



Innovation Ideation Session

Aging in Place

Agenda



The Innovation Process



Developed through:

- *Functional groups ID*
- *Secondary Research*
- *Primary Research*

Developed through:

- *LMB Brainstorming Sessions*
- *Field Submissions*
- *Cross-SBU Sharing*
- *Customer Co-Creation*
- *External Facilitation*

Achieved through:

- *Creating business cases for top ideas*
- *Receiving approval to proceed from Selection Committee*
- *Quick tests with customers*

Bringing Ideation to Life



Brainstorm Rules

Defer judgment

*There are no bad ideas at this point.
There will be plenty of time to judge
ideas later.*

Encourage wild ideas

*It's the wild ideas that often create real
innovation. It is always easy to bring
ideas down to earth later!*

Build on others' ideas

*Think in terms of "and" instead of "but." If
you dislike an idea, challenge yourself to
build on it and make it better.*

Stay focused on the topic

*You will get better output if everyone is
disciplined.*

Be Visual

*Try to engage the logical and the creative
sides of the brain. A quick sketch can
help make your idea more
understandable to someone else.*

One conversation

Allow ideas to be heard and built upon

Go for quantity

*Set a big goal for number of ideas and
surpass it! Remember there is no need
to make a lengthy case for your idea
since no one is judging. Ideas should
flow quickly!*

Challenge in Brief – Aging in Place

“ ...the ability to live in one's own home and community safely, independently, and comfortably, regardless of age, income, or ability level.”

- 90% of adults over the age of 65 report that they would prefer to stay in their current residence as they age
- By 2020, almost a quarter of the U.S. population will be 60+
- These individuals face a number of issues:
 - Higher cost of prescription drugs & remembering to take medication
 - Lack of retirement savings (50% of workers don't have account from work and most don't get one on their own)
 - Difficulties in completing household chores as they age
 - Increased home expenses as income decreases
 - Decreased mobility, potentially resulting in trips and falls
 - Access to medical care

How can we support an aging U.S. population?

Standing Beliefs

- Break into two groups
- List the assumptions you currently have about innovation and/or the elderly
 - There's too much risk to underwrite people older than 65...
 - We have to figure out an insurance product...
- It can cover consumer behaviors, risk, pricing, etc.
- Be as comprehensive as you can be!

You have 5 minutes.

Wishing Exercise

- Remain in your groups
- Think about aging from the perspective of someone approaching age 60+ and possible pain points along the way
 - My daughter wants me to move out of the house I've lived in for 40 years and into a nursing home because I forgot to buy groceries once.
- Make “wishes” for ways to address the problem – even if a wish seems impossible, go for it! What seems impossible can often lead to a great idea...
- Offer ideas as “I Wish” (IW for short) or “Would it be nice if” (WIBNI)

You have 10 minutes.

Wishing Exercise – Round 2

- Think about aging from the perspective of a concerned adult child and possible pain points along the way
 - *My parents live in FL while I am in MA. They are having trouble getting to the doctor and keeping track of appointments but I don't have the ability to fly down there constantly!*
- Make “wishes” for ways to address the problem – even if a wish seems impossible, go for it! What seems impossible can often lead to a great idea...
- Remember, you can use IW or WIBNI when jotting out ideas on the post-its

You have 10 minutes.

Grouping Exercise

- Easy to implement
- High acceptability

Now

- Innovative ideas
- Breakthrough
- Can be implemented

Wow!

- Ideas for the future (the next orange ideas)
- New but not yet feasible

How?

- Work together to assess the ideas you have listed out
- Group like ideas together
- Assess the ease of implementation and originality of ideas
- Place a blue, orange or yellow sticker based on your assessment

You have 10 minutes.

Top 5

- Pick the top 5 **green** ideas from your board
 - Is it focused on the customer?
 - Does the idea have a high level of business value – market differentiation? Does it align to business strategy?
 - Is it narrow enough in scope that a prototype can be developed?

You have 2 minutes.

Refine & Polish

- Review the ideas selected by your team
 - Add any necessary information to make the idea more clear
 - Re-phrase the idea, if necessary
 - Make sure that the idea is:
 - User-focused
 - Not too broad
 - Not too narrow

You have 8 minutes.



- As a larger group, we will share our top 5 ideas
- Where ideas are similar, let's think about how to combine them
- Once ideas are finalized, WE WILL VOTE!

Session Ideas

Idea	Vote	Idea Contact