Forum Excursion: FE10: Daytona International Speedway: Engaging the Community in Health and Safety
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Monday, December 7th
8:30 AM - 4:00 PM
Gaylord Palms
Miami

General Process of a Forum Excursion

HARVEST
Create list of observations and thoughts from day

ORGANIZE & EXTRACT
Develop actionable ideas from the thoughts and observations

Prioritize and APPLY
Prioritize actionable ideas and plan implementation
Agenda for our Daytona Excursion

1. Registration/Breakfast/Opening Introductions 0730-0800
2. Welcome and Introductions 0800-0830
3. Transport to Daytona Site 0830-1000
4. Welcome and Overview of Daytona 1000-1030
5. Tours of Infield Care Center and Tram Tour 1030-1130
6. Lunch 1130-1230
7. Rapid Fire Presentation 1200-1330
8. Question and Answer Panel 1330-1430
9. Debrief 1430-1500
10. Transportation provided back to Marriot World Center 1500-1630

Opening Introductions

- Introduce faculty and attendees
- Review agenda and set the stage
- **Brief** overview of the site you are visiting
  - Why Daytona? What does this have to do with health care?
- Frame of Reference- what do we want to think about together to achieve?
  - Looking Ahead: Afternoon Process
    - Reflect on what you observed
    - Harvest core concepts
    - Generate ideas to apply in your own organizations
Framing

- What is the decision making process for the internal team daily? Prior to an event? Mitigation strategies? “One Daytona”? 
- What are their communication strategies internally and externally? 
- Describe Florida Hospitals’ engagement plan with the community at Daytona. System-wide? 
- How did Florida Hospital decide to partner with Daytona? What was the cost? Strategy and barriers? Return on their investment? 
- Does Florida Hospital message health to attendees? If so, how and what?

Innovative Thinking

- Have new models or partnerships developed as a result? 
- How have they used data to design “Daytona Rising”? 
Daytona Rising

Innovative thinking….

Five expanded and redesigned entrances, or “injectors,” will lead fans to a series of escalators and elevators, transporting them to three different concourse levels. Each level features spacious social areas, or “neighborhoods,” along the nearly mile-long frontstretch.
Debrief

- What did we learn?
- What surprised you?
- How might you capture the spirit of today in your organization?
- How can we relate this back to our everyday jobs as health and healthcare professionals?