



Strategic Co-Creation

Leadership Offsite

Case Studies



Co-Creating Solutions to Transform Customer Care Programs

Strategic Co-Creation Offsite

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The Challenge



The Approach



The Outcome

The Chief Operating Officer of a managed care plan sought our help to bring together about 40 team members for a collaborative offsite event. The team comprised individuals who worked directly with patients and others from marketing, strategy, and customer development who were based in the headquarters.

The primary goal was to co-create solutions to better serve their patients while fostering team bonding and generating actionable ideas. The team had previously crowdsourced ideas from patients, but these ideas were underdeveloped, and there was a lack of experience in co-creation and innovation.

Additionally, the team worked in silos and needed to learn how to collaborate effectively.

Before the Event:

We engaged in extensive pre-event planning, including reviewing and prioritizing the starter ideas from patients and conducting pre-work with a subset of the planning team.

The Offsite:

The NYC offsite was hosted in an unusual space within their building to create a fresh environment. The event began with team-building games to establish norms and build rapport. Participants then learned about innovation and behavioral principles through interactive activities.

A key component was an interactive game similar to Jeopardy, which helped immerse participants in understanding customer needs. Breakout groups facilitated by Deliberate Innovation then engaged in co-creation exercises, developing detailed, actionable ideas from the initial patient suggestions. The event concluded with teams sharing their ideas and selecting the most viable ones.

Strategic and Actionable Ideas:

- Generated a large pool of detailed, actionable ideas.
- Developed four to five initiatives that were further built out and launched, driving market share growth.
- Initiatives directly benefited patients and made a tangible difference in their lives.

Skill Development and Collaboration:

- Enhanced skills and capabilities in innovation and co-creation.
- Established new collaborative practices that are now being repeated and used effectively.

Team Bonding and Efficiency:

- Fostered stronger working relationships and trust among team members who typically worked in silos.
- Built cohesion and improved teamwork, resulting in more efficient and effective collaboration.



Building Patient Centered Solutions with Oncology Patients & Stakeholders

Strategic Co-Creation Offsite

Building Patient Centered Solutions with Oncology Patients & Stakeholders



The Challenge



The Approach



The Outcome

The global head of the lung cancer oncology franchise, along with the head of global patient engagement, approached us with the need to bring together various stakeholders, including patients and patient advocacy groups, for a collaborative offsite.

Their goals were to co-create solutions for their customers, strengthen relationships both internally and externally, and develop new solutions through true co-creation. The team had previously developed solutions without significant input from customers or internal collaboration, and this offsite aimed to change that dynamic by fostering meaningful engagement and collaboration.

Before the Event:

We conducted pre-event interviews with patients, patient advocacy members, and internal team members to identify unmet needs and opportunities for better alignment. This research informed the co-creation sessions, ensuring all participants were well-prepared.

The Offsite:

The event took place in Germany and included around 60 participants, both internal and external. The first evening featured a keynote speech, interactive games like "Oncology Jeopardy," and a team-building exercise to build relationships. The full day that followed focused on understanding challenges and unmet needs through moderated panels and exploration sessions. Afternoon activities involved focused co-creation sessions where mixed groups of customers and internal team members worked on developing actionable ideas. The event concluded with speed rounds for feedback and final presentations, with commitments made to move prioritized concepts forward.

Strategic and Actionable Ideas:

- Developed five endorsed initiatives with detailed action plans, ready for executive leadership review and funding within three months.
- Produced concepts that were well-received by patient partners and internal teams alike.

Enhanced Collaboration and Trust:

- Improved scores and rankings from patient partner groups, reflecting enhanced perceptions of the company as a valuable partner.
- Fostered better working relationships and greater trust among internal team members, leading to more fluid and effective collaboration.

Long-term Impact:

- Established new collaborative practices that integrated patient and stakeholder input into the development process.
- Created a sustainable model for future co-creation events, combining purposeful work with engaging and fun activities.

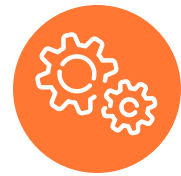
Building and Validating Solutions Together with Corporate Customers

Strategic Co-Creation Offsite

Building and Validating Solutions Together with Corporate Customers



The Challenge



The Approach



The Outcome

A leading consulting firm, brought 15 of their most prominent corporate customers together for a collaborative offsite.

The primary objectives were threefold:

- First, to engage clients in a fun and interactive environment;
- Second, to obtain feedback on their newly developed patient maturity model; and
- Third, to explore new business opportunities and build business cases with their clients.

Despite having created the patient maturity model, the client had not yet tested it with their customers or gathered comprehensive feedback. They aimed to use this offsite to enhance the model, foster relationships, and identify potential partnerships.

Before the Event:

We conducted extensive pre-event planning, including surveying and interviewing partners to gather initial feedback on the patient maturity model. This research phase allowed for a thorough understanding of the model's strengths and weaknesses.

The Offsite:

The NYC offsite event brought together around 25 participants, including both internal team members and external clients. The day began with a keynote speech and team-building exercises to set a collaborative tone. The morning sessions focused on understanding and critiquing the maturity model through interactive discussions. In the afternoon, participants engaged in co-creation sessions, brainstorming improvements and ways to integrate the model into their organizations. The event concluded with a mini pitch competition, where different groups presented their ideas on how to implement the maturity model, fostering a spirit of innovation and collaboration.

Model Improvement and Validation:

- Generated significant enhancements to the patient maturity model based on client feedback.
- Validated the model through practical client input and real-world application scenarios.

Business Development and Partnership Opportunities:

- Launched three pilot projects with clients directly resulting from the offsite collaboration.
- Identified new partnership and collaboration opportunities, strengthening client relationships.

Publication and Thought Leadership:

- Published a white paper and multiple articles detailing the insights and improvements from the event.
- Established our client as thought leaders in the field through the dissemination of these publications.



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