

## FORTH Project Details

Sector: Healthcare

User: MEE De Meentgroep

Country: The Netherlands

Year: 2020

Online  Offline

Facilitator(s): Geert Schols



## Innovation Assignment:

MEE stands for a society in which everyone can participate as independently as possible, including people with disabilities. In 2020 the organization established 5 new strategic lines and made 5 promises to their clients. These strategic choices should make MEE future-proof.

## Highlights of the process:

The 12 members on our innovation expedition started by exploring 7 innovation opportunities. We discovered 42 customer frictions among our target groups of clients, experts, employees and stakeholders. We generated 612 ideas and reduced them to 12 concepts. We translated 3 revolutionary and 2 evolutionary concepts into business cases and presented them on December 12, 2020

## Main results:

The FORTH expedition has brought innovation to the organization in a completely new way and had a positive impact on employees and the organization. All 5 Business Cases have been embraced by the management team and will be developed and implemented in 2021/2022. Of these, 2 concepts are far-reaching improvements of the current service, and 3 revolutionary concepts will be an absolute asset to the products and services portfolio.

