




Adopting a Consumer Perspective

*California Institute for Behavioral Health Solutions
August 3, 2017 SAPC Provider Meeting*





Visualizing preferred futures for your agency



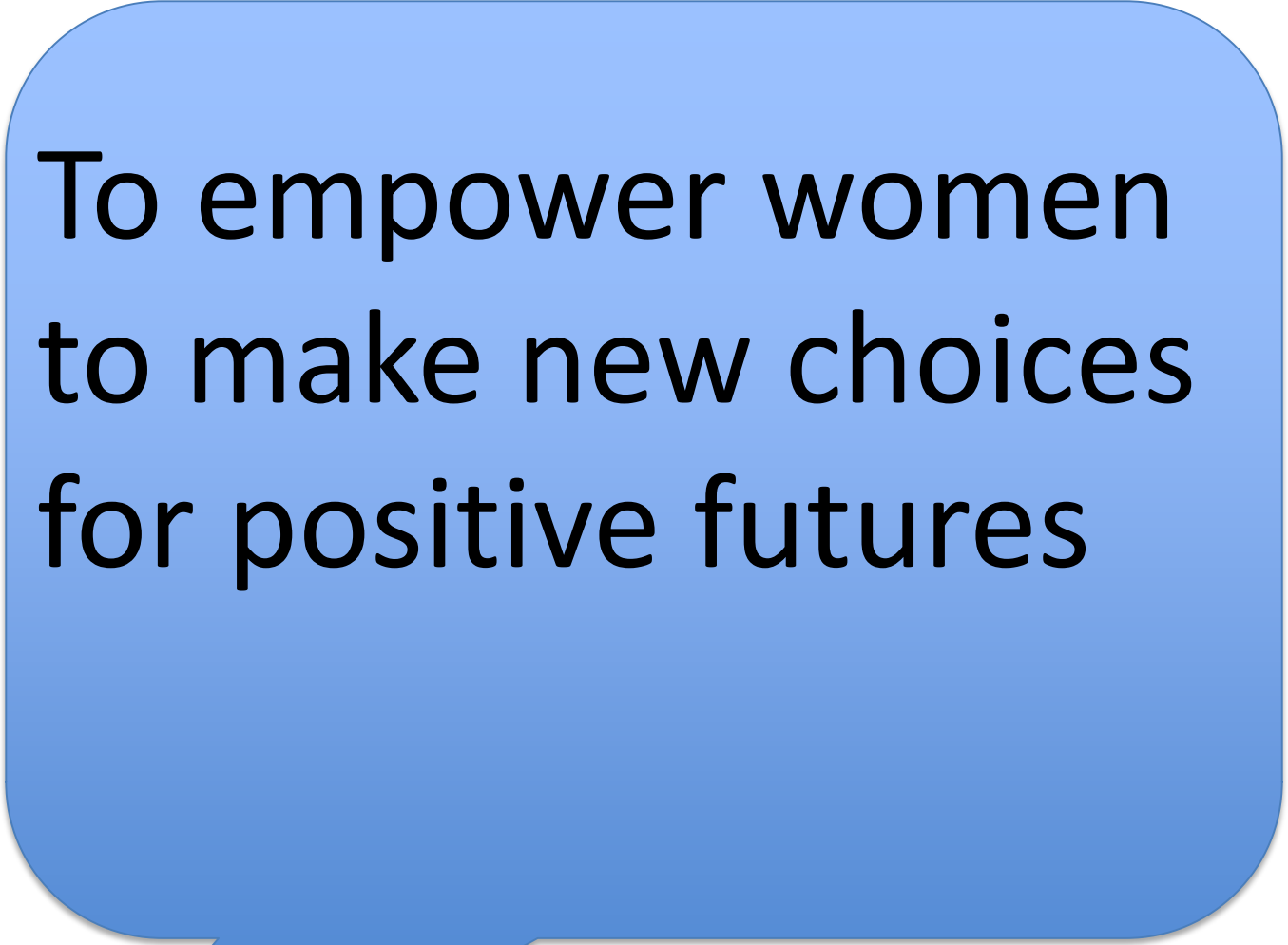
How do I do
this?



**WHY do we
do this?**

.....is to save lives, unite families, and protect the community through addiction counseling and healthy living education

...the belief that addiction is a treatable disease; provide programs of treatment, education, prevention, counseling and rehabilitation for chemically dependent individuals and their families; improve the welfare of the community through our programs and by linkages with other groups.....



To empower women
to make new choices
for positive futures



Design



Building Business Models for the Customer

- Looking through the eyes of the customer can lead to the discovery of completely new opportunities.
- Imagine “that which does not exist”
- Design techniques: Customer Insights, Ideation, Visual Thinking, Prototyping, Storytelling and Scenarios

From the book:
Business Model Generation
Written by Alexander Osterwalder & Yves Pigneur
Co created by: An amazing crowd of 470 practioners from 45 countries
Designed by: Alan Smith, The Movement



Facing Addiction in America

The Surgeon General's Report on Alcohol, Drugs and Health

In 2015

- 47.7 million Americans used an illicit drug or misused a prescription medication in the past year
- 66.7 million binge drank in the past month (tracked for report)
- 27.9 reported driving under the influence in the past year

Substance Use Disorders are medical illnesses that develop in some individuals who misuse substances – more than 20 million in 2015.

Facing Addiction in America
The Surgeon General's Report on Alcohol, Drugs and Health



You

Organization – Centric business model design

How can we meet the new
DMC requirements?

How can we serve enough
customers to balance our
budget?

Them

Customer Centric Business Model

How would our clients like
us to make changes to meet
new regulations?

What relationships do our
clients expect us to
establish with them?

What value do the new
regulations have for our
customers?

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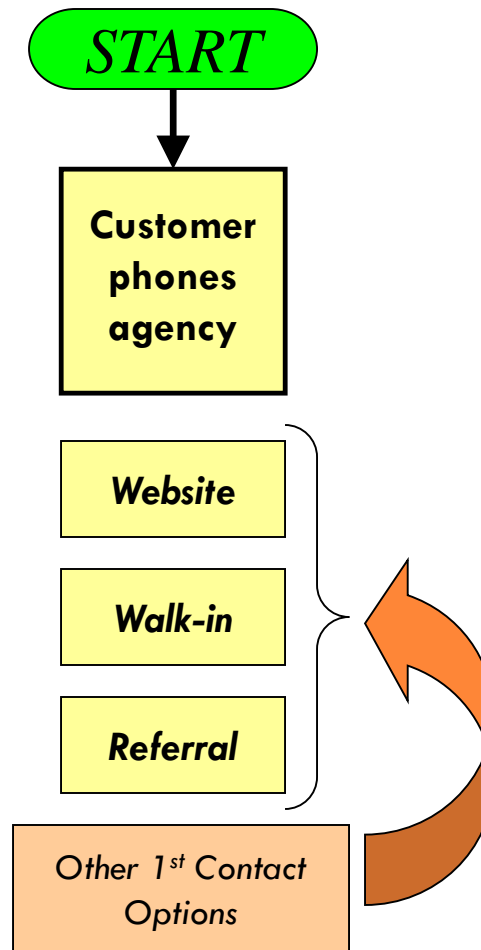
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A photograph of a sandy beach with gentle waves washing onto the shore. A series of footprints is visible in the sand, leading from the foreground towards the water. The text "Walk-through" is overlaid in a large, bold, black font across the lower portion of the image.

Walk-through

Customer's First Access





Why do a Walk-through?

Helps you understand the customer and organizational processes

Seeks out and identifies real problems

Identifies what is working

Keeps you asking **Why ?**

Provides a new perspective

- Allows you to *feel* what it's like
- Lets you *see* the process for what it is







STORIES FROM THE FIELD

Discoveries, Inspiration and Next Steps



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