To develop an Open Health strategy, you need to answer a key question: Why Open Health? To choose the right solution type you want (step 6), you must understand the platform's specs as well as what you require to know the platform's limits and boundaries. The external part of the process (see illustration)—creating the open health innovation systems—requires a fluid approach to thinking about innovation strategies to meet the competitive demands of a changing world. Open Health requires greater incentives for innovation in the global health economy. Why Open Health?

Two driving forces have almost simultaneously moved companies to look beyond traditional boundaries to find new sources of innovation. The rapid change in the health and medical technologies is providing opportunities to create new value and capture value from existing assets. Companies need to develop new and innovative business models to stay competitive. As the boundaries of the firm expand, the internal/external boundaries of thinking and working within and outside the company also must shift. The internal/external boundary is everywhere and anyone can provide solutions. The Open Health innovation system is an important tool for increasing the speed and effectiveness of innovation, which is critical to meeting the challenges of today's world. Open Health strategies may be the key to tapping the potential of dynamic groups, not just patents or the lone genius. Open Health requires greater incentives for creating a framework to benefit all stakeholders.
In order to get the greatest benefit out of Open Health, it is important to explore the Toolkit’s six-step process. With that in mind, you are ready to look for unique solutions outside the company. Open Health may involve a fundamental change in the overall ethos of a company. Mentions of Open Health are given in this section to illustrate the process.

### Step 1: Analyze the Current World

**Objective:** To understand the challenges that your company faces. For example, perhaps you are a fast-food chain looking for a suitable cheese substitute that imitates mozzarella. Or perhaps you are a frozen pizza company looking for a vegan alternative. You need to develop a solution that meets the needs of your customers while also being profitable for your company.

**Example:** In order to get the greatest benefit out of Open Health, it is important to explore the Toolkit’s six-step process. With that in mind, you are ready to look for unique solutions outside the company. Open Health may involve a fundamental change in the overall ethos of a company.

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### Step 2: Identify Participants

**Objective:** To identify potential solution finders. These may include start-ups, universities, or other organizations that have the potential to create a solution.

**Example:** In order to get the greatest benefit out of Open Health, it is important to explore the Toolkit’s six-step process. With that in mind, you are ready to look for unique solutions outside the company. Open Health may involve a fundamental change in the overall ethos of a company.

### Step 3: Assess Potential Solution Type

**Objective:** To evaluate the potential for each solution type. This includes considering the risk involved and the potential for success.

**Example:** In order to get the greatest benefit out of Open Health, it is important to explore the Toolkit’s six-step process. With that in mind, you are ready to look for unique solutions outside the company. Open Health may involve a fundamental change in the overall ethos of a company.

### Step 4: Select a Solution Platform

**Objective:** To determine which platform is best suited for the specific needs of the company. These platforms include InnoCentive, NineSigma, and YourEncore.

**Example:** In order to get the greatest benefit out of Open Health, it is important to explore the Toolkit’s six-step process. With that in mind, you are ready to look for unique solutions outside the company. Open Health may involve a fundamental change in the overall ethos of a company.

### Step 5: Manage Confidentiality

**Objective:** To ensure the confidentiality of the information disclosed by potential solution finders. This includes managing the introduction of unknown parties.

**Example:** In order to get the greatest benefit out of Open Health, it is important to explore the Toolkit’s six-step process. With that in mind, you are ready to look for unique solutions outside the company. Open Health may involve a fundamental change in the overall ethos of a company.

### Step 6: Decide Which Platform Would Best Help You Find a Solution

**Objective:** To determine which platform is best suited for the specific needs of the company. These platforms include InnoCentive, NineSigma, and YourEncore.

**Example:** In order to get the greatest benefit out of Open Health, it is important to explore the Toolkit’s six-step process. With that in mind, you are ready to look for unique solutions outside the company. Open Health may involve a fundamental change in the overall ethos of a company.

**Examples of Open Innovation Platforms**

- **InnoCentive** provides a platform fornutsell.com and Amazon, allowing companies to post open innovation challenges. These challenges can be announced on a variety of media, including social media, blogs, and forums.

- **NineSigma** is a platform that connects companies with potential innovators. This platform allows companies to post open innovation challenges and provides a platform for innovators to submit solutions.

- **YourEncore** is a platform that connects companies with experts in a variety of fields. This platform allows companies to post open innovation challenges and provides a platform for experts to submit solutions.