

Launching a new Center for Health Innovation and Entrepreneurism in Public Health and Healthcare Delivery (during a global pandemic)

Elaine H. Morrato, DrPH MPH
 Founding Dean, Parkinson School of Health Sciences and Public Health
 Loyola University Chicago



ELAM
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Background

The Parkinson School is founded 2019. It includes a newly endowed Center for Health Innovation & Entrepreneurism. The Founding Dean is charged with establishing its vision and launching the Center.

Aim

To inspire and prepare the next generation of leaders to become public health and healthcare delivery entrepreneurs for Health Equity and Social Justice

The Year 1 objective is to Stand Up the Center and set its strategic direction.

Core Values and Strategic Assets

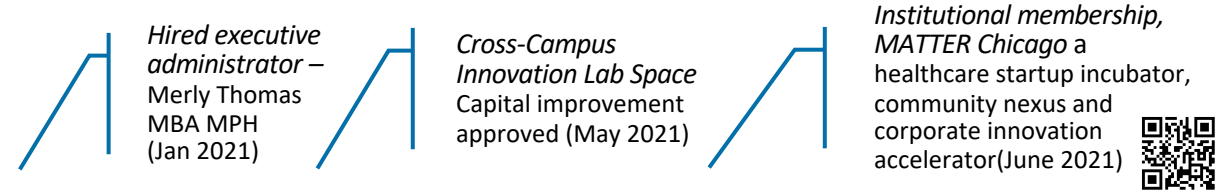
University	School	CTSA Consortium
Health Equity social justice	Public Health + Healthcare = 1 School	Institute for Translational Medicine
Experiential Learning <i>cura personalis</i>	Innovation Endowment (\$5MM)	I-Corps@NCATS Academic Entrepreneurism

Approach

- 1. Get the right people on the bus** – conduct strategic hiring and build-foster key relationships
- 2. Hypothesize unique value proposition** – within public health, clinical & translational science, Chicagoland community (zoom in, zoom out)
- 3. Identify strategic pillars** – establish a sustainable foundation enabling future programmatic growth; test, iterate and adapt activities to increase health impact (fire bullets, then cannonballs)

Strategic Pillars and 2020-21 Progress

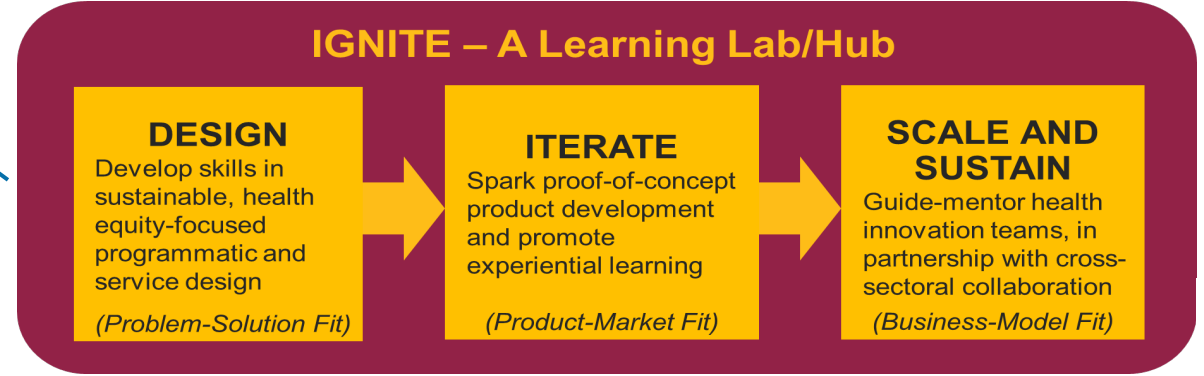
A mindset of Collaboration, Trans-disciplinary Innovation, and an Entrepreneurial approach is needed to tackle the societal challenges affecting health equity.



“Beyond Crisis Management – COVID-19”
 Convening cross-sectoral conversations in collaboration with Quinlan School of Business, LUC



“I-Corps@NCATS”
 Train-the-Trainer CTSA mentorship and local launch of program (Fall 2021); Nearing, et al JCTS 2021



Implementation Science Core
 ITM 3.0 NCATS Renewal, sustainability funding for ICorps@NCATS training (submitted Jul 2021)



Inaugural Annual Innovation Challenge
 Public health & healthcare delivery entrepreneurship. Theme: emerging infectious diseases (Nov 2021)



COVID Equity Response Collaborative-Loyola
 Test, trace, advocate and vaccinate. Colleagues from across LUC’s campuses teamed up to support locals impacted by COVID-19 outbreaks (Established 2020)

Future Direction

- Hire the Center’s **Inaugural Director** (<https://www.careers.luc.edu/>)
- Do-learn-iterate following the launch of the **I-Corps@NCATS** program and **Parkinson Innovation Challenge** in Fall 2021
- Refine the Center’s value proposition** to align with the School’s on-going branding initiative and Loyola’s new strategic plan and key performance indicators
- Define **fundable accelerator programs and activities** with Advancement in support of donor interests and Loyola’s philanthropic campaign goals

My leadership learning journey ...

- Learn in with your strengths and passions, even if it is new or strange to others.**
 My P&G healthcare product development experience + academic public health practice + dissemination & implementation science
- Embrace the entrepreneur’s mindset.** Adapt and pivot. Be strategic + opportunistic – play the hand you are dealt.

