

### FORTH Project Details

Sector: Healthcare

User: Taiseikai Medical Corporation

Country: Japan

Year: 2016

Online  Offline

Facilitator(s): Shin Yamamoto



### Innovation Assignment:

With an ageing population in Japan and pressure on the national healthcare system, a local private hospital needed to develop paid care services of dementia patients and their family. The assignment was to build trust within the local community and generate a vision for 2018 with 9 core team members.

### Highlights of the process:

In the FORTH innovation process, the LEGO® SERIOUSPlay® method was used in the kick-off workshop with the 9 members of the core team and 4 support team members. 2 focus groups were conducted, resulting in 52 customer frictions being identified. 808 ideas were rapidly generated which resulted in 15 new concepts which closely met the assignment. They were tested and further developed in 2 Concept improvement workshops. Finally, 4 concepts were selected to be developed into attractive business cases.

### Main results:

After the Final Presentation, 2 cases were taken forward for implementation, these were: "A strategy to attract new patients from outside the regular area of the hospital" and "Healthcare consumer support serving products for dementia care" (launched in 2020: <https://kyujinkai.com/sonatarue/>). Management confidently forecasts an additional 300 patients per month. Healthcare professionals became more aware and reviewed what they could immediately implement after every workshop.

