



Case Study

Cancer Treatment Centers of America

Innovating Healthcare and the Treatment of Cancer

Summary

CTCA is a provider of cancer treatments and care, running 5 private US hospitals supported by 4,900 employees. Their mission is: “We never stop searching for and providing powerful and innovative therapies to heal the whole person, improve quality of life, and restore hope.”

CTCA established HYPE as their innovation management platform in 2014. During its first year of operation, 8 online idea campaigns addressed different aspects of its service and the wellbeing of its patients. The program has met with great support from employees (referred to as stakeholders within CTCA); high levels of engagement, a significant number of new, high-quality ideas now being implemented.

“Using Ideas Marketplace 2.0, we’ve been able to help solve crucial business challenges by making our stakeholders part of the innovation process. This benefits patients, the organization and our stakeholders all at the same time.”



Beth Mosier
Director, Innovation &
IP Service Management

Challenge

With changes in healthcare legislation in the USA during 2013, 32 million more people are expected to enter the healthcare system. This poses a challenge to all providers, making sure that people receive high quality care at an affordable cost. CTCA turned to innovation to help meet this challenge.

CTCA decided to look for a way to pool the collective expertise of the organization, irrespective of its location, and to focus a group of stakeholders on key objectives using idea campaigns. These idea campaigns would focus on key areas of innovation and organizational improvement to enhance patient care and deliver a better working environment for CTCA stakeholders.



Interdisciplinary team of CTCA

HYPE and CTCA

In 2011, CTCA implemented their first online idea activities. The program was called “Ideas Marketplace” and encouraged stakeholders to share ideas on how to make things better. After initial progress, but at a limited pace, CTCA started working with HYPE Innovation Inc. to help develop Ideas Marketplace 2.0. The mission was to set up a directed innovation platform and process that would help source better quality ideas, encourage greater levels of collaboration, and aid the effective management of the innovation pipeline.

In a complex organization spread across multiple locations, there’s always a fear as to how much influence a small, centralized innovation team can have. Therefore, the innovation team agreed to develop an innovation ecosystem, finding lead innovators across the community at different management levels that could act as CTCA ‘Intrapreneurs’.

Results

CTCA have seen high levels of participation from different corners of the organization. People that would never normally meet in person are able to collaborate by sharing and developing ideas with each other, at a time that suits them:

- A campaign on service standards generated 53 ideas and 238 comments improving those ideas. 12 ideas were implemented.
- A campaign on communication generated 68 ideas and 494 comments improving those ideas. 7 ideas were implemented, and 6 other high-quality ideas are still going through investigation.

CTCA are succeeding in making the working environment much more inclusive for all stakeholders, helping to connect them to the strategic direction of the organization by tapping into their valuable insights and ideas.

About HYPE Innovation

www.hypeinnovation.com

HYPE Innovation is a global leader in full-lifecycle innovation management software. HYPE's powerful platform allows organizations to engage thousands of people in idea generation

and collaborative problem solving. Our client community includes global companies such as Petronas, P&G, Bombardier, Nokia, Daimler, Airbus, Mattel, and Deutsche Post DHL.

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