

Creating societal impact in healthcare and public health

6-steps impact model Amsterdam UMC

More information?
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Starting point & always relevant	Impact vision, value and goals	Create a (strong) team	Start making a (lean) plan	Test and adjust with stakeholders	Define the (right) impact strategy	Organise, implement and scale up
<p>Your commitment.</p> <p>Find the right support.</p> <p>Talk, network and ask for feedback. Internal and external.</p> <p>Be flexible and work on your skills.</p> <p>Team & relationships are key.</p> <p>You need passion, drive and perseverance.</p> <p>Evaluate every step you take.</p> <p>Build in go/ no-go decisions and make adjustments.</p> <p>Do not forget to have fun!</p>	<p>Which contribution to (innovation in) solving today's urgent and important issues in healthcare or public health are you going to make? Based upon your research?</p> <p>What societal impact are you going to make? What is the value?</p> <p>For whom are you making a difference and why? Is there a need?</p> <p>What is your impact vision? And what are your goals?</p> <p>What drives you?</p> <p>Is your vision shared by others?</p>	<p>Who do you need in your team to execute your vision and reach your goals? In terms of skills, (internal and external) capacity and commitment?</p> <p>Are you able to take the role of role model? Which position do you want to take and what skills do you need to improve?</p> <p>Be clear and open on your vision, goals, interests, tasks, responsibilities, incentives for the team and roles.</p> <p>Organize regular team meetings and updates, communicate progress, doubts and risks.</p>	<p>Develop a concrete, simple, realistic and lean plan and write everything down on a piece of paper (max 2 A4).</p> <p>In what ways is your impact vision unique?</p> <p>For whom exactly are you making a difference and why is it important?</p> <p>How and when do you want to execute your plan? What is your timeline?</p> <p>What resources do you need (team, materials, organisation, investments)?</p>	<p>With whom do you need to collaborate to be able to execute your vision? Who are your stakeholders (internal and external)?</p> <p>What are the interests and ambitions of your stakeholders? How do these match yours?</p> <p>How important are these stakeholders to execute your vision? How can they support or block your efforts? Do you speak each other's language?</p> <p>Start engaging in conversations with your stakeholders and test your vision and plan.</p>	<p>The 4 impact strategies Amsterdam UMC developed are the inside-out, outside-in, partnerships and public outreach strategy. Examples are academic workplace, postgraduate education, policies and guidelines, contract research, creating spin-offs.</p> <p>What is the best and most effective strategy to create societal impact and make your vision come true? Or is it a mix of strategies?</p> <p>Which strategy suits best for successful implementation and scaling up?</p>	<p>What is needed organisational wise to implement and scale up?</p> <p>Is it possible to imbed the organisation of your vision in your department or institute?</p> <p>Can you develop a sustainable financial model? What are the costs of organisation and further development?</p> <p>Or is it possible or even better to outsource the organisation to a partner or one of the stakeholders? Or create a separate entity?</p>
<p>Checks & tools</p> <p>Training programs (IXA, APH Amsterdam Center for Implementation Science, NWO/ ZonMw) and IXA support.</p> <p>Models: J.P. Kotter, 8 steps for leading change Societal Readiness Levels Design thinking method Guido Vermeeren, Verandering; wat maakt het succes?</p>	<p>Checks & tools</p> <p>Ask for support from your business or impact developer (also for legal issues as IPR and relevant regulations as MDR).</p> <p>Is there support from your superiors and valorisation officers of your OZI?</p> <p>Desk research on your vision: what is already out there?</p>	<p>Checks & tools</p> <p>Figure out what your talents are and the talents of your team. And don't forget to check everyone's commitment.</p> <p>360-degree feedback</p> <p>Implementatieplan ZonMw (see 'de invultool')</p>	<p>Checks & tools</p> <p>SWOT analysis Business model Canvas for the 21st century Research Impact Canvas Checklist Impact</p> <p>Calculate your costs and (possible) revenues.</p>	<p>Checks & tools</p> <p>Prepare if you engage in conversation. Checklists for networking meetings & successful collaboration. Stakeholder analysis and communication <u>Legal: NDA/ CDA if necessary</u></p>	<p>Checks & tools</p> <p>Position Paper Valorisation Amsterdam UMC</p> <p>Amsterdam UMC use cases and APH Impact stories</p>	<p>Checks & tools</p> <p>Intervention Scalability Assessment tool (ISAT)</p> <p>Implementing successfully in 7 steps (Amsterdam UMC) and training programs AmCIS</p>