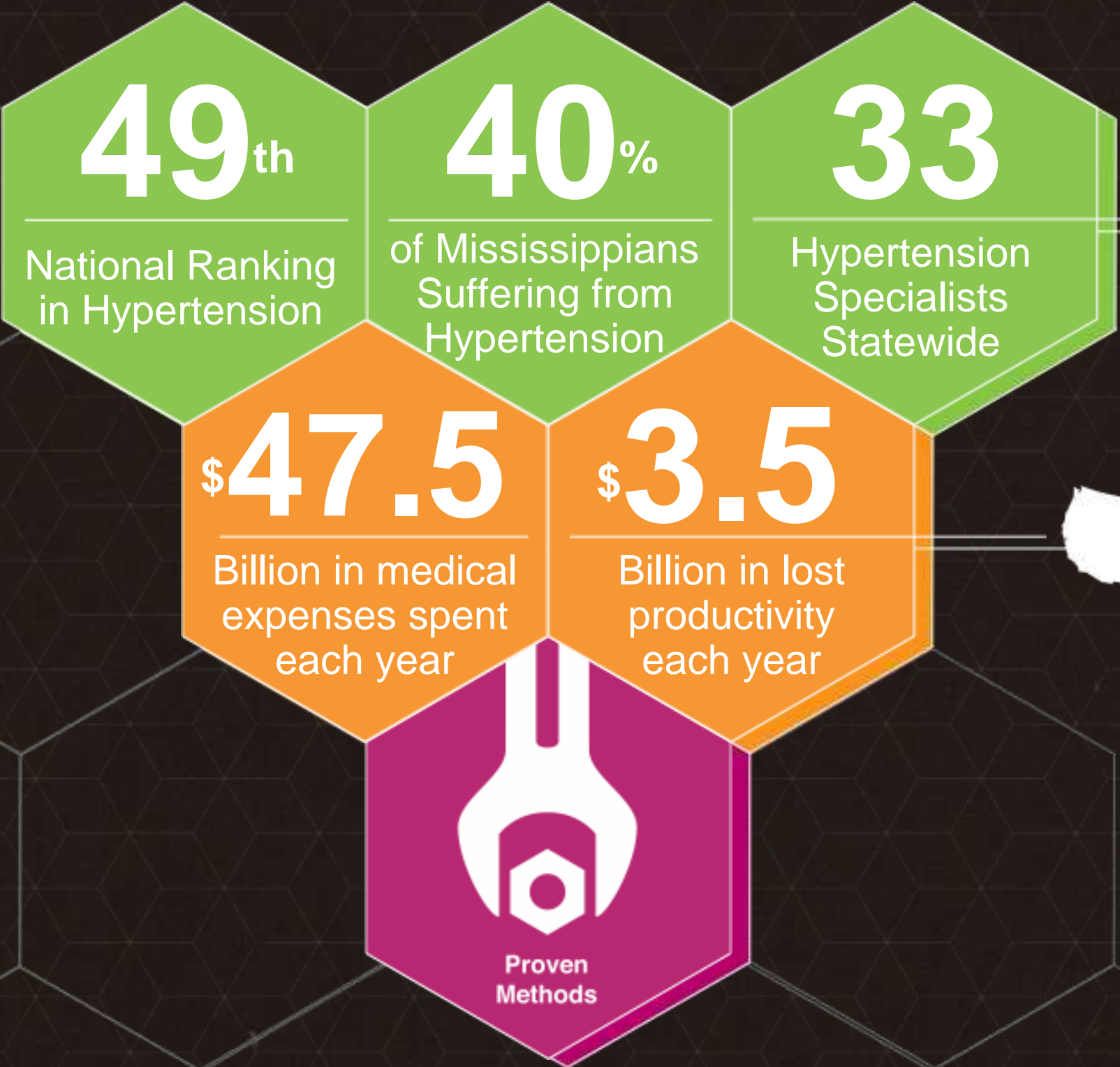
Strategy
Blue Card

Solutions
Yellow
Cards



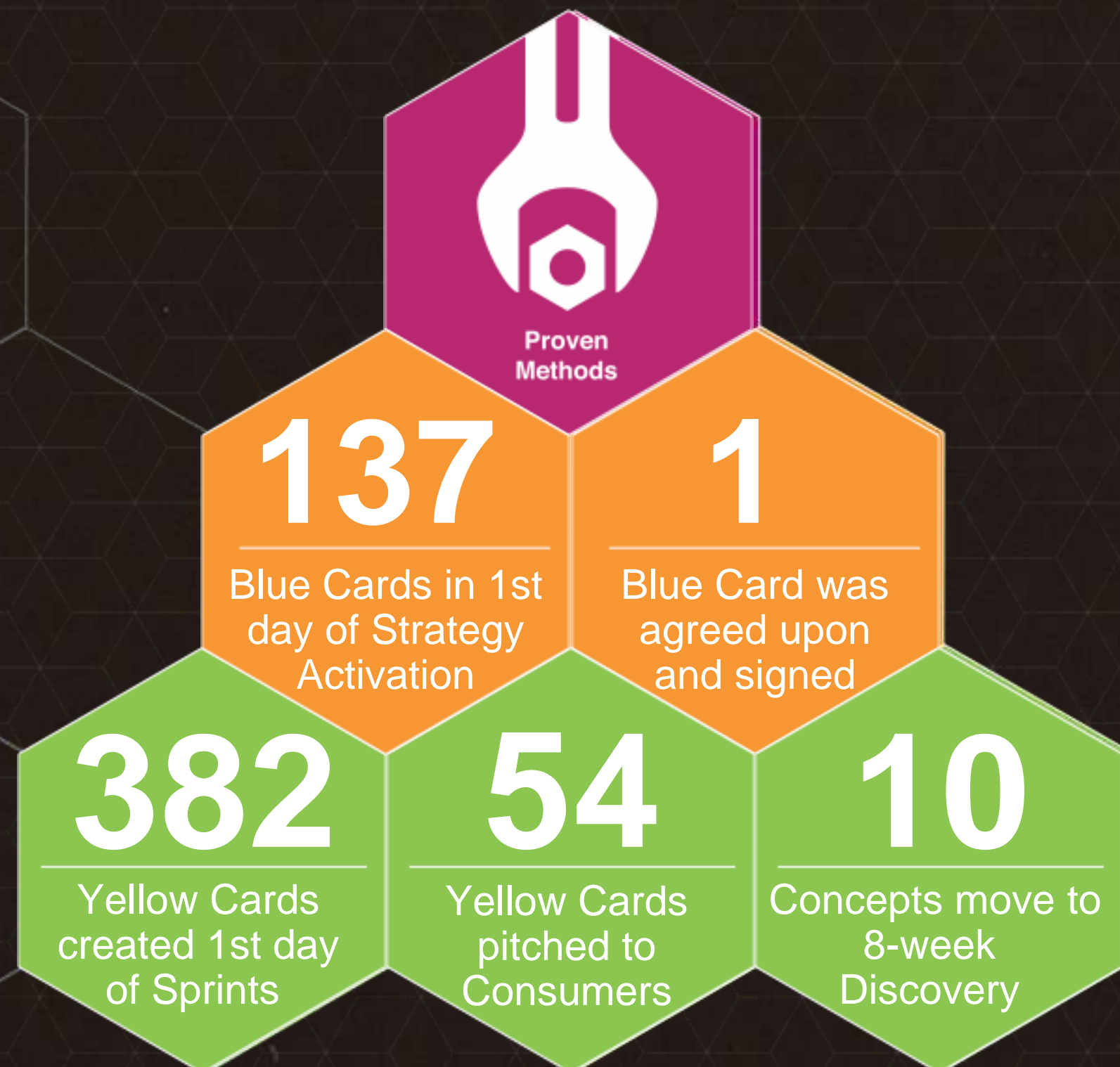
Innovation Case Study Mississippi

The Problem



Innovation Case Study Mississippi

The Method





Humana

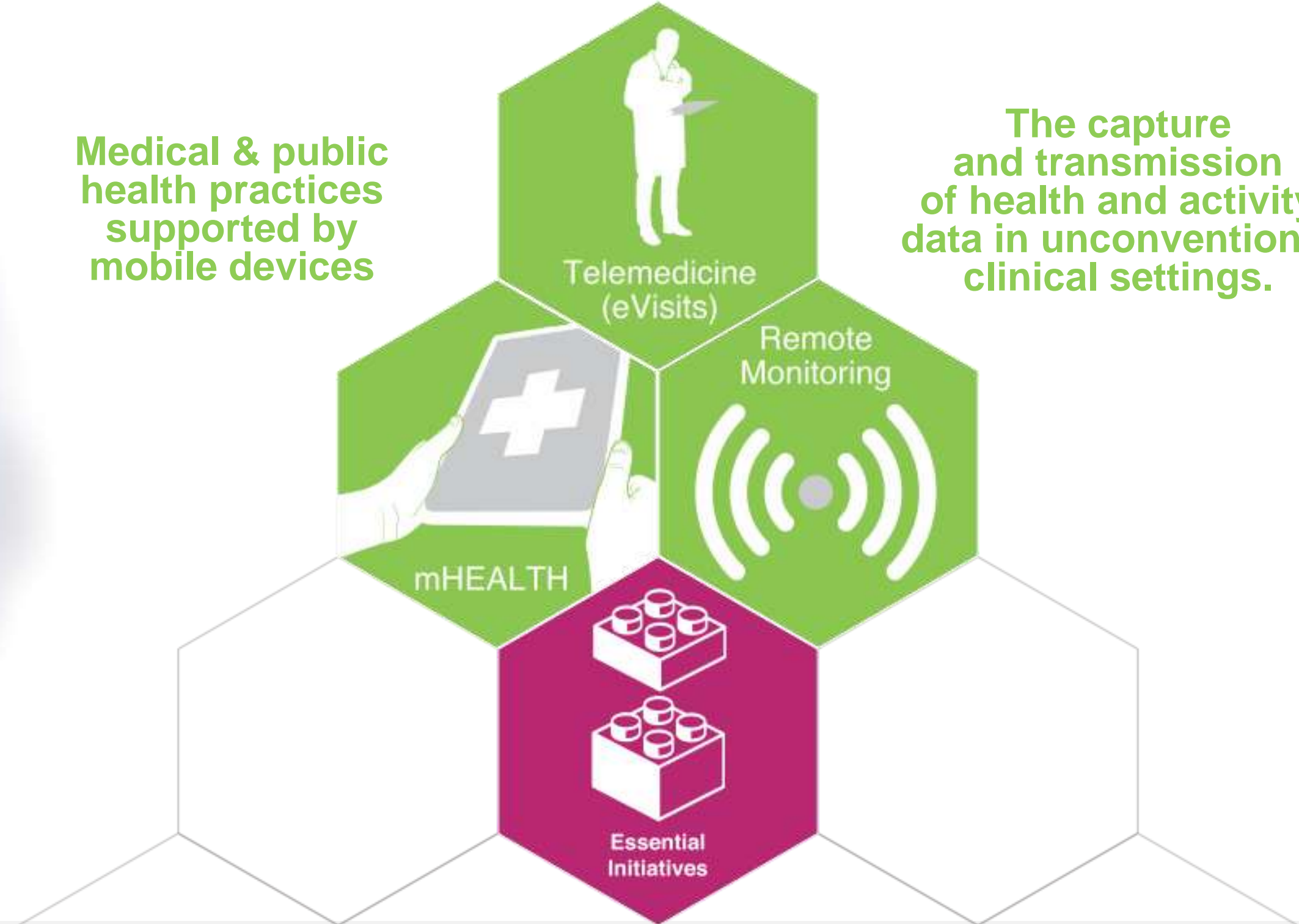
TELEHEALTH

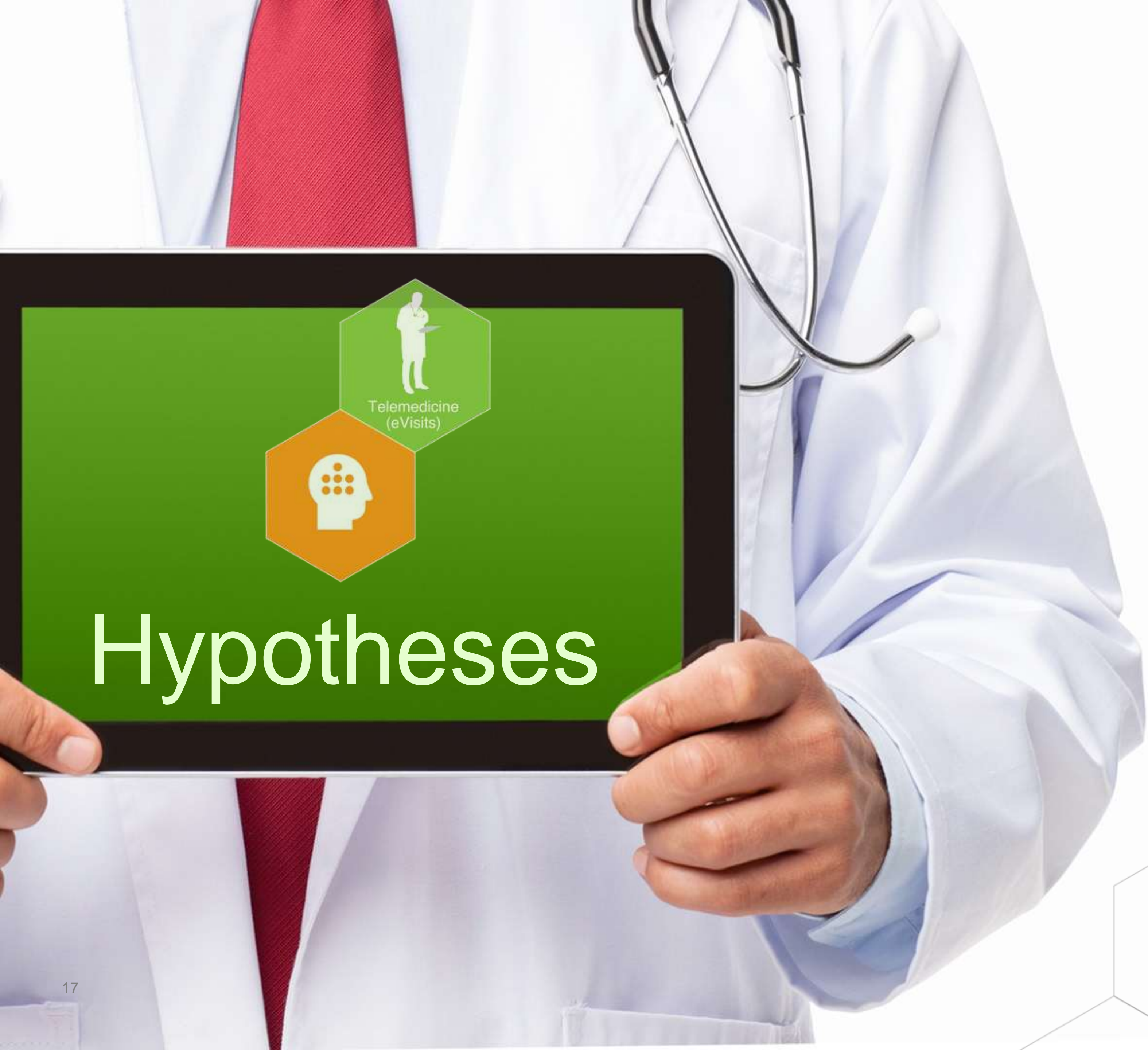


The use of technology to enable a clinician to treat a patient from a remote location.

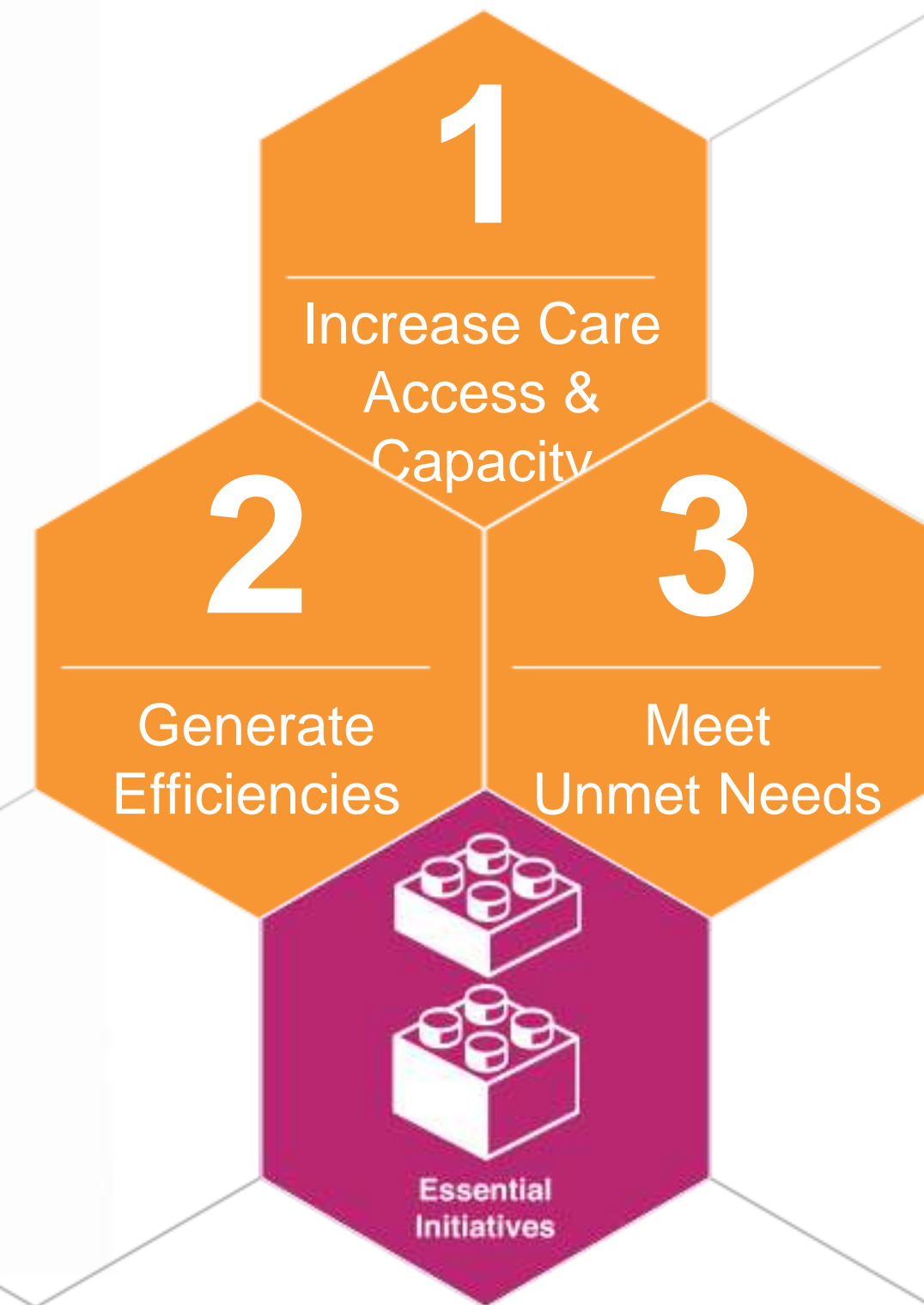
Medical & public health practices supported by mobile devices

The capture and transmission of health and activity data in unconventional clinical settings.





Humana
TELEHEALTH



eVisits

Pilot Portfolio

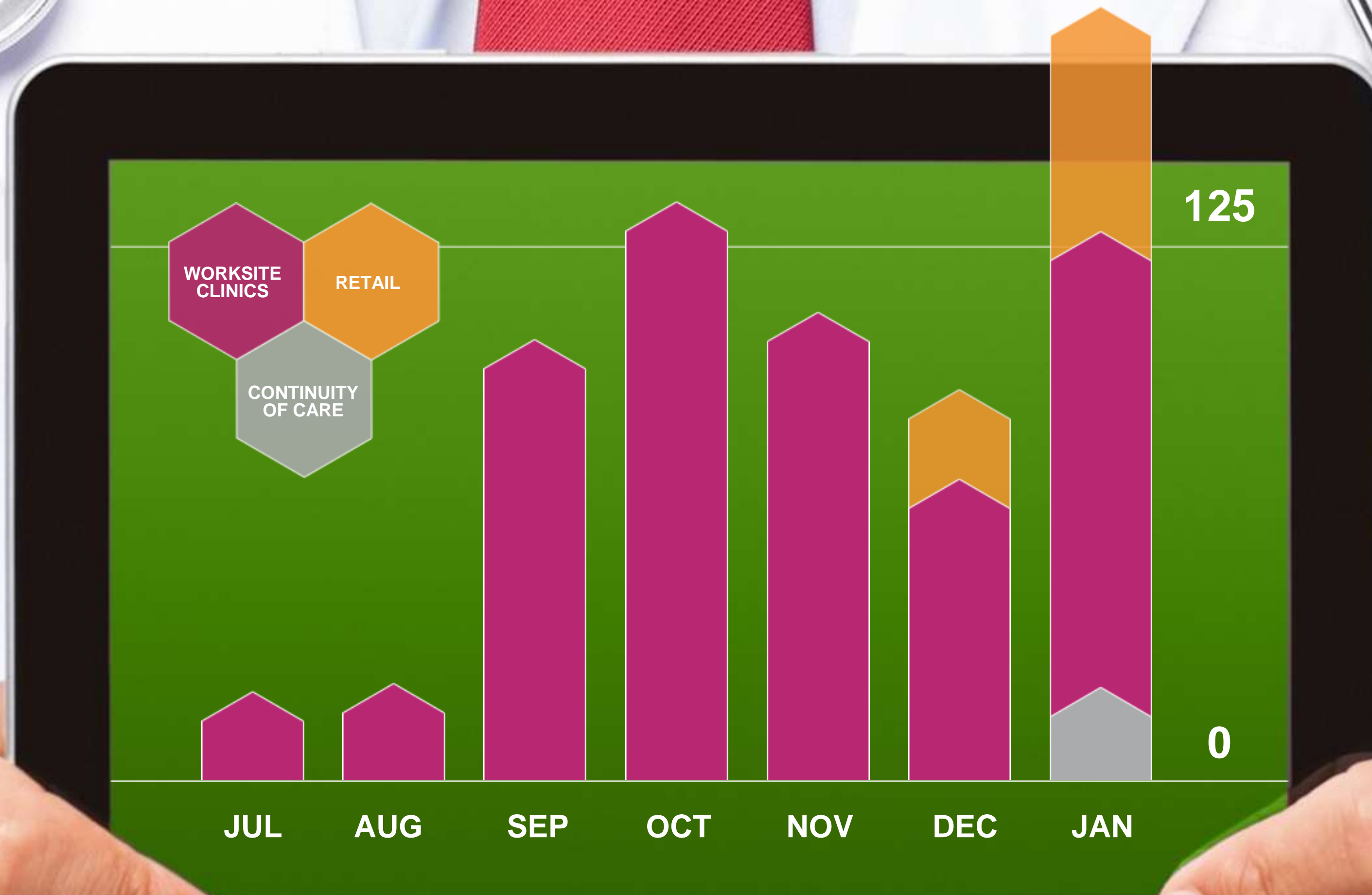
A cross-company team is piloting in 3 channels: Worksite Clinics, Retail Settings, and Continuity of Care with our Network Providers.



eVisits

Observations

We are studying the utilization patterns and learning from the operational experiences we are gaining.



eVisits

Observations

Humana is processing claims for eVisits nationwide now, so our learning has immediate applicability.



Testing

Informs Discovery

The eVisit pilots are structured to capture and apply what we learn.



Discovery

Informs the Future

What our teams learn is influencing our broader efforts.



Discovery

Concepts in Motion

Using innovation engineering, a cross-company team identified the next wave of potential eVisit concepts.



Deliberately

Distinct

The right choice has been to explore the Telehealth components separately.



A Comprehensive *Telehealth Strategy*

*To meet the needs of our
consumers, we need to plan for
them as a whole.*

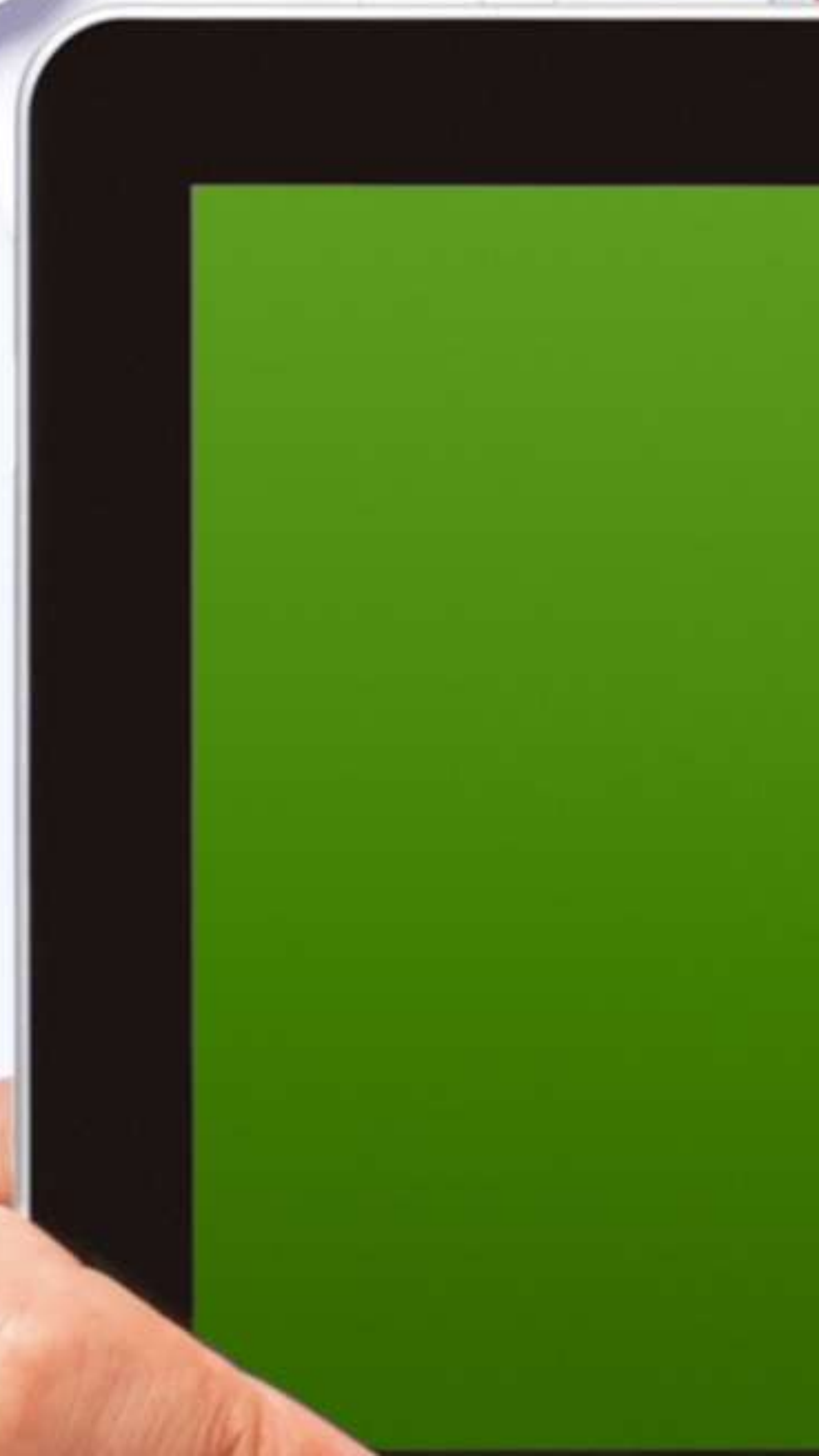


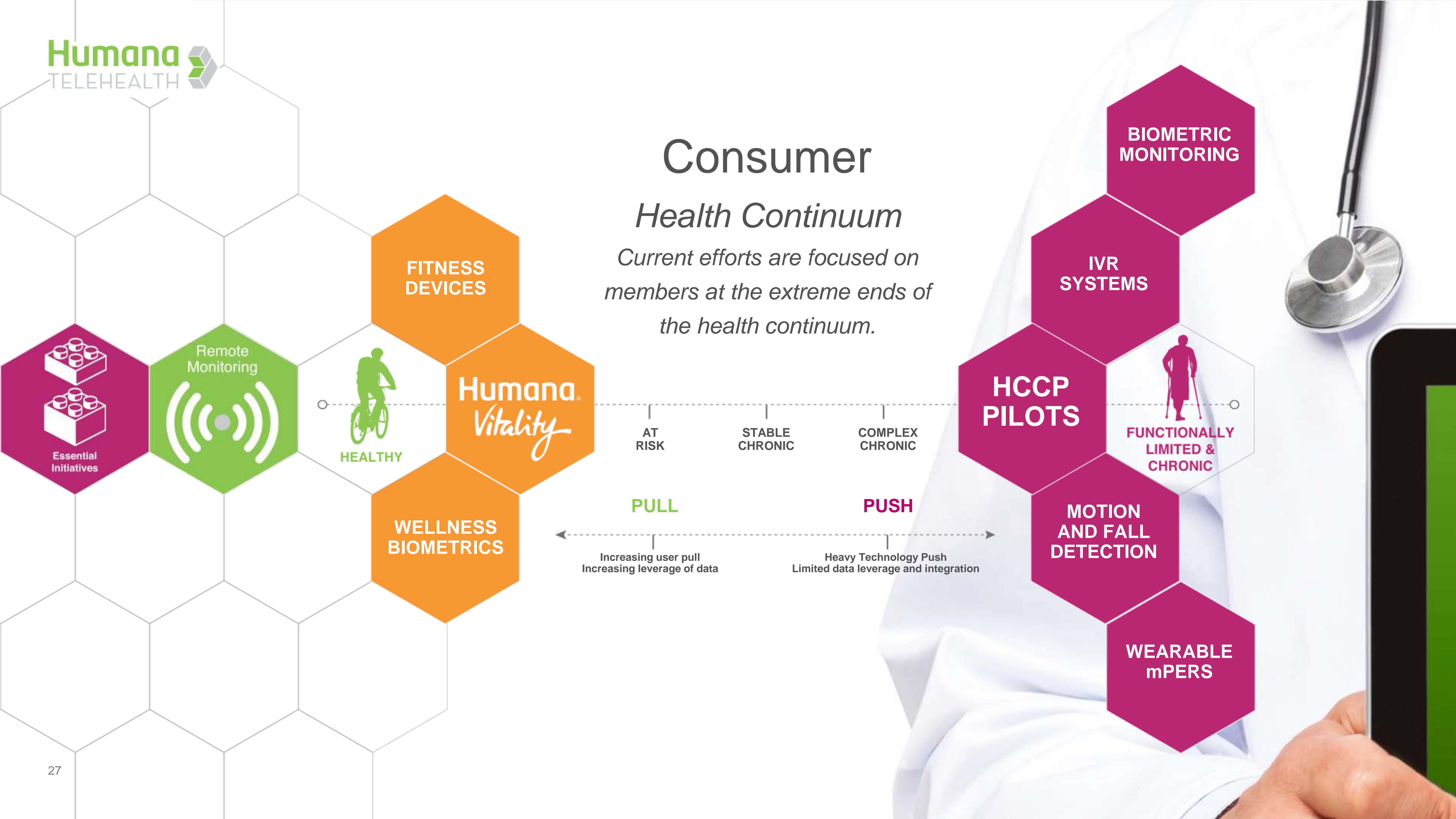


Pioneering Efforts

in Remote Monitoring

*The work underway provides
a view into what is possible
with Telehealth*





Consumer

Health Continuum

Current efforts are focused on members at the extreme ends of the health continuum.



AT RISK

STABLE CHRONIC

COMPLEX CHRONIC

BIOMETRIC MONITORING

IVR SYSTEMS

HCCP PILOTS

FUNCTIONALLY LIMITED & CHRONIC

MOTION AND FALL DETECTION

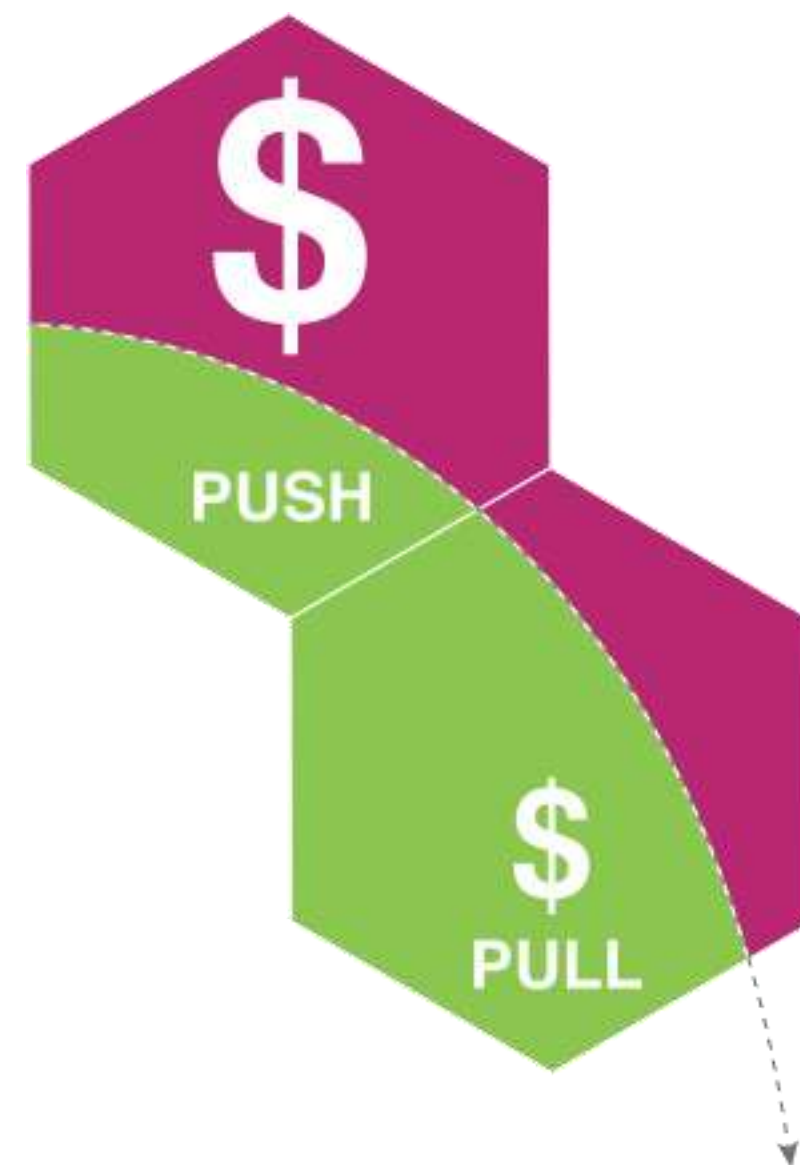
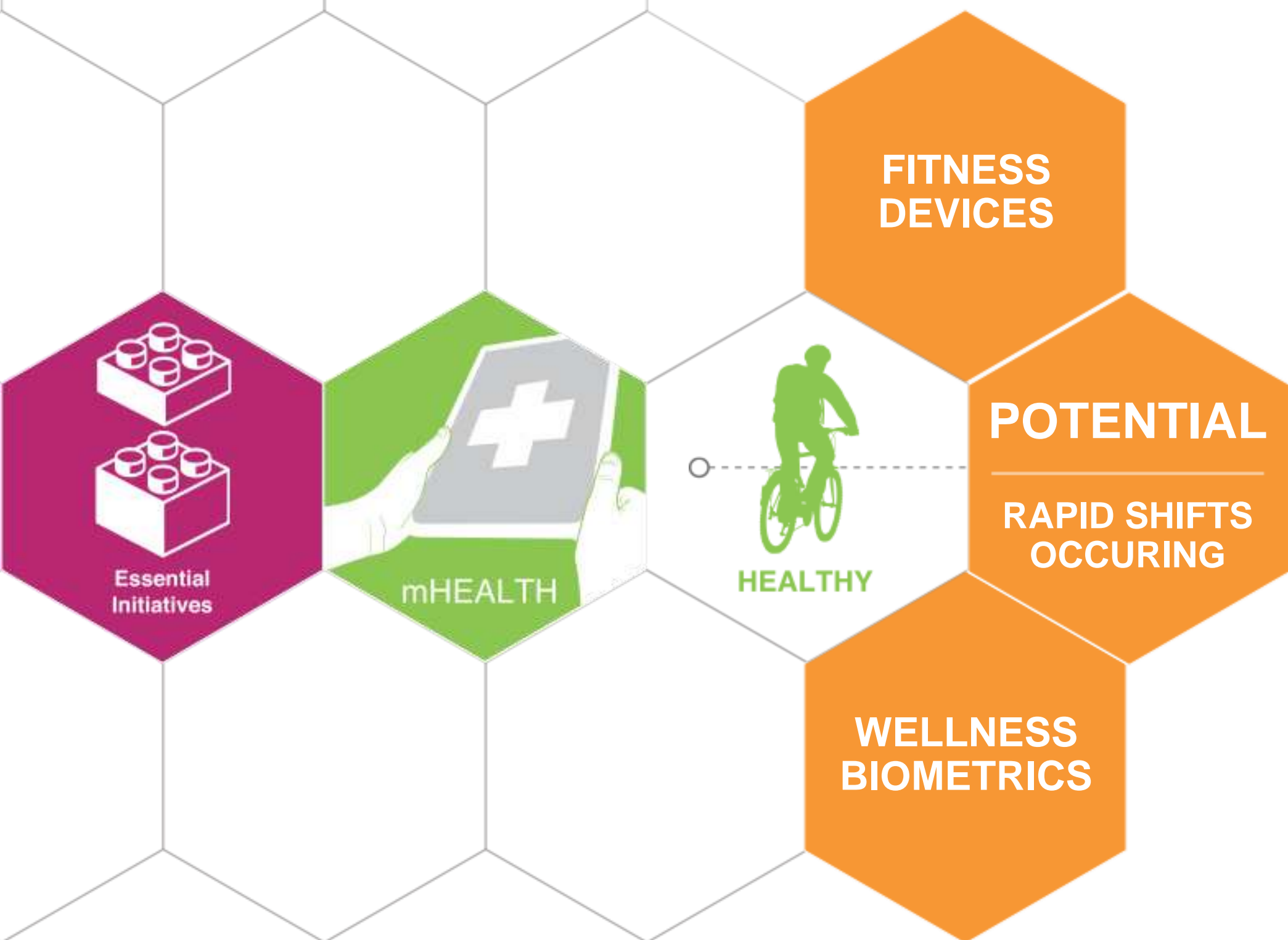
WEARABLE mPERS

PULL

PUSH

← Increasing user pull
Increasing leverage of data

→ Heavy Technology Push
Limited data leverage and integration

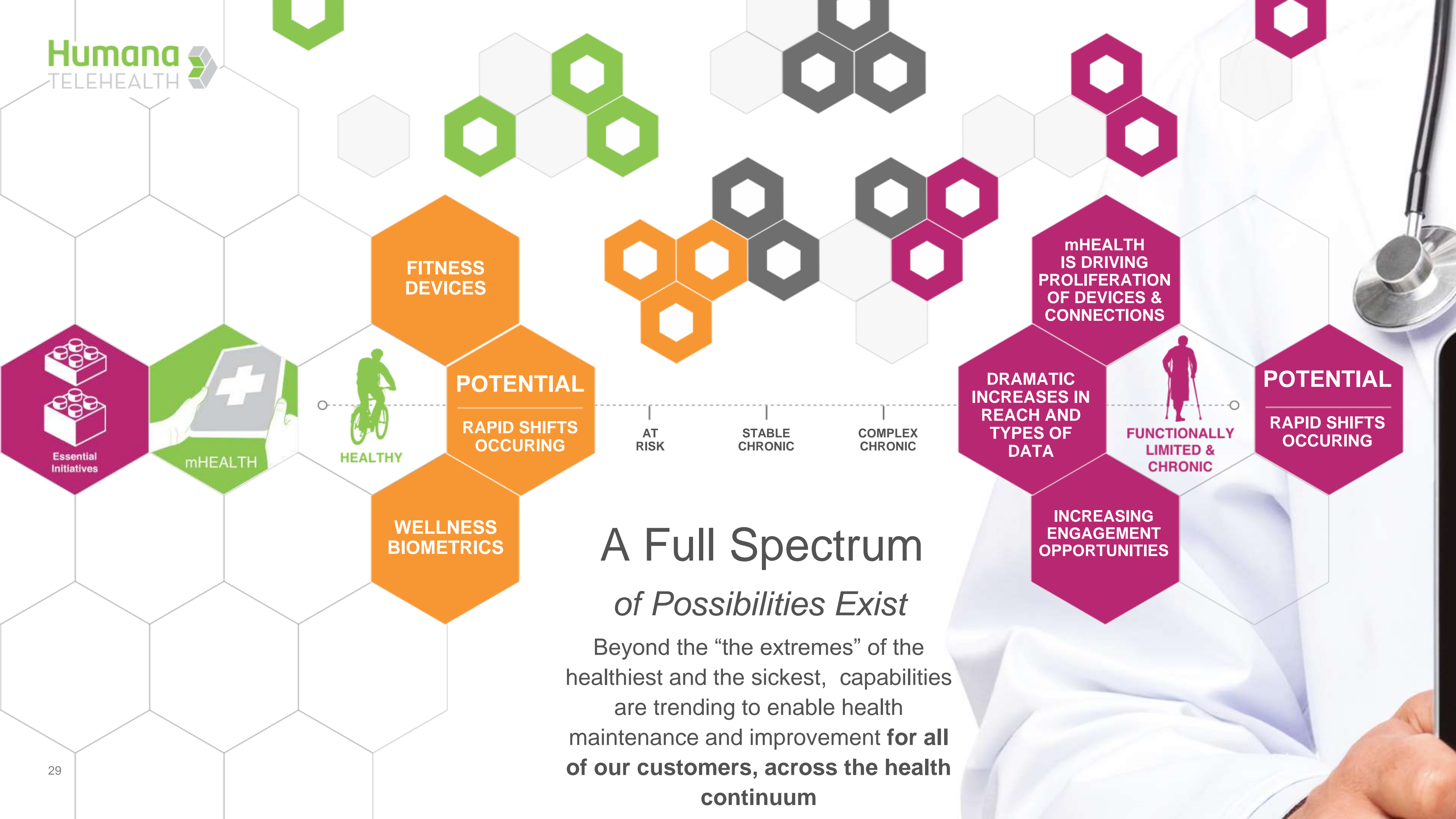


AT RISK STABLE CHRONIC COMPLEX CHRONIC



Moving Toward *Push and Pull*

Technology and applications of Remote monitoring are becoming embedded directly into cheap consumer devices like smartphones, which collect data that can be “pulled” directly from the consumer



FITNESS DEVICES

POTENTIAL
RAPID SHIFTS
OCCURING



HEALTHY

WELLNESS BIOMETRICS

AT RISK

STABLE CHRONIC

COMPLEX CHRONIC

mHEALTH IS DRIVING PROLIFERATION OF DEVICES & CONNECTIONS

DRAMATIC INCREASES IN REACH AND TYPES OF DATA



FUNCTIONALLY LIMITED & CHRONIC

POTENTIAL
RAPID SHIFTS
OCCURING

INCREASING ENGAGEMENT OPPORTUNITIES

A Full Spectrum *of Possibilities Exist*

Beyond the “the extremes” of the healthiest and the sickest, capabilities are trending to enable health maintenance and improvement **for all of our customers, across the health continuum**

Unlocking

New Opportunities:

What's Needed to Succeed

The ability to capture the data from these existing and yet to be existing devices/solutions

Amazing analytics capabilities to make sense of never before seen amounts of data

Services that can smartly react based on the awareness we will gain



What We'll Be Able To Do.

Improving the Health of our Members.



