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**Client:** The SCAN Foundation  
**Title:** Vice President of Innovation  
**Location:** Long Beach, CA  
**URL:** [www.thescanfoundation.org](http://www.thescanfoundation.org)

**For Consideration Contact:** Judy Wert | [judy@wertco.com](mailto:judy@wertco.com)

Devoted to transforming elder care in ways that preserve dignity and encourage independence.

### **Opportunity**

#### **Mission Driven | Human-Centered Design | Transforming Healthcare for Older Adults**

Wert&Co. has been retained by The SCAN Foundation--a 501(c)(3) non-profit, celebrating its 10th anniversary this year--to identify a Vice President of Innovation, a newly created position. The SCAN Foundation is devoted to transforming health care for older adults in ways that encourage independence and preserve dignity.

The VP will define and build a human-centered innovation practice at The SCAN Foundation to re-imagine care for seniors--cultivating new ways to improve life--and collaborate and connect with outside innovators to create system level impact and enhance lives at scale. Among the most highly respected organizations in their field, and now with a new robust innovation engine ensuring tangible solutions, The SCAN Foundation is poised for growth.

As the VP of Innovation, you will be responsible for the practice, identifying milestones and metrics for success--to develop unique and relevant insights and ideas that solve real problems for millions of people. Envisioning a new big picture, the VP will be exceptional at realizing that vision (in all its details) through the day-to-day work. The VP will oversee the internal innovation process for The SCAN Foundation as well as cultivate external relationships (including a major outside human-centered design applied behavioral science or aging-related innovation firm) and deliver outcomes with a powerful and measurable societal impact that affect meaningful change.

With vision, drive and inspiration, the ideal candidate is motivated by solving complex challenges and has experience driving innovation success. They will be an expansive thinker able to challenge the status quo to approach unaddressed problems in new ways. They will have the requisite people skills, business insight, design thinking and passion for the mission needed--to help execute a bold vision for a truly purpose-driven organization.

### **Role**

The Vice President of Innovation will be responsible for the development, implementation and evaluation of the Foundation's goal to build resilience and capacity for older adults, their families and their communities. The SCAN Foundation has audacious goals and are thinking about how/where they can specifically have the greatest impact. To meet this strategic goal, the VP will work to improve the lives of older adults by reducing the threats of income insecurity, retirement disconnection, shifts in health and breaks in family life, through products, services and programs. They will work to bridge the existing service silos of health, community services, financial services and infrastructure services (e.g., housing) - addressing needs in a comprehensive way.

The VP will identify, catalyze and support a range of multi-disciplinary innovators and innovations to better the quality, quantity and visibility of sustainable, flexible, empowering solutions to overcome these threats. The



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solutions must adopt the principle of inclusion by embracing the multidimensionality of older adults, families and communities, including language, culture, location, gender and sexual orientation. Successful solutions will serve as narratives to influence a broader audience in service of enabling older adults to live with dignity and independence, as well as support policies that further the adoption and diffusion.

### **About The SCAN Foundation (by The SCAN Foundation)**

The SCAN Foundation is an independent public charity devoted to transforming care for older adults in ways that preserve dignity and encourage independence. We envision a future where high-quality, affordable health care and supports for daily living are delivered on each person's own terms, according to that individual's needs, values and preferences.

#### Our Vision

A society where older adults can access health and supportive services of their choosing to meet their needs.

#### Our Mission

To advance a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence.

#### Our Goals

The SCAN Foundation supports the creation of a more coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence. To achieve our mission, the Foundation funds projects that are: Bold | Catalytic | Impact-Oriented

Their three thematic goals:

- Medicare - Medicaid Integration
- Person-centered Care
- Long-term Care Financing

#### Why Does This Work Matter?

Most of us, as we grow older, will encounter personal daily challenges, such as:

- Managing chronic illnesses
- Getting help with daily needs like going to the grocery store and keeping the house clean
- Staying active despite chronic pain, failing eyesight or hearing loss
- Worrying about how to pay for care and services
- Feeling afraid about leaving one's home for a nursing home

Right now there is no coordinated and easily navigated system in place to support Americans who want to live independently as they age. The challenge becomes more pressing as the population of older adults increases, so it is imperative to take action now. That is why this work matters: to encourage change that enables all of us to age with dignity, choice and independence.

Fundamental questions include....

How do we spread more person-centered models of care that better link medical and community-based services? How do we drive the health care system and those who pay for it to take into account and place value on the outcomes that matter to people and their families? How do we break down longstanding historical policy barriers and create a new set of policy solutions that reflect the needs of individuals and families today, as well as tomorrow?



### **Responsibilities**

- Work closely with the CEO to refine the goal, objectives, and outcome measures for this Foundation initiative.
- Develop and implement a comprehensive strategy to foster disruptive solutions through new products, services and programs, to directly respond to the threats faced by older adults, their families and communities.
- Establish the Foundation as a leader in innovation and disruption, by developing new solutions that break down existing siloes.
- Develop a learning laboratory with focus on the beginning of the innovation process.
- Manage collaborative partnerships with other accelerators, incubators, foundations and government.
- Communicate with business, technology and government leaders about the research, development and dissemination of promising solutions and the organizations that developed them as a result of the Foundation's initiative.
- Act as an internal and external ambassador of the Foundation's initiatives around Innovation.
- Achieve financial objectives by preparing and monitoring goal specific budgets, analyzing variances and initiating corrective action.
- Accomplish results by hiring and managing staff, clearly communicating job expectations and planning, monitoring and appraising job performance.
- Maintain professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks and participating in professional associations.
- Contribute to successful Foundation outcomes by working as a member of a highly-integrated team environment.

### **Qualifications & Requirements**

- Master's in Design, Business, Psychology, Engineering, Communications, Government or related field of study. Doctorate preferred. (Comparable combination of education/experience and/or training will be considered equivalent.)
- 10+ years product/service development, start-up company leadership, human-centered design, research, applied behavioral economics or related activities.
- Proficient in design thinking with an emphasis on human-centered design.
- Conviction in the power of design to achieve emotional connectivity.
- Experience guiding insight synthesis and identifying emerging opportunities based on a combination of industry analysis, company analysis, stakeholder and subject matter expert input and research.
- Proven ability to earn respect and develop positive relationships at all levels of an organization.
- Infinite curiosity and optimism.
- A demonstrated, successful track record of implementing new products, services or programs.
- A thorough knowledge of new business development.
- Extensive experience shepherding ideas through the innovation pipeline.
- Strong senior management experience.
- Ability to work effectively with external partners on joint projects regarding The SCAN Foundation.
- Experience presenting to Boards.
- Strong interpersonal skills, including excellent written and verbal communication skills.
- Strong organizational skills; Ability to multitask.
- Ability to appropriately maintain confidentiality.
- Strong analytical and critical thinking skills.
- Strong budget management, vendor relationship and consultant contract management skills.
- Extensive travel.



### **Selected Leadership**

#### **Bruce A. Chernof, MD, FACP**

President & Chief Executive Officer

Bruce Allen Chernof, MD, FACP, currently serves as the President & Chief Executive Officer of The SCAN Foundation, whose mission is to advance a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence. The SCAN Foundation is one of the largest foundations in the United States focused entirely on improving the quality of health and life for seniors.

Previously, Dr. Chernof served as the Director and Chief Medical Officer for the Los Angeles County Department of Health Services. Dr. Chernof has also served as a Regional Medical Director for Medicaid and SCHIP programs at Health Net, a network model HMO. In 2013, Dr. Chernof served as the Chair of the federal Commission on Long-Term Care, which produced a bipartisan report to Congress recommending reforms for our nation's long-term care financing, delivery system and workforce needs.

Dr. Chernof completed his residency and chief residency in Internal Medicine as well as a Fellowship in Medical Education at UCLA. He earned his medical degree from UCLA and completed his undergraduate work at Harvard University. Currently, Dr. Chernof is an Adjunct Professor of Medicine at UCLA.

#### **Gretchen E. Alkema, PhD**

Vice President, Policy and Communications

Gretchen E. Alkema serves as Vice President of Policy and Communications for The SCAN Foundation. Prior to joining the Foundation, she was the 2008-09 John Heinz/Health and Aging Policy Fellow and an American Political Science Association Congressional Fellow, serving in the office of Senator Blanche L. Lincoln (D-AR). Dr. Alkema advised Senator Lincoln on aging, health, mental health, and long-term care policy during the 2009 health care reform debate.

Dr. Alkema holds a PhD from the University of Southern California's Davis School of Gerontology and was awarded the John A. Hartford Doctoral Fellow in Geriatric Social Work and AARP Scholars Program Award. She completed post-doctoral training at the VA Greater Los Angeles Health Services Research and Development Center of Excellence and was a research associate for the California Fall Prevention Center of Excellence. Her academic research focused on evaluating innovative models of chronic care management and translating effective models into practice.

Dr. Alkema also earned a master's in social work with a specialist in aging certificate from the University of Michigan and a bachelor's degree in psychology from the University of Colorado, Boulder. As a Licensed Clinical Social Worker, she practiced in government and non-profit settings including community mental health, care management, adult day health care, residential care and post-acute rehabilitation.

#### **René Seidel, Dipl. Soz. Paed. (FH)**

Vice President, Programs and Operations

Rene Seidel is Vice President of Programs and Operations at The SCAN Foundation. Prior to his current position, Mr. Seidel worked for the Los Angeles County Department of Health Services in a number of positions, including State Grants Manager for the Office of AIDS Programs and Policy, the Mental Health Liaison for the Health Services Administration in the Office of Clinical Affairs and Affiliations, and as Director of Board Relations during his last three years with the County.

Before joining the County in 2001, Mr. Seidel directed health and social services programs for many years in



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community-based organizations. He served as Founder and Executive Director of the Family AIDS Institute in Salvador, Brazil, and as Director of HIV Services at Tarzana Treatment Centers in Los Angeles County. As part of this work, he was appointed to a number of community planning commissions and consortia. Mr. Seidel was one of the founding staff members of the City of West Hollywood Homeless Project. Mr. Seidel graduated from the Polytechnic College for Social Sciences in Munich, Germany, as a Social Pedagogue (FH).

## Board of Directors

<http://www.thescanfoundation.org/about/board-directors>

## Links

<https://twitter.com/thescanfndtn>

## Annual Reports

<http://www.thescanfoundation.org/about/annual-reports>

## Press

Worried About Grandpa's Guns? Here's What You Can Do.

[https://www.washingtonpost.com/national/health-science/worried-about-grandpas-guns-heres-what-you-can-do/2018/06/25/86d283b8-78cb-11e8-ac4e-421ef7165923\\_story.html?noredirect=on&utm\\_term=.c957c5716dbb](https://www.washingtonpost.com/national/health-science/worried-about-grandpas-guns-heres-what-you-can-do/2018/06/25/86d283b8-78cb-11e8-ac4e-421ef7165923_story.html?noredirect=on&utm_term=.c957c5716dbb)

Is California Failing Seniors? Voters Say Yes.

Voters Say Next Governor Needs Master Plan for Aging; More than Half Say They Would Even Pay Higher Taxes if It Meant Better Healthcare and Support Services for Seniors

<https://www.prnewswire.com/news-releases/is-california-failing-seniors-voters-say-yes-300668312.html>

What Millennials Want The Government To Do About Long-Term Care

<https://www.forbes.com/sites/nextavenue/2018/06/19/what-millennials-want-the-government-to-do-about-long-term-care/#641459437ec5>

New Law Broadens Chronic Care Through Medicare

<https://www.forbes.com/sites/nextavenue/2018/03/13/new-law-broadens-chronic-care-through-medicare/#1509bfbe1d4f>

4 States Are Recognized For Improving Older Adults' Lives

<https://www.forbes.com/sites/nextavenue/2017/11/21/4-states-are-recognized-for-improving-older-adults-lives/#4ba93af62e05>