To remain relevant and competitive in today’s dynamic environment, every organization needs to focus some of its resources on the future. That’s why we started CareOregon IdeaLab (COIL) to help fuel innovation and create new possibilities. IdeaLab is staffed by a team of explorers who use human-centered design to improve health and wellbeing. Trained by the award-winning global design firm IDEO, the team launched in 2014. Its mission is to:

1. Discover, design, and develop methods to improve members’ lives
2. Train and coach others to spread design thinking
IdeaLab designs, pilots, and incubates new projects:

**Making Change** creates greater financial security and stability for members. The program partners with WorkSystems on career coaching, training, and job search support for eligible members.

**At Your Service** helps older adults retain independence, control, and purpose while enhancing the role our customer service department plays in their lives.

**Purpose** explores how we might help older adult members retain a sense of purpose throughout the aging process.

IdeaLab also leverages design from global best practice, adapting promising programs to Oregon and scaling them statewide and nationally.

**Enhancing Long Term Care** is funded by a grant from the State of Oregon to create, test, and spread an improvement methodology to engage workers in long term care settings. It will reach 60 facilities by 2018.

**SPREADING DESIGN**

At the IdeaLab, we train and coach staff to spread design thinking.

**Xplorations** offer staff brief yet eye-opening encounters with human centered design through empathy exercises, design teasers, and other experiential training.

Recent in-house consultations include:

- **Pharmacy Department**: Help gather insights from staff at clinics to break through barriers to smooth medication workflows.
- **Medicare Stars**: Foster ownership by staff of STARS improvement measures.