

peer insight



**DE-RISKING INNOVATION VIA
IN-MARKET EXPERIMENTATION**

Corporate Entrepreneurship in Practice

contents

Standing up a **new services** business inside of a
products company

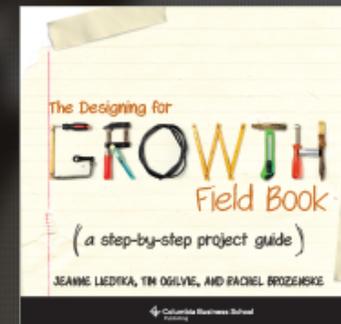
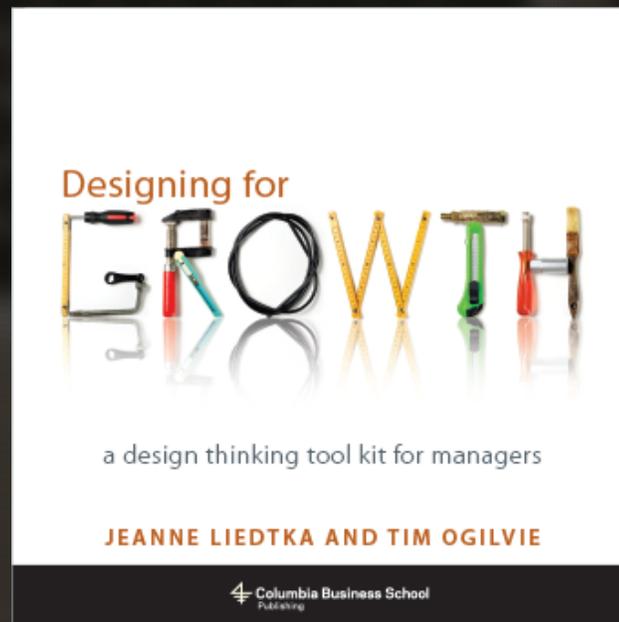
Using **design thinking** to inform a series of rapid,
in-market experiments

Designing and testing a **business model** in
parallel to a service offering

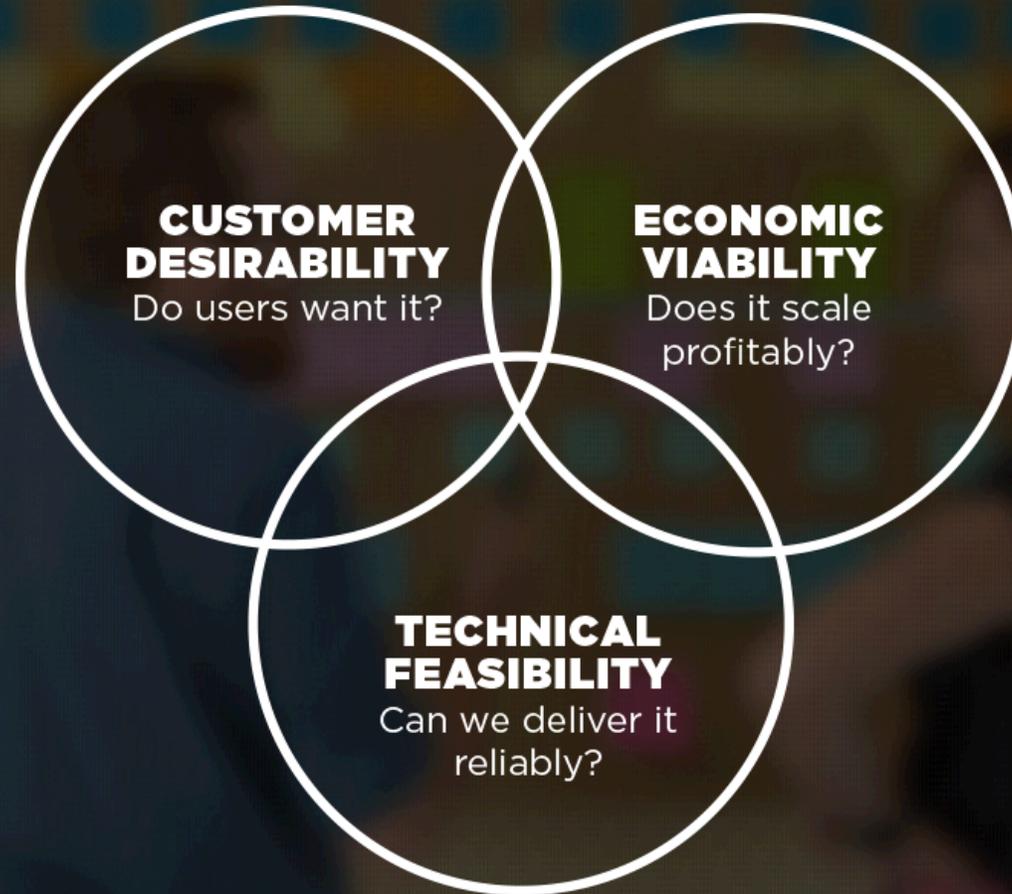
who are we?

peer insight

an innovation consulting firm



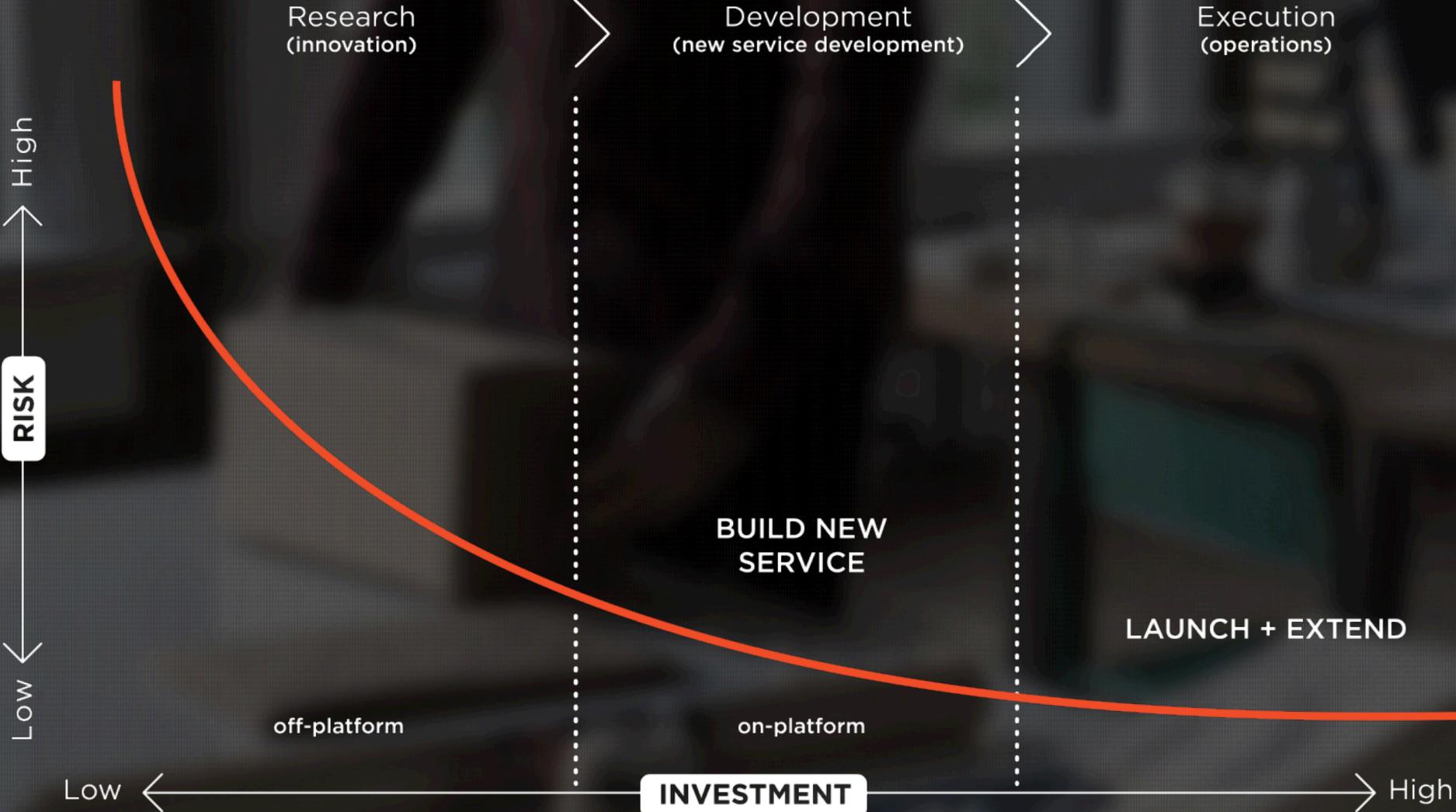
design thinking + entrepreneurship



Every investment dollar goes toward validating the untested assumptions.

In the market. With users.

risk investment curve





the case /

size of the problem

Healthcare Associated Infections (HAIs)

5-8%

HAIs occur in **5-8%** of all acute care medical procedures, which means there are at least **2 million** HAIs per year

36%

HAIs have increased **36%** in last 20 years, largely due to an increase in invasive procedures

\$14k

HAIs have an average cost to the system of **\$14,000/infection**, an additional cost to patient of **\$40,000/infection**, at an overall cost to US hospitals of **\$28-45 billion**

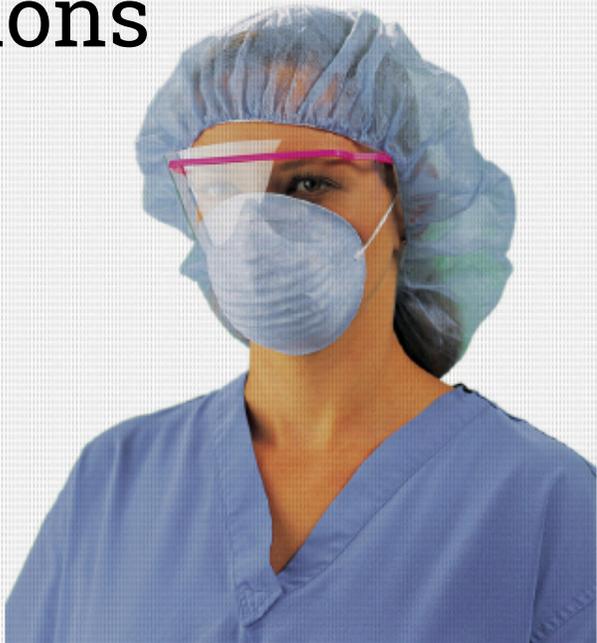
8 days

HAIs increase length of stay by an average of **8 days** and have a **5%** mortality rate on average

\$5.7B

Benefits of prevention/reduction are **\$5.7 billion** (20% of infections as preventable) to **\$31.5 billion** (70% as preventable)

existing solutions



the challenge

TODAY

Selling high-quality, high-price products to hospitals

Facing increasing pressure from abroad



FUTURE

Sells high-margin services in addition to its products

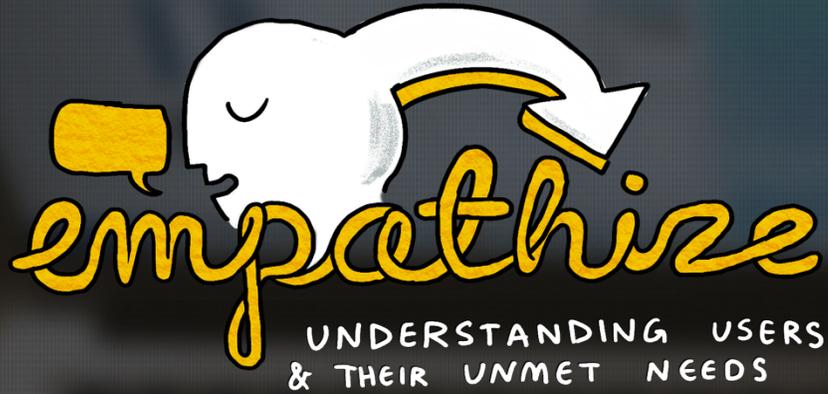
Key customers now include patients & clinicians

Creates a new market

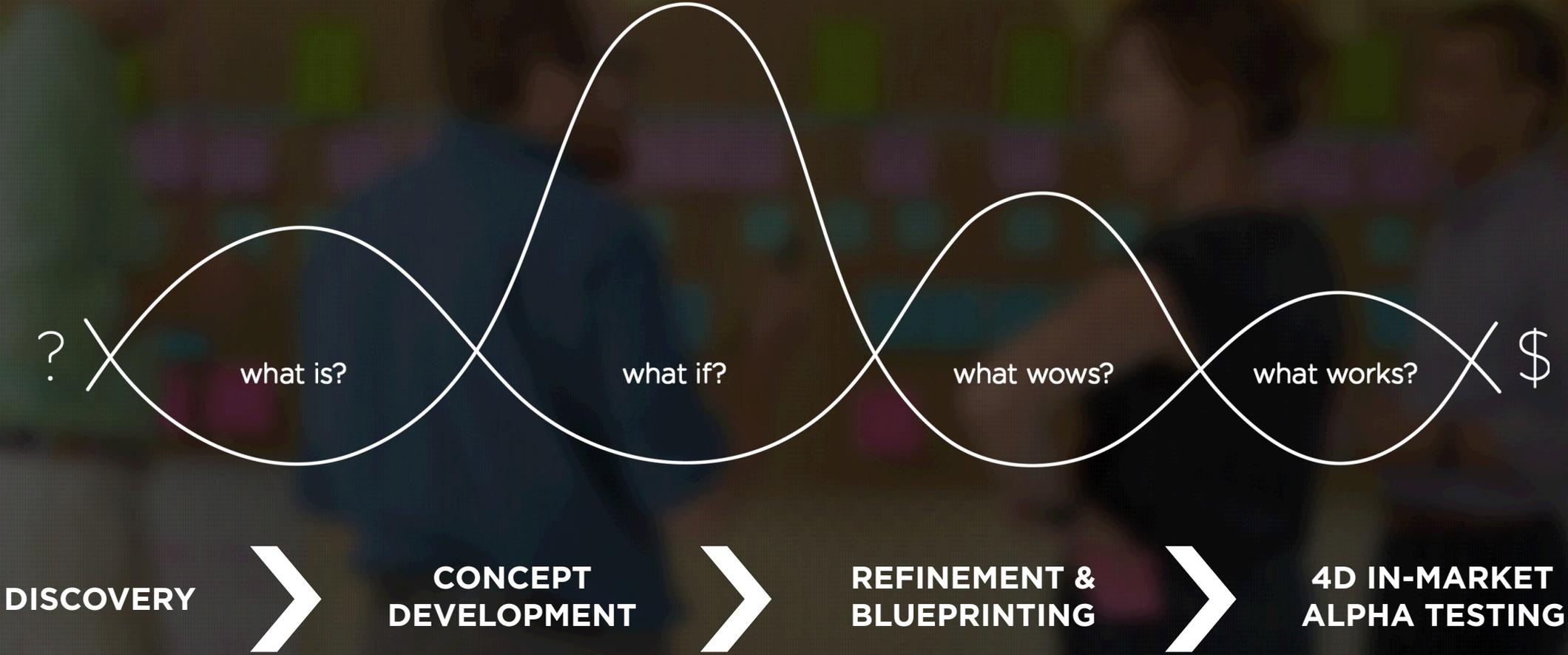
How to seize the opportunity?

- **Build services capabilities** – to design, build, sell and deliver comprehensive, experiential offerings
- **Rapidly prototype and experiment in the market**, in a entrepreneurial, resource-protective manner
- **Partner to deliver the services**, without over-committing
- **Prototype business models** simultaneously to the service design, and set prudent design criteria for each

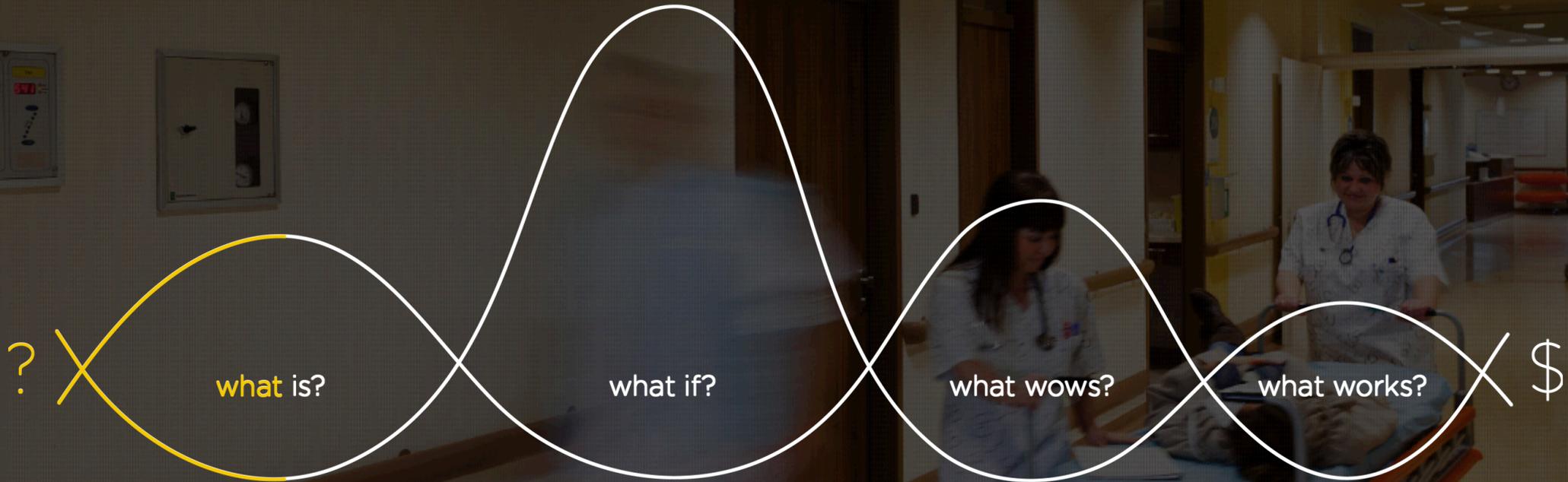
design thinking



the process



research methodology



interviews & ethnography

research methodology

?

what is?

what if?

what wows?

what works?

\$

sense making & journey mapping