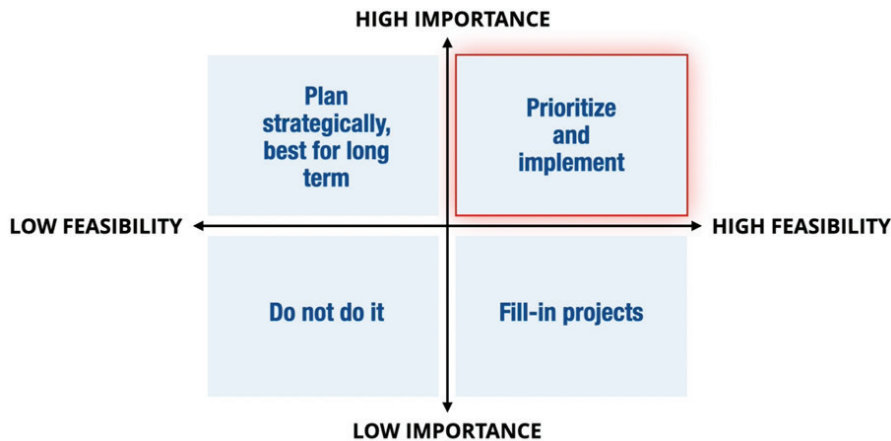# Innovation Techniques: Prioritization and Validation

As part of her Addressing Challenges lab, MHCI instructor Rhonda Manns, MBA, BSN, RN delineates a process to help innovators analyze the data they have gathered in order to identify a problem that has the best chance of leading to a successful innovation.

Step 1. Prioritization Matrix

Visually assess which ideas, features, and products from your research represent an essential investment of resources, which insights may lead to longer-term goals, and which can be left out of a project roadmap.

This example maps importance to users vs. feasibility, but you might also want to map impact vs. effort, or effort vs. return on investment.

Step 2. Impact Assessment

Evaluate ideas you think will be most impactful in terms of key metrics for success. Determine the key metrics needed in your organization for an innovation to be successful. Score the best ideas you have gathered in terms of each of those metrics. And use those results to have a productive, informed conversation about where to focus your effort.

TRANSFORMATION	TIMELINESS	IMPACT ON QUALITY	INCREASE IN PATIENT ENGAGEMENT	COST EFFICIENCY	IMPROVED HEALTH VALUE
Telehealth expansion	4	5	5	4	5
Electronic health record optimization	3	4	3	5	4
Outpatient engagement platform	5	3	5	3	3

Step 3. Validation

Make sure you are headed in the right direction by sharing the results of your analysis with end users and stakeholders. Use short conversations to determine whether you are solving the right problem, and whether potential solutions are likely to be feasible to implement and sustainable to maintain. Use these questions as a starting point for your conversations:

- How well do our results reflect your experience?
- How impactful will a solution that is focused in this area be for you and for others?
- What kinds of context and constraints are we missing, that we might need to plan around?
- What would you change?

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