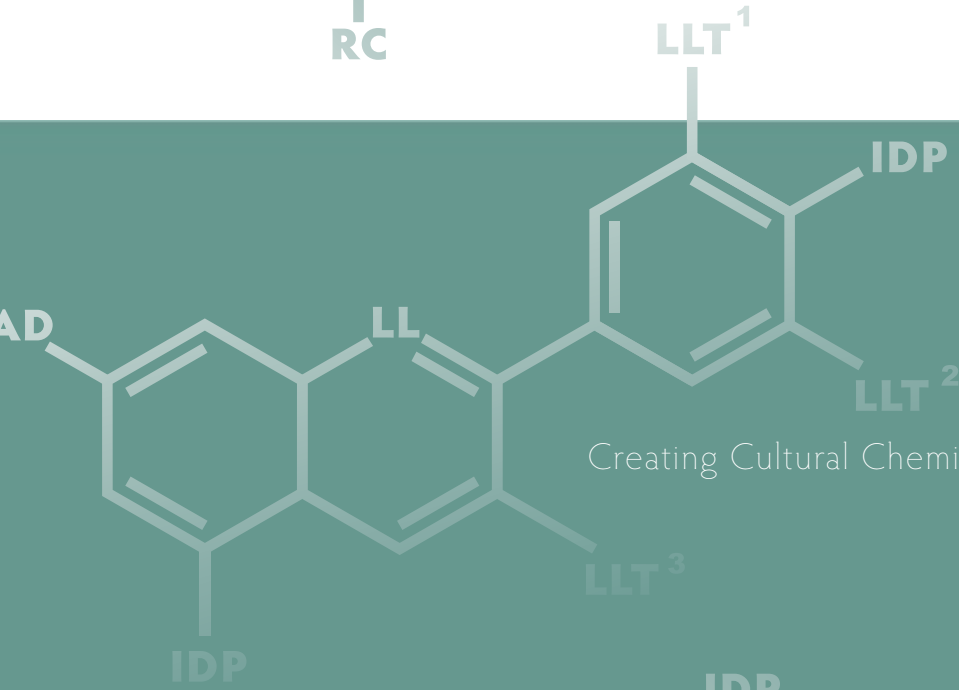
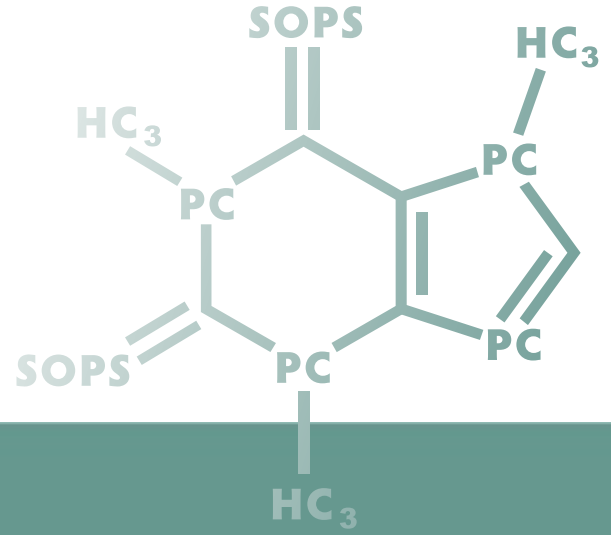
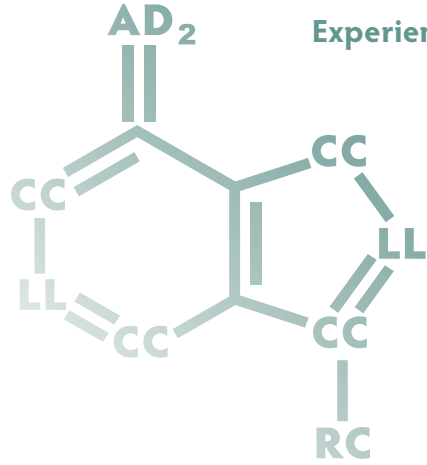


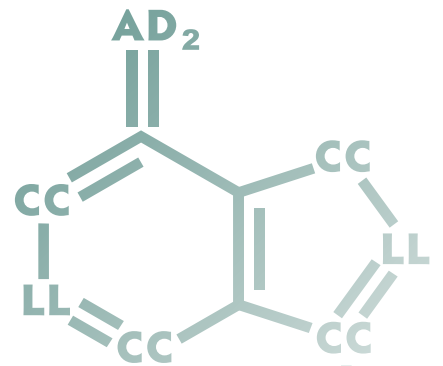
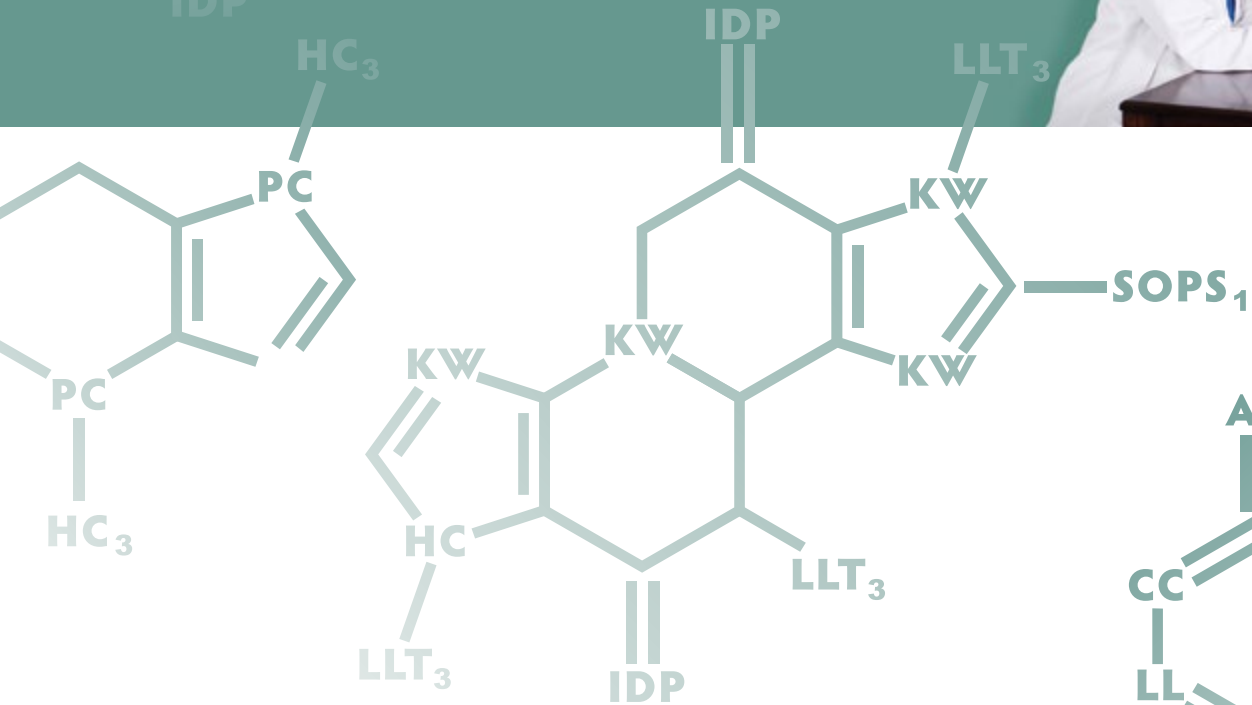


KENAGY
& ASSOCIATES, LLC

Experience Adaptive Design » Online Experiential Learning Course



Creating Cultural ChemistrySM



Adaptive Design[®]
Adapt and Thrive in 21st Century Healthcare

About Adaptive Design

Before we tell you about Experience Adaptive Design (EAD), our online experiential learning course, let's begin with an overview of Adaptive Design®; the systematic framework for achieving healthcare's essential goals:

- **Delivering ideal patient care while simultaneously lowering healthcare costs.**

About Adaptive Design

Dr. John Kenagy's Adaptive Design provides a framework and common language for designing, doing and improving the complex work of healthcare.

Because Adaptive Design can be understood and practiced at all organizational levels, it also enables a cultural shift that can transform the operations of any clinic, hospital or healthcare system.

"People, Purpose, Progress" speaks to our core beliefs. **People** create the cultural chemistry of an organization. Adaptive Design sets direction with a clear, consistent meaningful **Purpose** – Ideal Patient Care. Finally, AD provides the methods, skills, tools and inspiration to make **Progress**.

People with Purpose making Progress are the inspirational engines of success that enable organizations to thrive in 21st Century healthcare – *Ideal Patient Care at continually lower cost.*

People, Purpose, Progress

Adaptive Design continually moves patient care toward the "ideal" by embedding our proven scientific methods and structural problem solving into everyone's daily work. Our research tells us that healthcare workers spend 40% of their time simply trying to work around the bugs in the system before they can provide patient care. Instead, they can learn to innovate in their daily practices by identifying problem-solving opportunities; which in turn, moves the organization continually towards Ideal Patient Care. Plus, as daily processes achieve greater efficiencies, the cost of healthcare systematically decreases.

Improved and Predictable Outcomes

- Increase the adaptive capacity of your current resources to create new value
- Accelerate the velocity & effectiveness of creating new best practices
- Create a healthy culture that will intrinsically align behaviors with growth
- Learn the power of intuition, thinking and self-regulation
- Master the ability to lead and manage complex, dynamic, unpredictable work
- Learn to convert barriers to opportunities
- Link strategy with execution
- Become a Center of Value & Excellence (CoVE)

Adaptive Design develops people, builds trust and optimism while providing daily opportunities for process innovation. This kind of focus and self-reinforcing cycle of improvement, creates a culture of learning that can provide ideal patient care in a highly dynamic clinical environment.

Kenagy & Associates offers a broad scope of services that put people, purpose & progress into action. Each service offers a unique opportunity to develop a customized learning approach for achieving organizational excellence.

- **Keynote Presentations** - The inspiration to adapt
- **The Gap Analysis** - Discover where you are and where you need to be
- **Experience Adaptive Design (EAD)** - Creating adaptive healthcare
- **Adaptive Design Leadership Learning System** - Leading adaptive healthcare
- **Customized Training & Support (onsite & online)**
 - Consulting
 - Workshops
 - Webinars

Experience Adaptive Design — Frequently Asked Questions

What is Experience Adaptive Design (EAD)?

It's an online, experiential learning course we developed to give easy access to those that seek to learn Adaptive Design. The objective is to acquire the skills of a Learner/Leader/Teacher (LLT). This **online** tool is the perfect complement to our **onsite** learning experiences. Using a blend of both methodologies is proven to continually increase the adaptive capacity of an organization's current resources to deliver higher value care.

Why was the course developed?

To thrive in the 21st Century, healthcare requires solutions that keep pace with the velocity and demands placed on healthcare workers. Adaptive Design is proven to expand resource capacity and achieve ever increasing, patient-centered care delivered at continually lower costs.

The title **Learner/Leader/Teacher** (LLT) applies to the Adaptive Design practitioners in an organization. They become the role models that demonstrate, through actions and results, how managers and the frontline can shift their practices from command & control to the Adaptive Design model. An LLT creates a safe framework and inspiration for developing and empowering the frontline and management to systematically solve problems as they happen.

Learner/Leader/Teacher

What is the objective?

EAD allows for faster adoption of Adaptive Design practices so that every organization quickly gains the know-how to create higher value care by continually increasing the adaptive capacity of current resources.

How does the course work?

The 8-week course is divided into 20 self-guided, experiential learning modules. After the first week, the learning occurs close to the frontline, in real-time. At the end of the course, LLTs will intuitively know how to continually improve patient care because of their personal experience in applying Adaptive Design principles and methods. This is how we increase organizational capacity and create new value.

What is included?

EAD is based on successful, time-tested Adaptive Design practices as detailed in the award-winning book *Designed to Adapt: Leading Healthcare in Challenging Times*. Each module includes online lectures and video learning experiences coupled with printable resources and references.

How long does it take?

Participants become knowledgeable, effective Adaptive Design Learner/Leader/Teachers (LLTs) in 8-weeks. Learning is directly related to the time spent doing. Those who do more than the minimum time/week go deeper into each module and significantly increase their skills. Learning will continue and grow after the course for as long as participants follow Adaptive Design practices.

The course is designed to generate innovation and new value creation at continually lower costs. Training and support can be scaled to include hundreds of people simultaneously and delivered close-in-time and place to value-adding work. Start-up support, online and onsite facilitation, leadership guidance and End-User Licensing Agreements are also available.

Who should take the course? Are there prerequisites?

The only prerequisite is a desire to work collaboratively to improve patient care. The course is designed for all organizational levels – frontline staff through senior executives. No previous healthcare experience or specific academic credentials are required. Because Adaptive Design is an experience that changes people's beliefs about what's possible, management participation is essential to inspire, sustain and grow adaptive capacity.

Experience Adaptive Design Schedule and Time-Line

Modules 1-15 (10-20+ hours/week)	
Week 1 Experience & Learn	1. Introduction to Adaptive Design 2. Learning and M2S2 3. Critical Thinking and Evidence-Based Adaptive Leadership 4. Adaptive Design 1-2-3 5. Observation #1 Family Medicine Resident in Clinic
Week 2 Experience & Learn	6. Notes and Documentation #1 - Family Medicine Resident in Clinic 7. Practicing or Doing Observation/Documentation 8. More Observation/Documentation 9. Increasing Observation skills – RN Med Administration
Week 3 Experience & Learn	10. First and Second Order Problem Solving 11. Creating a Current Condition and M2S2 Summary 12. Adaptive Design and the Big Picture of Improving Healthcare
Week 4 Discover & Improve	13. Developing Opportunities – An introduction to A3's as Skill Building Tools 14. An A3 – What to do Step-by-Step 15. Doing Your First A3
Modules 16-20 (20-30+ hours/week)	
Week 5 Discover & Improve	16. Doing A3's 2&3
Week 6 Discover & Improve	17. Expanding Skills and Capabilities 18. Creating an Innovation Culture
Week 7 Inspire & Sustain	19. Inspiration, Gaps and Barriers
Week 8 Inspire & Sustain	20. Closing the Loop and Continuing the Journey

What are EAD Materials and Requirements?

1. The book *Designed to Adapt: Leading Healthcare in Challenging Times* (DtoA), and the online lectures, videos, learning tools, resources and references.
2. Online access to the course and a printer.
3. Time allocated to do the work and a "Learning Line" - one or more units or service lines to study, learn, lead, teach and improve.
4. A minimum of two LLTs, ideally five including a manager, to learn Adaptive Design. The manager will learn skills specific to his or her role and responsibilities in leading the organizational success of Adaptive Design.
5. A commitment to discovery and collaborative learning to improve patient care.

What are EAD's outcomes?

Participants will know how to continually increase the adaptive capacity of current resources to create value. Leadership will validate, and then inspire, sustain and grow that capability.

Want to know more?

Contact our office at (360) 200-7675 or info@kenagyassociates.com

It Works!

"As an organization we participated in the beta-testing for Experience Adaptive Design in the fall of 2012. Our experience was positive. I see it being very beneficial to our staff who are very busy in their daily work...the EAD product allows us to complete the learning on our time...they (learners) are able to work at their own pace and they are able to bring that back to their practical workplace at the frontline."

Sheila Tumily

Senior Project Manager for Quality, UnityPoint Clinic

"I never done anything that energizes people so quickly and, the more they do it, the more they are energized!"

Ed Gamache

Principle, Fourth Aim Consulting, LLC

Real-time problem solving is the key, starting with these three concepts:

1. It is almost impossible to design a perfect healthcare process. Therefore, just set a starting point & use Adaptive Design to begin to identify failure as a marvelous opportunity to improve.

2. Like an exercise program, the more you practice Adaptive Design, the greater the return. Adaptive Design is not a one-time fix - it is workplace fitness.

3. Healthcare is a wonderful, life-giving profession and business.

Adaptive Design's focus on the patient returns pride, purpose and commitment to the frontline and rejuvenates the management team.

"Based on my Mayo Health System experience, I have one word for Kenagy's Adaptive Design model and his book: Brilliant."

Mark Lindsay

Medical Director, Allevant Solutions by Mayo Clinic and Select Medical

"Going medical home prior to Adaptive Design, would not have worked. They would have not seen the overall picture."

Allison Brunk

Clinic Administrator, Family Medicine Northridge, UnityPoint Clinic

"John has discovered that Adaptive Design gives the original, core business far greater flexibility in adapting to the demands of the market than I had ever thought achievable. I said, "It's almost impossible." That's true. But it's not impossible. Dr. John Kenagy and Adaptive Design are truly expanding the possible for healthcare.

Together, these two pathways of innovation (disruptive innovation and Adaptive Design) have the potential, in my opinion, of greatly improving the quality of healthcare while reducing its cost by 50 percent or more. I am not overstating this potential and I am grateful to John Kenagy and his associates for bringing to bear their wonderfully insightful minds on this topic of global impact."

Clayton Christensen

Professor, Harvard Business School

"It's great to watch how excited RNs get when they have a way to fix the problems that they've struggled with for years."

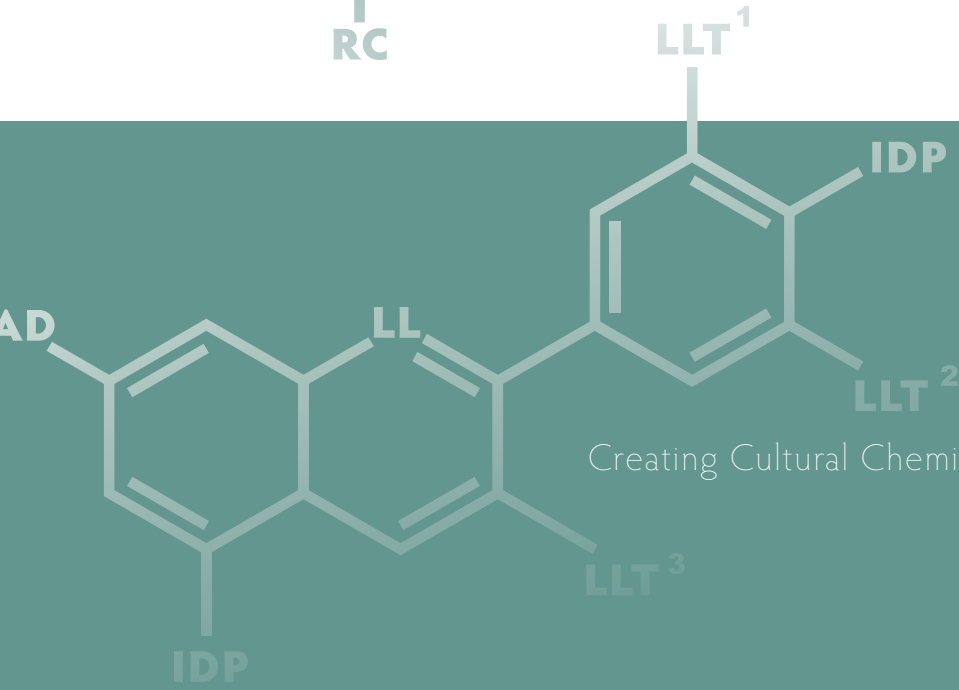
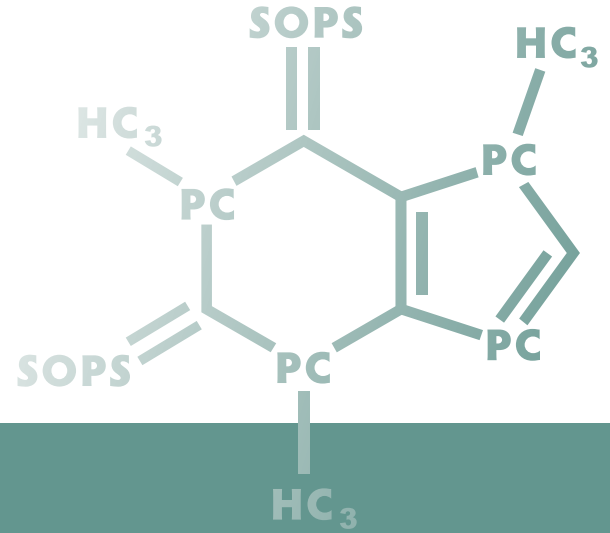
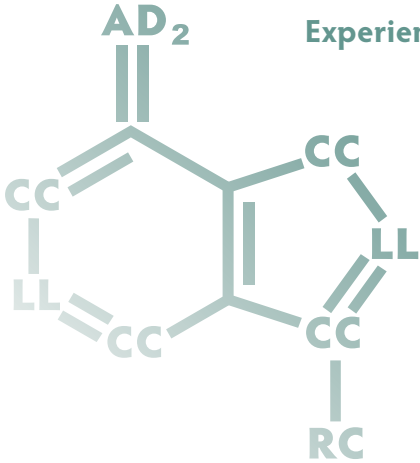
Diane Gardner

Nurse Educator, Mercy & Unity Hospitals

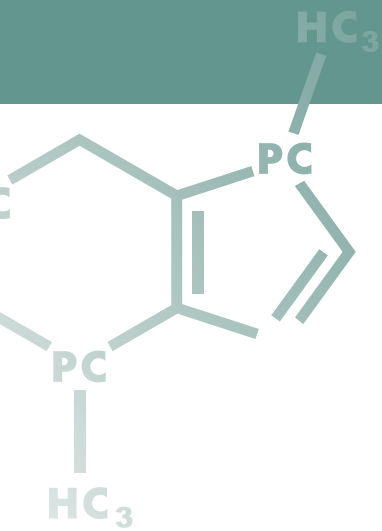
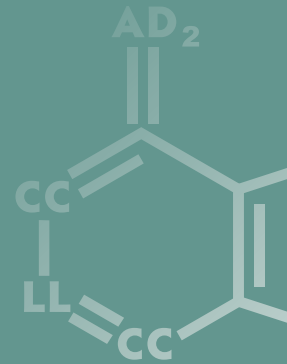
"With Adaptive Design, my legacy will be an organization in which every person is a skilled problem-solver."

Ron Omen

Former CEO, St. John's Hospital



Creating Cultural ChemistrySM



Dr. Kenagy's Adaptive Design® provides a framework and common language for designing, doing and improving the complex work of healthcare.

- IDP** » Ideal Patient Care
- AD** » Adaptive Design
- CC** » Current Condition
- KW** » Knowledge Worker
- LLT** » Learner, Leader, Teacher
- LL** » Learning Line
- HC** » Help Chain
- PC** » Power Chains
- RC** » Root Cause
- SOPS** » Second-Order Problem Solving

