

Innovation Partnership
Procurement by Co-Design

St Joseph's Health Centre: Digital Wayfinding
Challenge Brief



Contact name

Nicole Poos

Response deadline

October 20, 2017

Phone number

416-530-6486 ext. 3180

Challenge Brief reference #

105-2017

E-mail

npoos@stjoestoronto.ca

Maximum procurement budget

\$ 25,000

Note: this does not obligate provider to procure any solution

Executive Sponsor: Dr. Dan Cass, Chief Medical Officer
Executive Lead: Heather Russek, Director Corporate Strategy & Strategic Innovations
Project Lead: Nicole Poos, Manager Volunteer Services
Project Member: Stasia Bogdan, Director Redevelopment
Project Member: Gillian Brunning, Corporate Projects & Communications Associate Redevelopment
Project Member: Sarah Milan, Manager Supply Chain Services - Plexxus
Project Member: An John Nguyen, Project Manager Corporate Strategy
Project Member: Purvi Desai, Deputy CIO
Project Member: Sabrina Divell, Director Corporate Communications

All vendor responses must be made via completion of an "Innovator Brief" template and forwarded to the above contact via email by the response deadline, with a cc to designchallenge@marsdd.com.

Project Member: Walter Rojenko, Director Patient Family Community Relations
Project Member: Tara Yelle, Courtesy Volunteer

Project Team

The Challenge

Maximum of 1200 characters

St. Joseph's Health Centre is a complex facility made up of various wings constructed at different times over the past 90 years. Our new wayfinding system is being implemented, but currently cobbled together with a collection of previous designs to assist in the navigation throughout the campus.

Many patients and visitors who walk through our doors - any one of over eight main entry points to the hospital – are doing so with distraction, illness, concern, and expedience. Finding the fastest, easiest, and most accessible route should not be a challenge that they are faced with overcoming.

While directional signs are posted throughout the hospital with static department directories at key decision points, we are in a digital age where a forward-thinking, customizable, and personalized approach to wayfinding within complex environments is what is needed to complement the existing system.

Our mighty volunteer force is stationed throughout the building, assisting with directions at various entrances during the day, Monday through Friday. Having an electronic device with the most up to date information would greatly improve their ability to help.

Based on previous surveys, focus groups, and other data gathering exercises, St. Joe's has identified a significant opportunity to improve both patient experience and staff satisfaction as it relates to wayfinding within and around our site.

We are seeking a wayfinding solution that will improve the experience of our patients, visitors and families, resulting in a seamless journey focusing on three keys areas: parking in the closest lot to destination, situating people to nearest entrance to destination, and directing people by landmarks such as elevators to destination.

Desired Outcomes

Maximum of 3 outcomes based specifications (OBS)

St. Joe's is interested in improving the patients experience by making it easier to navigate our complex campus by reviewing the following metrics:

OBS #1: St. Joseph's Health Centre is interested in tracking the patient access & flow times through the health and measure a 10% increase in patients arriving on time for appointments in one trial location (e.g. Ambulatory Care Centre).

OBS#2

Increase patient satisfaction compared to the status quo. A baseline metric will be established during testing, and a minimum of 10% increase in patient satisfaction over the status quo is expected from the solution during a 6-month testing period in one trial location (e.g. Ambulatory Care Clinics).

OBS #3 Increase volunteer/staff satisfaction compared to the status quo with questions focused on time spent re-directing patients. A baseline metric will be established during testing, and a minimum of 10% increase in volunteer & staff satisfaction over the status quo is expected from the solution during a 6-month testing period in one trial location.

Evaluation Criteria

Criteria to be used for vendor selection (NOT to evaluate solutions).

Company

Has the company demonstrated the competency to act as partner? Do they have an innovative vision? Do they have a strong leadership team? Do they have strong references? Do the values of the company align with those of the health centre?

Proposed approach

Is the proposed approach to the challenge innovative? Do you agree that it can solve the challenge proposed? Will it have a significant impact on the end user (staff, patients, etc)?

Ability to execute

Has the company demonstrated the ability to deliver a solution to other complex challenges? What has been the outcomes of solutions they have implemented? Is the experience similar in nature, specifically, the complex interaction of the built environment and human factors?

Ability to produce validation data

Has the company demonstrated their ability and expertise to produce validation data? Have they shared an example of data they have produced for any of their products or prototypes? Is the quality of that data sufficient enough to make a procurement decision?

Experience of project team

Does the team have experience working on innovative solutions? Did the company propose the right type of project team to take on this engagement?

Key Dates

The following is a summary of key dates in the RFP process. Program sponsor (MaRS) and provider may change any of the dates below, in its sole discretion and without liability, cost, or penalty.

Key Dates	Milestones	Duration
Sept 28, 2017	Program launch, providers invited to download and complete a Challenge Brief	2 weeks
Oct 16 - 20	All challenges posted online, vendors begin to respond with Innovator Briefs	1 week
Oct 23 - 27	Vendors have all submitted Innovator Briefs. Providers shortlist vendor selection.	1 week
Nov 6	Dialog day. Each provider will hear their selected vendor pitches. Final vendor selection completed.	1 day
Nov 7 - 10	Teams prepare and submit co-design grant application.	1 week
Nov 13 - 17	External judging panel reviews grant applications. Meets on 17th to make final decision. Co-Design grant winners announced.	1 week
Nov 20	Co-Design Workshop #1: Discovery. Teams sign collaboration agreements.	1/2 to 1 day
Nov 20 - Dec 15	Teams work on discovery phase.	4 weeks
Jan 15, 2018	Co-Design Workshop #2: Ideation & Concept testing	1/2 to 1 day
Jan 15 - Mar 3	Teams work on ideation and concept testing phase.	8 weeks
Mar 5 - 8	Design review sessions. 1 - 2 hour sessions with each team to review learnings from discovery and concept testing results.	1 week
Mar 9	Co-Design Workshop #3: MVP prototyping and evaluation framework.	1/2 - 1 day
Mar 9 - Jun 15	Teams work on MVP development and evaluation phase.	14 weeks

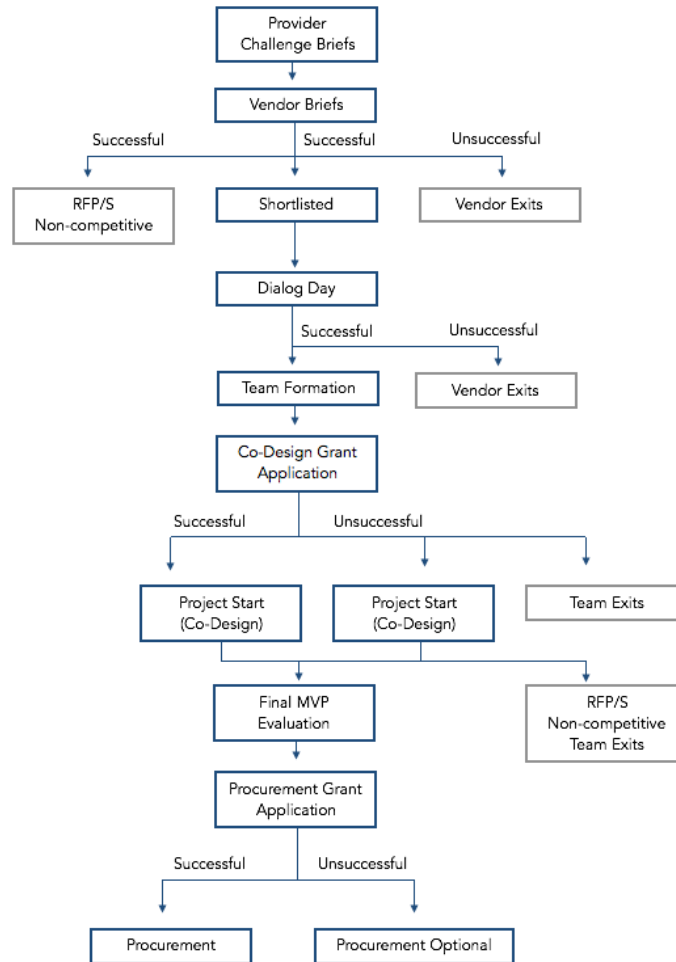
Jun 18 - Jul 5	Teams make procurement decision and formalize agreements.	3 weeks
Jul 9 - 13	External judging panel conducts site visits.	1 week
Jul 20	Final solutions day. Judges award up to \$50k for procurement.	1 day

Terms and Conditions

1. The “Innovation Partnership: Procurement by Co-Design” program may or may not lead to a procurement. There is no requirement for procurement at the end of the program, and procurement is at the discretion of the Provider. There are a number of potential outcomes from participation in this program (see figure below).
2. This Design Challenge document is issued to invite vendors who are able to develop solutions within the program timelines or have existing solutions that require refinement or validation, to respond and partner with the Provider to solve the proposed challenge.
3. The process will be in four phases:
 - a. Phase 1: Challenge Brief
 - i. Proponents prepare a submission in response to OBS
 - ii. Providers evaluate submissions based on evaluation criteria published in Challenge Brief, and generate a short list of qualified proponents
 - b. Phase 2: Dialogue Day
 - i. Short listed proponents are invited to present on submissions
 - ii. Providers evaluate presentation/discussion based on published criteria (to be made available to short listed proponents) and a proponent is selected. There are now two possible outcomes:
 1. Proponent may find an ideal solution and decide to pursue an RFP/S or non-competitive procurement strategy
 2. Proponent may form a team to pursue co-design
 - c. Phase 3: Co-Design
 - i. Selected proponent and provider form a team to co-design a solution and evaluate a minimum viable product, and decide whether to apply for the co-design grant. There are now three possible outcomes:
 1. Co-design moves forward with grant funding
 2. Co-design moves forward without grant funding
 3. Co-design does not move forward
 - d. Phase 4: Procurement
 - i. Providers evaluate success of the minimum viable product based on published desired outcomes

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- ii. Providers determine whether to move forward with a procurement, and whether to request the additional grant from IPPCD. There are now three possible outcomes:
1. Procurement moves forward with grant funding
 2. Procurement moves forward without grant funding
 3. Procurement does not move forward



4. Questions related to the Challenge being proposed must be directed to the Provider, and questions that modify the Challenge will be posted publicly for all potential proponents. Questions related to the Innovation Partnership: Procurement by Co-Design Program must be directed to MaRS (designchallenge@marsdd.com)
5. Submission requirements (mandatory requirements; proponents who do not meet the mandatory requirements will be disqualified)
 - a. Interested proponents must respond via submission of an Innovator Brief document, available online on <https://www.marsdd.com/systems-change/procurement-co-design>
 - b. The Innovator Brief document must be submitted directly to the Provider by the due date listed on the cover page of this document, with a cc to designchallenge@marsdd.com.
 - c. The submission must include proof of necessary licenses.

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6. Bid disputes must be directed to the Provider, and will be managed according to the Provider's published bid dispute resolution process.