WHAT IS THE *VOICES OF INNOVATION* SERIES

Voices was an idea by HIMSS to help organizations accelerate their ability to innovate. Healthcare tech innovation historically languished compared to other sectors so Voices is intended to be a practical guide that can help organizations improve their innovation capabilities while providing inspirational examples.

Serial healthcare CIO Edward Marx was asked to author Voices given his teams successful track record at leading innovation at University Hospitals, Texas Health Resources, New York City Health & Hospitals and Cleveland Clinic. Edward argued that if the book was limited to his experience, then it would be rather small. So the book became a compilation of global best practices representing every kind of organization possible. HIMSS and the publisher agreed and Voices was born.

The first edition of Voices was released in 2019 and became healthcare's biggest seller that year. In 2022, the Publisher asked for a post-pandemic second edition. This edition was released in 2023 and again became a best seller. Given how much the books were helping motivate and accelerate innovation globally, the Publisher recommended multiple new editions with more focus.

Voices – Payer edition was released in 2024 and celebrated at HIMSS with a corresponding main stage executive panel.

Voices – AI edition was released May 0f 2025. Again, with global collaborators, the book quickly became the "go to" handbook for leaders and organizations seeking to accelerate their understanding and adoption of AI enabled transformation.

In 2026, there are three new Voices editions being worked on. Titles include

- European
- Cybersecurity
- Data & Analytics

AUTHOR ROYALTIES GO TO A FUND TO CURE CANCER. ROYALTIES GO TO MAYO CLINIC. PAST FOUNDATIONS INCLUDE MARY CROWLEY CANCER RESEARCH, SUMMAHEALTH AND CLEVELAND CLINIC.

FOUR REASONS TO CONTRIBUTE AND BE A PART OF VOICES

1. Cure Cancer! All author profits from Voices go to funding the latest in cancer research and treatment to eliminate this horrible disease.
2. Best Practice Sharing! By sharing our stories of innovation, we help establish new best practices for the successful execution of today's latest technologies. Voices becomes a manual for global healthcare leaders and organizations to leverage to achieve the best healthcare possible.
3. Organizational Brand! Every organization who participates elevates their brand globally. Given the thousands of readers, the organizations receive peer recognition which is good for recruitment, retention and overall brand awareness.
4. Personal Brand! Publishing helps to elevate a professionals personal brand which help accelerate career goals.

THE INNOVATION PATHWAY EXPLAINED

The Model.

There is no perfect model for innovation. Since HIMSS was the sponsor of the original book and their brand respected worldwide, we will continue to leverage their model you see in the picture below. Again, you will need to ensure your submission title begins with the name of one of the 8 processes described in the model.

Chapter One Blend Cultures
Include the organization's larger community and ensure that institutional leaders are engaged and supportive of the proposed innovative strategies.

One of the first things you need to do to improve the odds of innovation

success is ensure support and engagement from key organizational leaders. Innovation is hard to do in a vacuum. Often it takes a team, some of whom are directly involved and others who provide resources and political cover. As you embark on your innovation, take inventory of key decision makers, influencers and culture. Identify both the individuals who will help you and those who might hurt you. The more organizational community and leadershiP engagement you develop, the higher the likelihood of overcoming the obstacles that will be on your path to innovation.

Chapter Two Use People with IT

Do not create an over-reliance on people or on technology; use both resources in concert.

Often we rely too heavily on technology as we embark on innovation. Sometimes innovation starts at the other extreme with people but little incorporation of automation or tools. The best innovations tend to be the result of a strong balance at the intersection of people and technology. Always take an inventory of people and technology to ensure balance. It is the ability to take the best of people and technology, then melding them together, that ignites innovation.

Chapter Three Create Roadmaps

Develop a plan for the functions required to innovate and encourage effective communication between functional experts for strategic clarity.

There is an unsubstantiated fear that plans and order run counter to the innovation spirit. Effective roadmaps actually serve as beacons or markers that help innovators navigate their way without being distracted and thrown off course. Plans do not stifle innovation but rather provide necessary
guardrails to ensure focus and completion. Too many great ideas were never realized as resources and passion dwindled from an unnecessarily long journey.

Chapter Four Collaborate and Listen

Listen for ideas that will potentially solve a problem or present an opportunity to collaborate with stakeholders and galvanize your network.

Many innovations started by listening, observing and then communicating ideas and solutions to problems. When you listen, people are more likely to share ideas and provide encouragement. The more you engage others, the more ideas you are likely to catch. Great innovations are typically a result of multiple iterations by numerous individuals invited to participate in ideation and execution. Inviting others to share in your innovation will galvanize support and engagement necessary for success.

One is too small a number for innovation. Innovation is largely a result of a team of teams' approach to solving a problem or exploiting an opportunity. It can be an ego challenge to have a great innovation and allow others to modify and edit your dream. We can take innovation too personally and become captive to the potential and miss out on something greater. Leveraging others actually frees the innovation to grow and expand beyond what you initially envisioned. There is strength in seeking the wisdom of others.

Chapter Five Communicate and Eliminate Barriers

Cross communication is essential to promote innovation.
By stripping virtual or physical barriers to communication,
ideas have a better chance of being realized.

Transparency is key to effective relationships, which are required for innovation to thrive. The depth and width you share will determine the size of your success. Look for every opportunity and platform to share while actively eliminating barriers to communication. Effective communication will make or break innovation. If active or passive resistance rises, so must your communication. While technology provides great tools to reach many, do

not neglect the power of in-person eyeball-to-eyeball dialogue.

Chapter Six Stress Simplicity

Do not overcomplicate a solution to a problem; keep the following principle in mind: "When you have two competing theories that make exactly the same predictions, the simpler one" is better to implement.

It seems counterintuitive, but the majority of innovations are rather simple. The temptation to take a problem and create a complex solution exists in most of us. We tend to overthink an opportunity and therefore overengineer a fix. Innovation is often as basic as developing an elegant yet simple solution
to a complex issue or opportunity, not the opposite way around. If the innovation can't be easily explained, start again.

Chapter Seven Recognize and Reward

Recognize or reward the efforts of stakeholders to innovate even at the smallest levels.
To maximize innovation potential, we must not forget the power of motivation
in human behavior. People will largely do what they are primarily rewarded and recognized for. For innovation to thrive, consider launching multiple reward and recognition programs to reinforce culture, enhance engagement and encourage collaboration. Programs should reward not only
those who generate ideas but also all the support teams enabling the success.
That which is rewarded and recognized is repeated. Innovation will multiply commensurate with affirmation given.

Chapter Eight Co-Create Solutions

Appreciate the complexity of attention that innovation requires, and expose the organization to demands from all stakeholders.

Innovation does not happen by innovators alone. We must be careful not to fall into a belief that innovation is reserved for one person or a special team whose primary function is to develop solutions to problems or invention to opportunities. Innovation is primarily cultural and thrives in team-based organizations. Avoid the trap that innovation is for a select few and all others are discounted. Innovation happens best when it becomes the culture of the entire organization and everyone has the opportunity to engage.

SUBMISSION INSTRUCTIONS

The structure of the book follows the HIMSS Innovation Pathways (details below). There are 8 processes of the Pathways. The heart of the book contains 8 chapters, one focused on each of the 8 processes. Each chapter contains 4-5 essays written by contributors that highlights a successful innovation in their organization. Each submission must identify in the title which process their innovation most closely highlights. For instance, one of the processes is "Create Roadmaps". A sample essay title might be "Create Roadmaps – Remote Patient Monitoring Saves Lives". This makes it easier for the editors to immediately identify which chapter the essay is being considered for submission.

Please note that there is no renumeration for accepted essays. All profits go to fund cancer research. Consider this a co-labor of love to help accelerate healthcare digital transformation and raise money to eliminate cancer!

Instructions:

1. Title should begin with the specific innovation process your aligning to, followed by the name of your specific essay, selected by you. For e.g. 'Create Roadmaps-XYZ XYZ XYZ'. Read the 'This is how it works' section again for clarification.
2. Submission essays must be between 1500-3000 words.
3. Essay must be submitted in a Word doc format.
4. Final essays must be sent to **voicesofinnovation@gmail.com** with Subject: Essay Submission - 'Title of your essay.'
5. I highly recommend reading the 1st Edition (Amazon) before submitting; see link below: https://www.amazon.com/Voices-Innovation-Fulfilling-Information Technology/dp/1498769683#:~:text=%22Voices%20of%20Innovation%20is%20a,in%20technical%20jargon%20or%20banality.
6. For any questions or concerns, you can simply write an email to **voicesofinnovation@gmail.com** with Subject: Inquiry

Here's a *Quick Start guide* for your essays:

1. Opening Hook
2. Setting the context
3. define your innovation
4. Case Study/ Illustrate the example
5. Barriers & Lessons learned
6. Elaborate on the Human aspect, if and as applicable
7. Vision for the future/ Repeatability for readers
8. Wrap up and tie the essay to the chosen theme from the framework again