

CO-CREATING SOLUTIONS TO ADDRESS THE ALZHEIMER'S EPIDEMIC

THE CONTEXT

WE'VE IDENTIFIED THE CHALLENGES WITHIN THE DEMENTIA HEALTH SYSTEM. NOW, IT'S TIME TO SOLVE FOR THEM.

Only 50% of people living with Alzheimer's Disease in the US get diagnosed. Of those, only half are told of their diagnosis. Upstream has been working with the Alzheimer's Association to help them better understand the pathway to diagnosis for people living with the disease ("PLWD") and their care partners ("CP") in an effort to increase diagnosis and access to quality care. We took a holistic view by also engaging primary care physicians, nurse practitioners and health system administrators to understand the barriers they face in identifying and delivering a diagnosis while working within the constraints of the health system. From this qualitative research, Upstream developed a system view of the path to diagnosis, identifying 7 distinct opportunities where the Alzheimer's Association can drive impact.

THE CHALLENGE

THINK CREATIVELY ABOUT HOW WE WILL MAXIMIZE OUR IMPACT.

The Alzheimer's Association is known for how well it serves PLWDs and CPs *after* diagnosis. Upstream is now helping them to focus their efforts on influencing the healthcare system to improve the path to diagnosis. A key part of tackling the opportunities we've identified in the prior step will be to engage external stakeholders in the solutioning process. To do this, we need help inviting stakeholders that are not already engaged with the Association to the table.

Our objective is to bring together views across the healthcare system (from payors, policy makers, providers, regulators, etc) to generate ideas that address the opportunity areas defined in our work. This collaborative, multi-disciplinary approach to creative problem solving is called "co-creation". The output of this co-creation work will ultimately drive future development of solutions (tools, services, applications, partnerships, etc.) that support better outcomes for not only PLWDs and CPs but care providers as well.

THE TIMING

PRIORITIZE. THEN CO-CREATE.

Upstream will first work with the Alzheimer's Association to *prioritize* the opportunity spaces that have been identified in the preceding work. The prioritization effort should be complete in early August 2018. From there, Upstream will design the *co-creation* strategy, including the identification of target participants / markets and custom tool-kits, for the collaborative sessions. Upstream will facilitate the co-creation sessions in multiple markets (starting as early as mid-September).

THE ASK: AUSTIN HEALTHCARE COUNCIL'S ("AHC") PARTICIPATION

LEVERAGE LOCAL MINDSHARE TO ADDRESS A CRITICAL NATIONAL NEED.

Upstream would like to invite AHC's members to participate in our upcoming co-creation sessions. All that would be required of the council would be:

- Help in recruiting participants (criteria to be provided by Upstream / no more than 18 total participants)
- Participation in a 2 hour, Upstream structured and facilitated, creative session that taps into the mindshare and diversity of experience that exists within council membership

The council's participation could serve as a good model for making significant impact without being responsible for the development or implementation of solutions. We would be happy to discuss this opportunity further and answer any questions you may have.

Thank you for your consideration.

Melissa Young, Partner
Paul Kramer, Partner

