KMD A/S

How to make health IT that works - User driven innovation methods

Mads Stampe Frederiksen, Business Developer, KMD Healthcare

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Demand for Health IT is shifting
From this setting and these users ...
To this type of setting and users..
......Global innovation hit rate

(Doblin Group)
Challenge 2 continued

IT projects successrate:

30-40% the last 15 years!
(Standing Group: Chaos reports)

Top 2 reasons why:
Incomplete requirements
Lack of user involvement...
One approach to solving the challenges ...
3 important activities to feed into the innovation process:

Understand

Build rapid prototypes

Simulate

...all with end users
“If you want to understand how a lion hunts, don't go to the zoo. Go to the jungle.”

Kevin Roberts, Saatchi & Saatchi

1 Understanding: Ethnographic observation
User driven innovation methods
-2. Build rapid prototypes
User driven innovation methods
-3 Simulate to validate
The KMD way to user driven innovation
KMD "Education" platform
- New product development involving teachers and students

Workshop teacher/student
- Ideageneration
- Presentation

Development KMD
- Functionality
- Mockups

Workshop teacher/student
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- Feedback
- New ideas

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Integration into existing product development

User driven innovation and scrum

Examples:
User stories created by end users
End users as product owners
Demos in real context done by end users
OECD Initiatives?

_ Need for more incentives and platforms for more public-private and open innovation

_ Need for more benchmark analysis of the results of user driven innovation – ROI needs to be documented better
Raising the success rate of health IT innovation
Arigato!

Thank you very much for your attention!
KMD in brief (Not part of the live presentation)

- One of Denmark’s leading IT and software companies
- Operates in the local authority, central government, regional and private markets
- Owned by EQT and ATP
- Turnover: DKK 4.3bn in 2011
- More than 3000 employees spread over several locations
- Two Swedish subsidiaries: KMD Sverige AB and KMD informatik AB
KMD - BACKGROUND

1972: The first advanced electronic salary and pensions payment system for local and county authorities is launched.

1973: Kommunedata is founded.

1974: Kommunedata launches the online tax card.

1985: E-boks is sold to PBS (now: Nets) and Postdanmark.

1988: E-mailing is implemented.

1989: LGDK assumes 100% ownership of Kommunedata.

1995: Turnover exceeds one billion.

1996: KMD enters into partnership with SAP.

2007: KMD enters into partnership with SAP.

2009: KMD acquires the shares of Rambøll Informatik.


2005: KMD is sold to EQT/ATP.

2009: KMD enters into partnership with SAP.

2011: KMD is sold to EQT/ATP.

Kommunedata launches the online tax card.
For 40 years KMD has played a key role in digitising the Danish welfare state

Every year KMD’s IT systems handle billions of kroner, equivalent to more than 25% of Denmark’s GDP

KMD executes payment of key welfare benefits such as e.g. child benefits/allowances, unemployment benefits and old age pensions

Currently, KMD operates more than 400 IT systems that support Denmark’s welfare state

About 1 million Danes receive their salary via KMD’s payroll system

Enrolment for nursery, kindergarten and schools is i.a. made via KMD’s systems

A large part of the local governments’ finances is handled by KMD’s financial management systems
ORGANISATION AND BUSINESS UNITS

Administrative software solutions
- Payroll, finance, HR
- Institutions
- Security

Law-based software solutions
- Payment systems (e.g., child benefits and allowances)
- Election systems, labour market etc.

Market & Services
- Consulting
- Healthcare
- Utilities
- Citizen Service

Infrastructure outsourcing
- IT-outsourcing
- Network services
- Print services

Projects
- Applications Management
- Education
- Business Intelligence