
IntensCare Proposal

MediSys Corp.

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December 12, 2019

Executive Summary

- MediSys Corp. has a ten year story of entrepreneurship
- New technology, IntensCare, poised to save many lives
- Internal and external threats
- Experienced IntensCare team full of high performers, but...
- Lack of team cohesion jeopardizes the future of the team's success

What do we do?

Team Performance Evaluation Metrics¹



Created by Pause08
from Noun Project

- **Affect** – feeling like a team
- **Behavior** – acting like one team
- **Cognition** – thinking like a team

Performance Evaluation Outcomes

- Affect

- No team feeling or camaraderie
- Based on functional area



- Behavior

- Expert individuals
- Separate team goals
- Not sharing information across functional areas



- Cognition

- Individual focus on functional area
- Assumption of roles and motivations of other teammates



How do we build healthy ABCs for
an efficient and effective team?

Priority #1

Realign separate, individual goals to one shared mission² :

*“Launch an innovative, world-class
MediSys product by August 2009.”*

-Art Beaumont, MediSys Corp President

Build a group that acts, thinks, and feels like a team.

Affect – Feel Like a Team



- **Short Term (Immediate)**
 - Focus on the mission
 - Off-site team building
 - Develop trust and rapport³
 - Highlight individual expertise and contributions
 - Seek input, respond constructively

Play to Strengths: the Expertise

Karen Baio

- Knows industry regulations
- Lawyer
- Well-known patience and persistence at MediSys Corp.
- Six years with MediSys Corp.

Bret O'Brien

- Lead product engineer
- Supervises a small team of engineers
- Lots of product experience
- Six years with MediSys Corp.

Jack Fogel

- Product launch experience
- History with interface between engineering and production
- Final assembly responsibility
- Six years with MediSys Corp.

Aaron Gerson

- Originator of IntensCare
- Research & Development
- Initiative & Innovation
- Six years with MediSys Corp.

Valerie Merz

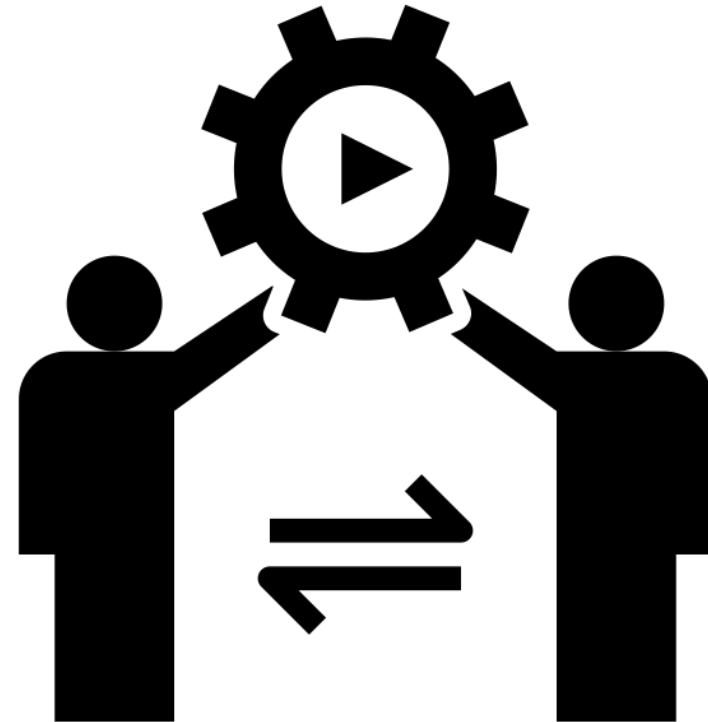
- Highly recommended
- Fresh perspective, knows the market
- Profit and loss responsibility
- Lead technical support for users

Dipesh Mukerjee

- Software design
- Determined in his work
- Experience in healthcare industry (GE Healthcare)

Behavior – Act as a Team

- **Short Term (Immediate)**
 - Articulate individual roles and responsibilities
 - Reorganize team + meetings⁴
 - Engineering Team
 - Production Team
 - Business Development Team
 - Interfacing roles promote knowledge flow
 - Focus on shared deadlines



Created by Nithinan Tatah
from Noun Project

Reorganization + Responsibilities

Engineering Team

Jack Fogel – Team Lead
+ Final Assembly

Bret O’Brien – Lead product
engineer

Dipesh Mukerjee – Software
design lead

Aaron Gerson – Lead scientist

Production Team

Valerie Merz – Team Co-Lead

Jack Fogel – Team Co-Lead

Karen Baio – Regulatory Lead

Business Development Team

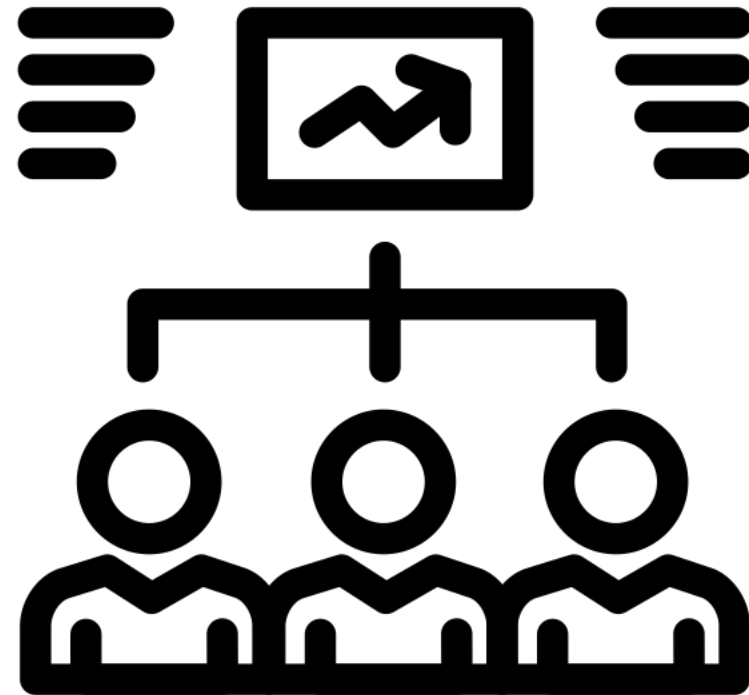
Valerie Merz – Team Lead +
Marketing, User Training, and
P&L Lead

Karen Baio – Regulatory Lead

 - Cross-functional leadership

Cognition – Think Like a Team

- **Short Term (Immediate)**
 - Create psychological safety⁵
 - Group norms
 - Challenge ideas, not people⁶
 - Build shared mental models⁷
 - All-team benchmarks
 - Meeting agendas 24-48 hours
 - Set next steps at the end of each meeting



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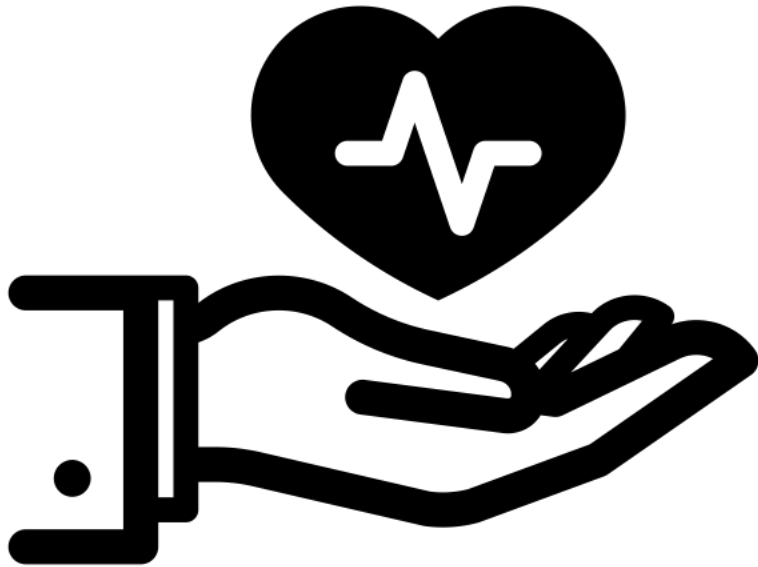
Short Term Interventions

- Bring all work in-house
 - Provide resources to bring software design to MediSys Corp team
 - Stop outsourcing software design
- Buy out project engineers' time; focus the team's time only on IntensCare until August
- Pause modulation⁸
 - Stay on timeline
 - Still building reputation
 - Focus on innovation quality


Mid-Term: May 1 – August 1

- Affect
 - Milestone celebration
 - May 1 off-site team dinner
- Behavior
 - Put input-seeking into practice
 - Pilot a team-based evaluation with IntenseCare team
- Cognition
 - Full day, all-team meeting after May 1
 - Recalibrate individual actions to align with August launch

Long Term – August and Beyond



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from Noun Project

- Company celebration! 
- After launch, focus on building modulation
 - Enhance the second version
 - Team ready to contribute
 - Renewed focus and energy
- Build out cross-functional team evaluations

Created by P. Thangar Vignesh
from Noun Project

Thank you IntensCare
+
Questions?



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