

# “Promoting a Culture of Innovation at HHS”

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This presentation does not represent the views  
of the U.S. Department of Health and Human Services

# About HHS

- Our mission is to protect the health of all Americans and provide essential human services, especially for those who are least able to help themselves
- HHS operations
  - Budget exceeding \$900 billion
  - Over 300 programs spread across 11 operating divisions
  - Nearly 68,000 employees spread all over the globe

# Promoting Innovation at HHS

- Fostering Open Government and Innovation at HHS are key priorities for Secretary Sebelius
- Recognition that creative solutions to our most pressing challenges can come from employees, citizens, partner organizations & other stakeholders
- The HHS Open Government Plan highlights a number of initiatives to promote collaboration and participation with and among our employees and stakeholders.
  - See <http://www.hhs.gov/open/>

# HHS Innovation Council

- Established by Secretary Sebelius in January 2010
- Interagency council that reports directly to the Secretary and advises on innovation
- Goals: promote innovation across HHS and break down barriers to innovation

# HHSinnovates Awards Contest

The screenshot shows a Microsoft Internet Explorer browser window displaying the HHSinnovates Awards Program website. The address bar shows the URL <http://intranet.hhs.gov/hhsinnovates/>. The page features the HHS@Work logo with the tagline "Helping Those Who Help America" and navigation links for "HHS Intranet Home", "HHS.gov", "Comments", and "A-Z Site Index".

## HHSinnovates Awards Program

A new cycle of **HHSinnovates** begins on October 18th! It's a new opportunity for HHS employees to submit their innovations for recognition. Be in the running for top awards, and share your innovations with the HHS community!

**HHSinnovates** is an [awards program](#) that recognizes and encourages innovative efforts across the Department of Health and Human Services. We want to make our work for the American people more responsive, more efficient and more effective...and we want to recognize the employees who help accomplish those goals.

**HHSinnovates** seeks to reward successful innovations, especially when they are scalable across the Department. It also aims to recognize proposals that have promising potential.

Interested in submitting a nomination? Follow these steps:

1. Review the [Eligibility Criteria](#)
2. Watch a new video about the [awards process](#) and how past winners are [developing a culture of innovation at HHS](#)
3. [Submit your nomination](#)

For more information, check out the full description of the [HHSinnovates Program](#).

[Make a Nomination](#)

### Background

Twice a year, up to six awards will be issued to innovators and teams of innovators who have either (1) generated the most significant innovation successes (Adoption Ready Innovations), or (2) developed explorative innovations that did not yet achieve the expected target outcomes, but yielded significant new knowledge and organizational learning (Explorative Innovations). For this cycle of the competition, we are particularly interested in receiving submissions in the [explorative innovation category](#). Cash awards may be presented to as many as seven key contributors for each awarded innovation.

#### Key Dates for this Award Cycle

- October/November 2010 -- Nominate innovations
- January 2011 -- Vote for best innovations
- March 2011 -- Awards presentation

#### HHS CTO Todd Park Explains HHSIn...

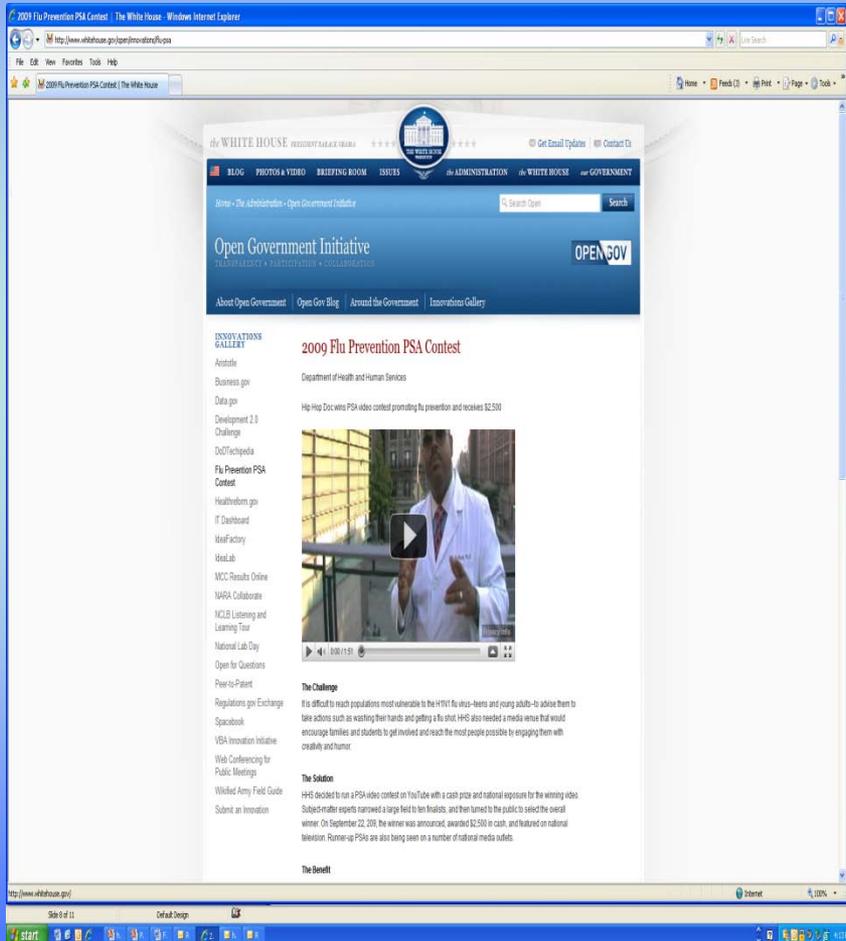
A video player showing HHS CTO Todd Park speaking. The video title is "HHS CTO Todd Park Explains HHSIn...". The player includes a play button, a progress bar showing 0:00 / 7:26, and a "Privacy info" link.

#### HHS: A Culture of Innovation

A video player showing "HHS: A Culture of Innovation". The video title is "HHS: A Culture of Innovation". The player includes a play button and the word "CULTURE" in large letters at the bottom.

Monday, October 18, 2010

# Prizes and Challenges



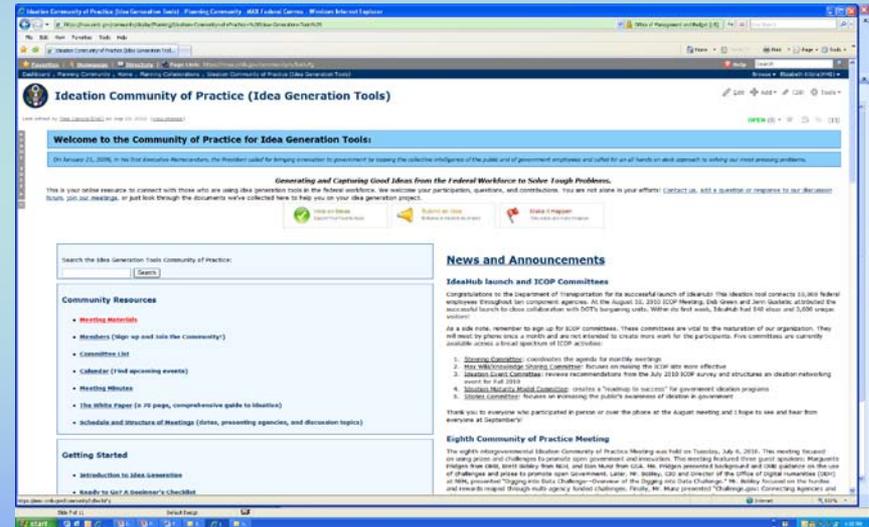
# Ideation Tools & Platforms at HHS

The screenshot shows the FDA website's 'Improving FDA Tobacco Retailer Communication Tools' forum. The page header includes the FDA logo and navigation links. The forum title is 'Improving FDA Tobacco Retailer Communication Tools Forum'. A sign-in button is visible. The main text asks for help identifying or improving communication tools for tobacco products. A '10 votes left' badge is present. Below the text is a search bar with the prompt 'I suggest FDA add these tools to improve tobacco retailer education'. A list of forum posts is shown, including 'Printed posters', 'It would be great if there were an FDAstore where we could order materials, pubs, videos, etc.', 'High School Liasons', and 'Low literacy handouts w/simple easy-to-use information in multiple languages including Spanish'. The page footer contains a note about help accessing information and a navigation menu.

The screenshot shows the 'IdeaLab' website. The header includes the 'IdeaLab' logo and the tagline 'Connecting people to make good ideas better.' A search bar is located in the top right. The main navigation menu includes 'Home', 'All Posts', 'FAQ', 'Challenges', 'Ideas', and a 'Log in' button. The main content area features a 'Welcome To IdeaLab!' message and two icons: a lightbulb labeled 'Ideas' and a head with question marks labeled 'Challenges'. A 'Random Post' section on the right lists 'Economic Stimulus: Evidence-based Food Resources Intervention Network in High Risk Communities'. Below the icons, a welcome message states: 'Welcome to CDC's IdeaLab! The CDC community is made up of incredible individuals that have a wealth of knowledge accumulated over a lifetime of personal and professional experiences. The purpose of the IdeaLab is to make great ideas—even better—by capturing and more fully utilizing CDC's collective knowledge. This CDC-wide shared work space is designed to let individuals share or seek ideas from colleagues physically located all over the world. As you enter this portal, you will have the opportunity to use your insights and experiences to help colleagues build high impact solutions to important public health challenges and help support CDC's role as a steward of the public's health.' The footer includes 'Top | Feed | Questions? Ask Joanne Andreadis'.

# Interagency Ideation Community of Practice

- HHS co-founded the Federal Ideation Community of Practice
  - 30+ agencies participate
  - Opportunity to share best practices, discuss challenges and learn from other agencies



# “Challenges” behind the Challenges

- Understanding how best to utilize and structure ideation, challenges and prizes to unlock the creative energies of our employees and stakeholders
- Developing the cultural change necessary for engagement with these types of tools
- Optimizing our use of web 2.0 technologies to fully leverage collaboration and participation opportunities

# Contact Info

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