



# ACCELERATING DIGITAL ADOPTION IN HEALTHCARE

---

**Created by ValueAdd group  
in collaboration with the  
Live With Intent Institute**

# TABLE OF CONTENTS

---

|                                  |    |
|----------------------------------|----|
| The Digital Adoption Accelerator | 03 |
| A Unique Approach                | 04 |
| The New Digital Mindset          | 06 |
| Our Promise to Participants      | 07 |
| Our Promise to Organizations     | 08 |
| Business Impact                  | 09 |
| Three Levels of Acceleration     | 10 |
| Accelerator Implementation       | 14 |
| Your Commitment                  | 15 |
| Join An Accelerator              | 16 |
| The Accelerator Faculty          | 17 |

# The Digital Adoption Accelerator

---

**Closing the productivity gap in healthcare R&D. Providing tools and experiences for faster, data-driven solutions**

## **Accelerate Digital Adoption in Your Healthcare Organization in Weeks.**

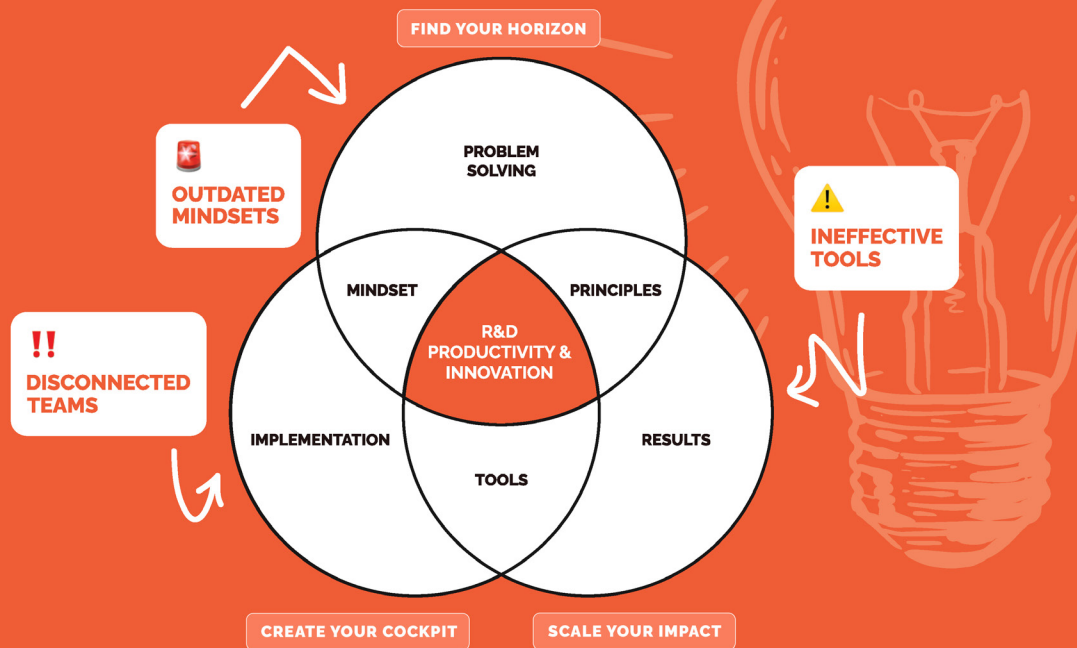
Unblock organizational bottlenecks and accelerate problem solving, implementation and results through digital adoption in just 9-21 weeks — zero technical knowledge required. Tested and proven by 1.000 healthcare & technology leaders in 60+ different countries from Roche, Accumulus, Lilly, AWS, Ionis, Recode and more. We bring healthcare leaders together to collectively address the bottlenecks holding back innovation.

Like you, we rely on, and expect improvements in the healthcare systems providing medical solutions to our loved ones.

PROVEN Industry level Accelerators that accelerate problem solving, implementation, and results at the individual, team, and organizational levels.

# A UNIQUE APPROACH

## SOLUTION



Trusted by 1,000+ healthcare leaders in 60+ countries, our holistic, healthcare focused approach combines practical tools, leadership transformation and AI to drive change.

**When 80%+ of Digital Transformations are failing, we bring a unique approach that...**

1. Accelerates digital implementation so you cross the finish line and your organization stops seeing implementation as a technology only problem.
2. Accelerates digital problem solving so you break stagnation and stop the outdated approach of assigning a “team or squad” to spend the next several months preparing a recommendation for yet another committee to review.
3. Accelerates digital results so you get real buy-in and stop pushing mindsets and behaviors top-down that result in widespread lip-service and superficial buy-in.



*"I didn't know anybody in the cohort before we started. Being able to spend this quality, deep time with them to actually forge relationships and start looking at the world in different ways was nothing short of spectacular."*

- Tony Fantana, Lilly  
Global Regulatory Affairs Innovation and Technology Lead

*"It's absolutely fantastic to meet people from other parts of the health-care industry... I think it was a once in a lifetime experience and I'm sure that [the cohort] will continue to be connected for many years to come."*

- Benjamin Kaeser, Roche Pharma  
Chapter Lead for Business Excellence

*"Cracking the mindset challenge in my organization was a key goal for me. This experience exceeded my expectations."*

- Alexandra Valsamakos, Roche  
Diagnostics  
Chief Medical Officer

**311%** Growth in seven competencies

**100%**

Of participants said it helped them advance their career.

**80%**

Of participants now actively contribute to digital innovations impacting end-to-end product development.

**+4.7%**

Revenue growth from successful digital transformation (research sourced in *HBR*)

**80%**

Of participants said it enabled them to help others to improve their performance.

**60%**

Of participants said the Digital Adoption Accelerator improved their performance more than any other training or development experience they have ever been a part of.



# The New Digital Mindset

## **Mindsets drive the behaviors generating results**

Are you ready to be among the few who succeed in digital transformation? We have designed this Accelerator to give you the mindsets, skillsets and toolsets you need to collaborate more effectively across the healthcare industry when finding solutions to the challenges organizations face. SEEing the broader ecosystem will enable you to DO the right things that GROW your personal and collective contribution to better patient outcomes. We look forward to welcoming you to Moab.

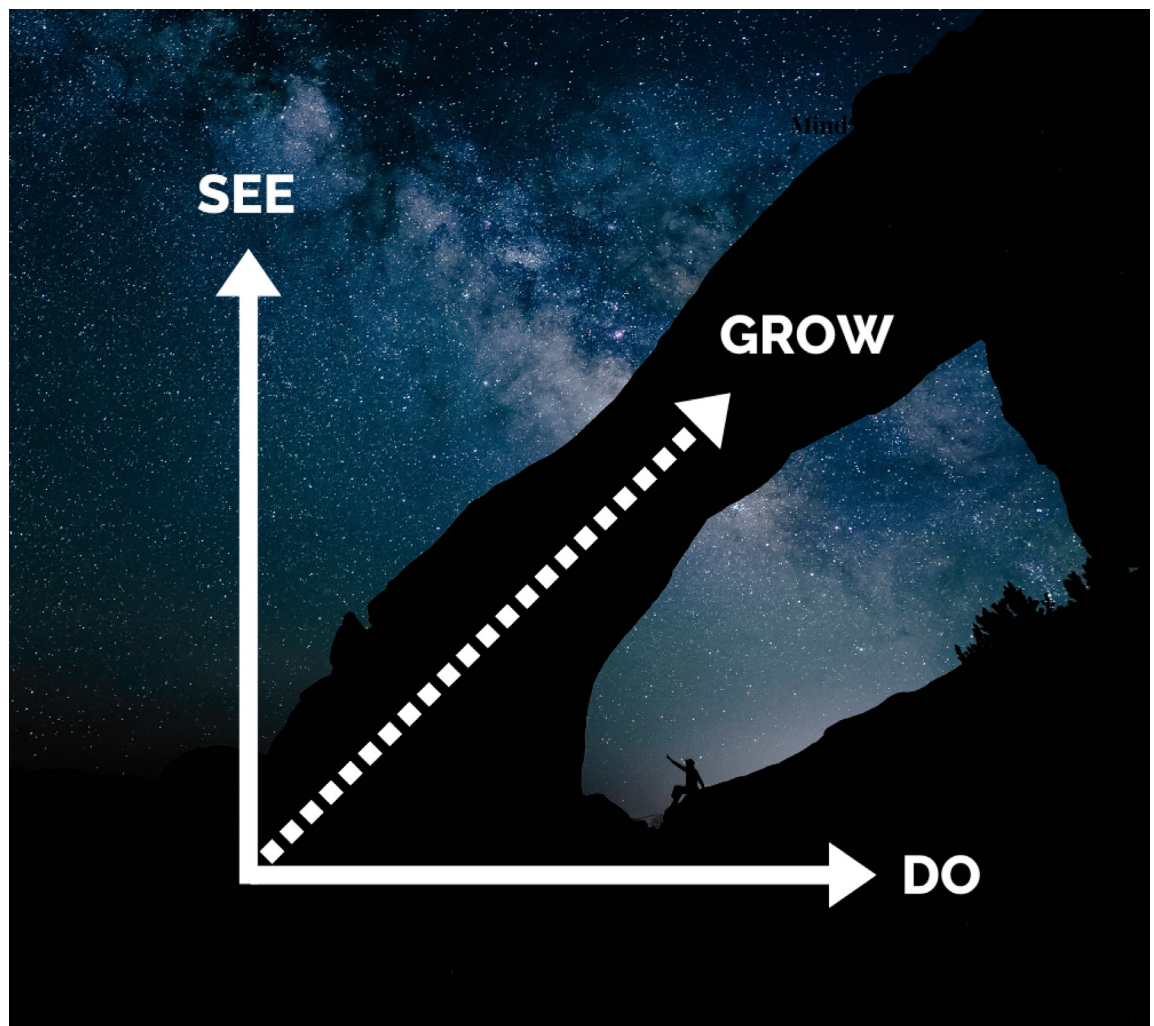
- Your *Live With Intent* Faculty

“

*“If we cannot SEE the value of the data we have, we will not DO the work necessary to make this data usable for GROWing the speed and impact of innovating positive patient outcomes.”*

Justin Tomlinson,  
Co-Author of *Live With Intent*

**See.  
Do.  
Grow.**



# Our Promise to Participants

---

## **Generate new mindsets.**

Your mindsets govern your behaviors, which determine your results. New results will require new mindsets.

## **Have Business Impact.**

The time and energy you invest in this experience will translate into tangible business impact.

## **Expand your influence.**

You will expand the influence you have in your current role. Now. Today.

## **Have Impact now.**

This experience is focused on applied learning, not training. It is demanding by design yielding real-time results.

## **Increased Acceleration.**

at the individual, team and organizational level. People around you will recognize a difference in your contribution.

## **Grow your Brand.**

as an innovator in shaping the future of healthcare.

## **Create Scale.**

You will have the option to become certified as an Implementation Lead in the Live with Intent Digital Immersion Experience, which is a tool you can use to guide your team in applying the principles you learn through this experience.

# Our Promise to Organizations

New performance levels begin with new mindsets. Past Accelerators have developed new mindsets that have resulted in an average of **311%** improvement in these key competencies for participants:

- Ability to prioritize the most impactful work
- Increased skill to hold other people accountable
- Be at their highest personal productivity
- Execute workflow more effectively
- See and give their unique contribution
- Have what they need to do their best work every day
- Their work is valued beyond their immediate team

Participants will become part of the change needed to improve R&D productivity for your company and beyond.



# Business Impact

Accelerator cohorts have addressed the following questions in their Real Case Consulting projects:

---

**Shortened Agency Approval Time:**

How can we harness technology to reduce the back and forth during the Agency evidence review process?

**Patient Digital Experience:**

How can we use social media to create new benefits for patients?

**Patient Access:**

How can individuals generate private funding for healthcare?

**Individualized Medicine:**

How can we sustainably deliver reliable personalized safety information across the Pharma Industry which allows the prediction/prevention of events that have direct patient benefit?

**P&L Management:**

How can we measure the positive impact of patient safety investments?

**Margin Expansion:**

How can we implement our new operating model globally?

**Brand Building:**

How can we shape the perception of the Pharma industry as a trusted partner?

**Asset Optimization:**

How can our group of companies collaborate to more effectively shape our external environment?

For an applied case study, consider the cross-functional and cross-border collaboration required by Roche's Patient Safety team to leverage the value of their combined data, best practices, and talent globally: [Roche Health Innovations Patient Safety](#)

*Note: While the Real Case Consulting projects create measurable ROI in time, money, and productivity, we are not at liberty to publish specific organizational results publicly.*

# Three Levels of Acceleration

Accelerators are designed to create the conditions for people, organizations, and industry consortiums to collaborate in using data and digital tools to optimize our healthcare system. The experience increases Acceleration on three levels:

---

**01** Personal Acceleration

---

**02** Team Acceleration

---

**03** Organizational Acceleration

# 01

## Personal Acceleration

### **find.your.HORIZON:**

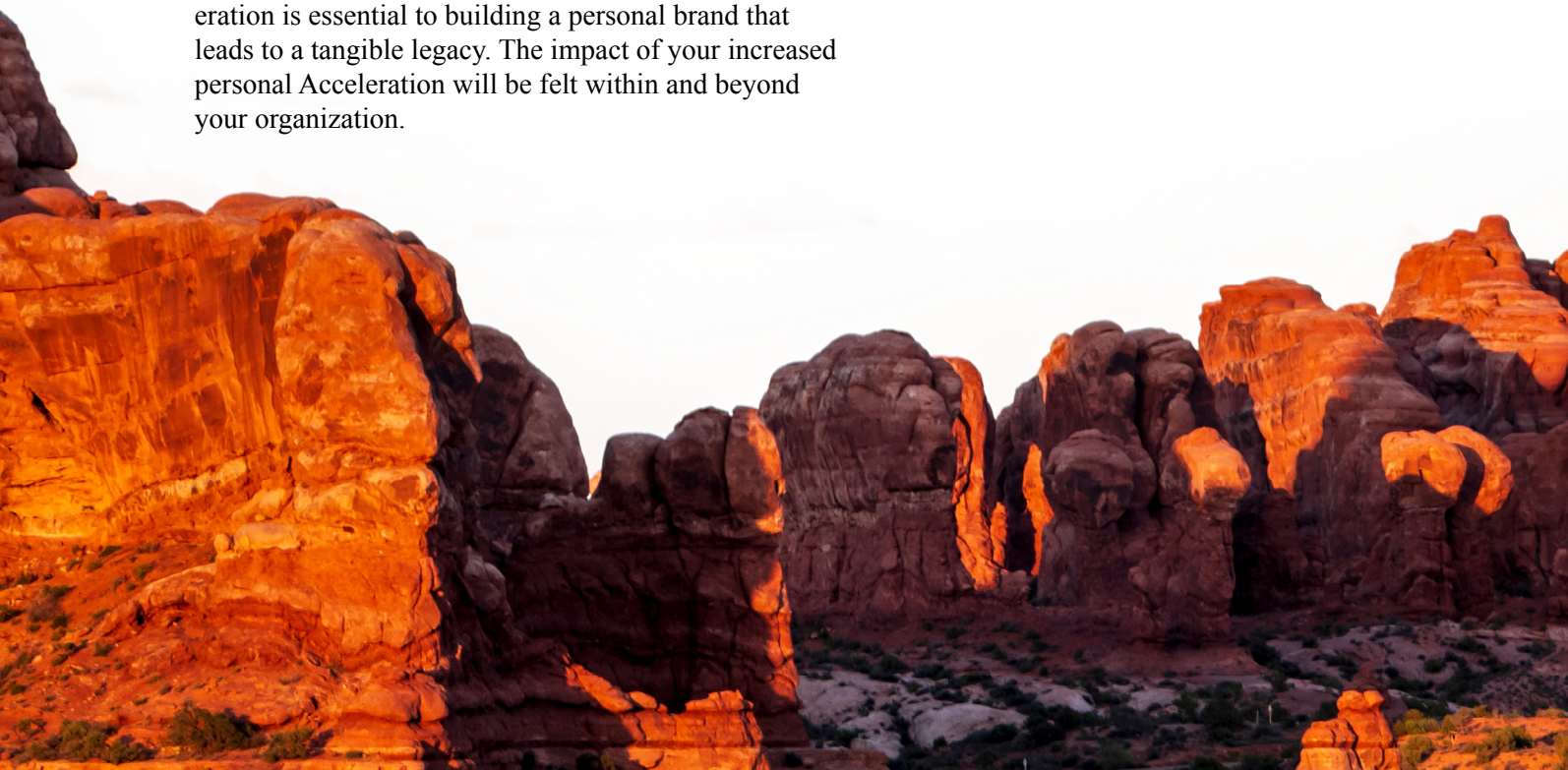
Achieving personal and professional success is rooted in the mastery of personal Acceleration. We begin with an exercise called find.your.HORIZON. Your horizon is always on the move. The closer you get to it, the more experience and insights you develop. With new insights, you become more aware of additional opportunities. Finding your horizon and being able to articulate it to others sets you on a powerful course of personal Acceleration. Authentically connecting your horizon with the industry trend of increased R&D productivity in creating healthcare solutions with better patient outcomes will keep you relevant with where the industry is going.

Living with Intent is about designing the contribution you want to make based on what you enjoy doing AND what the industry needs. Remaining an industry thought leader requires a high level of personal Acceleration. From how you spend your time to how you manage your workflow. In this part of the Accelerator, you will identify where you want to go and design a pathway for getting there. A strong foundation in personal Acceleration is essential to building a personal brand that leads to a tangible legacy. The impact of your increased personal Acceleration will be felt within and beyond your organization.

### **create.your.COCKPIT:**

You clarify and solidify your unique contribution to healthcare.

- You align your contribution with your strengths and the work you enjoy the most.
- You move from overwhelm to generating energy and a sustainable rhythm.
- You make working on your legacy part of your workflow.
- You begin owning your calendar at a new level.
- You move from reacting to your inbox to strategic workflow management.
- You move from inefficient multi-tasking to deep concentrated work.
- You move from a focus on urgency to a focus on relationships and impact.



# 02

## Team Acceleration

### tell.your.STORY:

Whatever story you and your team are telling will become your reality. Your words have creative power. Telling your story effectively is one of the most powerful tools you and your team have for transforming the way we procure and use healthcare data to increase R&D Productivity. In reality, your organization can only transform its use of data to the degree you and your team transform the use of data. No matter what you do or where you are in your career, understanding data and how to use it at scale will be a differentiator for you and your team.

In this Accelerator, your cohort will become one of your teams. You will be able to apply the principles of team Acceleration with your cohort team and with the other teams you participate in.

You will apply proven frameworks for connecting deeply with and inspiring your audiences toward action.

Your audience will get to know, and feel connected to you and your team beyond your content knowledge.

You will be able to repeat the frameworks you learn over and over, which will increase your team's Acceleration.

### scale.your.IMPACT:

You develop and apply the mindsets of abundance and going exponential.

- You will use data to increase your speed and scale.
- You will enhance your ability to get results with and through other people and teams.
- You will have the option to become certified as an Accelerator Implementation Lead, which is a tool you can use to guide your team in applying what you learn through this experience.



# 03

## Organizational Acceleration

### grow.your.BRAND:

The level of personal and team Acceleration determines what level of organizational Acceleration is possible. Your organization can only be as effective as its people and teams. With your personal and team levels in good shape, this part of your Accelerator will focus on increasing organizational Acceleration through thinking at an industry level. What would the solution you are working on for your organization look like at an industry level? Chances are high that answering this question will make your organizational solution better. One of the best ways to grow your brand within your organization is to be recognized for your contribution beyond your organization. As “R&D Productivity” is a leading healthcare industry theme, it provides an excellent platform for industry-level collaboration.

You and your team will begin telling your story digitally on a bigger scale.

Your team will individually and collectively become more recognized on an industry level.

Your organization will improve its solutions based on broader industry-level thinking.



# Accelerator Implementation Tracks

## Individual Implementation:

---

This experience starts with an online reading and orientation period followed by a series of 1:1 mindset enabling coaching sessions. Upon registration, you will receive an invitation to an online portal that will guide you through specific materials to read, watch, and listen to during the 5 months.

Throughout the experience, you will be supported by a certified Mindset Enabling Application Coach who will walk you step-by-step through the personal implementation track and final exam.

## Team Implementation:

---

In coordination with the Individual Implementation Track, we will work together as a cohort during a one-week face-to-face session and five virtual cohort sessions. As a cohort, we will apply the content from all the tracks. The Live with Intent Faculty will facilitate individual accountability for value creation and collective execution excellence.

## Organizational Implementation - Real Case Consulting:

---

Your cohort will complete a real-case consulting project to address a critical data and digital business challenge or opportunity. The Immersion Accelerator's one-of-a-kind Real Case Consulting will launch during the in-person Immersion Week. Rather than a backward looking business case or a simulation, this is a real-time, real-world, real case the cross-industry cohort will innovate. The outcome will be a new way for organizations to accelerate digital adoption to unlock R&D Productivity.

The product of the Real Case Consulting will add tangible value to each participant's organization as the cohort collectively solves a problem across the ecosystem that participants are currently trying to solve alone. This project gives participants the opportunity for instant feedback and real-time application of digital adoption principles and tools.

The details of the case will be determined by the faculty in consultation with the cohort's participants. This experience is not a "development program". It is an enablement experience in which you will apply the principles and practices in your personal and professional life real-time.

# YOUR COMMITMENT = YOUR RETURN

Week 0

**Cohort**  
Fade-In Call

Week 1-5

**1:1 Coaching**  
find.your.HORIZON  
Signature  
Experience

**Individual Learning**  
Live With Intent Ch5: Your Plan  
Live With Intent Ch1: Trust  
Live With Intent Ch2: Freedom

Week 6

**Cohort**  
In-Person Immersion Week in Moab, Utah  
Industry-Level Real Case work

Week 7-12

**Cohort**  
Real Case  
Implementation  
Case Check-In Call

**1:1 Coaching**  
Personal  
Implementation  
Accleration

**Individual Learning**  
Live With Intent Ch9:  
Be Intentional  
Live With Intent Ch10:  
Be Abundant  
Live With Intent Ch11:  
Go Exponential

Week 13-18

**Cohort**  
grow.your.BRAND Call

**1:1 Coaching**  
tell.your.STORY  
Signature Experience

**Individual Learning**  
grow.your.BRAND  
Personal  
Implementation  
tell.your.STORY  
Preparation

Week 19-21

**Cohort**  
tell.your.STORY  
Delivery Call  
Graduation Call

**1:1 Coaching**  
Final Exams

# Join Us!

---

**Take the final  
step and make  
it happen!**

Complete this enrollment form to officially join us for an Immersion Accelerator. Immersion Accelerators happen regularly. We'll work with you so you attend the Accelerator that fits your needs and schedule best.



**APPLY HERE**

# The Accelerator Faculty

---

**We are excited to have you join us in accelerating digital adoption and improving healthcare R&D productivity. Together we can accelerate the reach of better, more affordable healthcare solutions to all in need.**

*With Intent,*

The Live With Intent Faculty:

[Justin Tomlinson](#)

[Thomas Reichart](#)

[Wolfgang Golisch](#)

[Jake Herway](#)

[Madeline May](#)



ValueAdd group AG

Via Alla Foce 1B  
6918 Figino Lugano  
Switzerland

[valueaddgroup.com](http://valueaddgroup.com)