



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*

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