



# CDC Leadership Perspectives

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Utah Partnerships For Catalyzing Data Into Action | A Health Data Innovation Summit

June 21, 2003

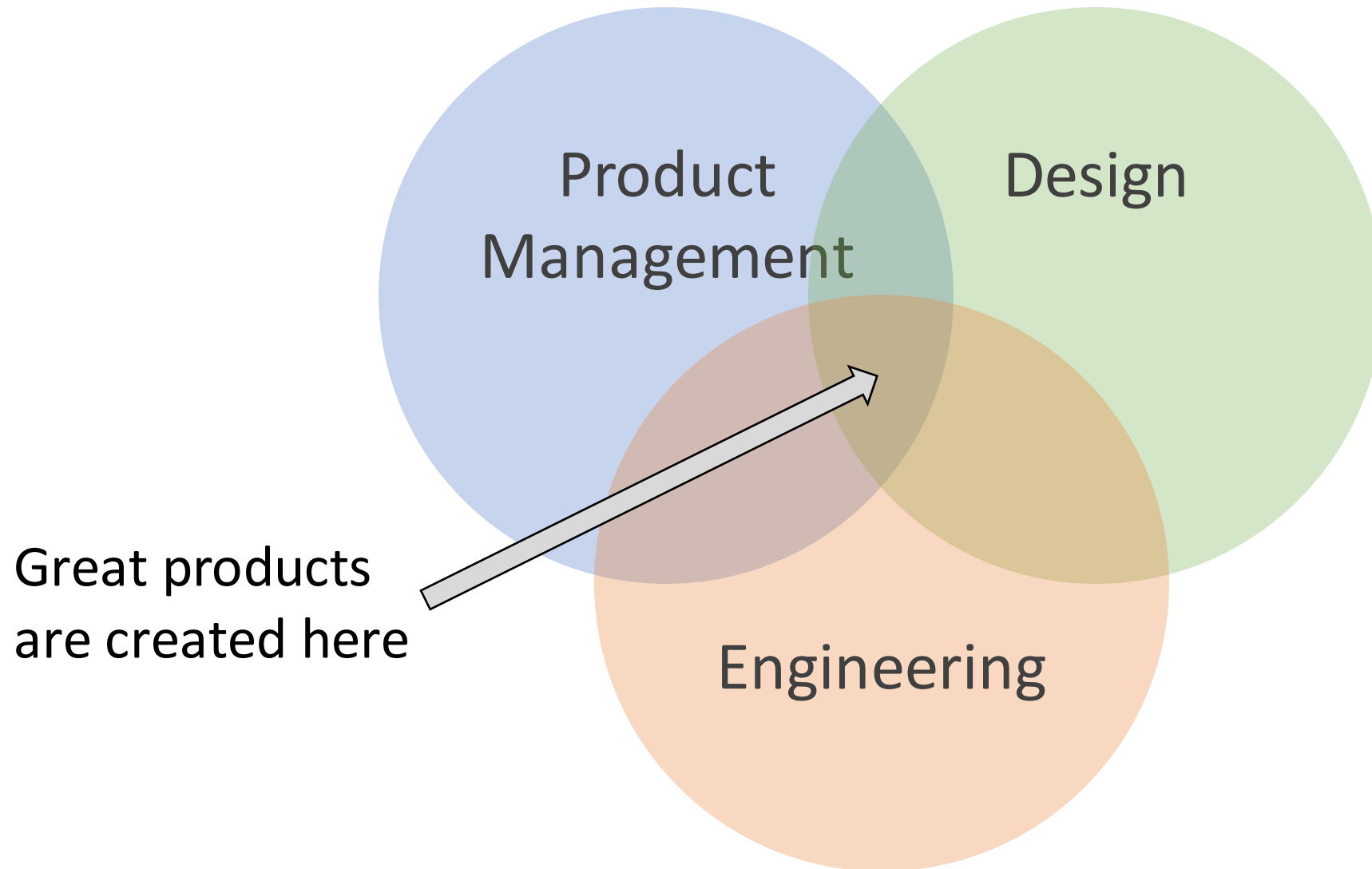
***“We need teams of missionaries, not teams of mercenaries” – John Doerr***

Mercenaries build whatever they’re told to build.

Missionaries are true believers in the vision and are committed to solving problems for their customers.

Cagan, Marty. INSPIRED (Silicon Valley Product Group) (p. 33)

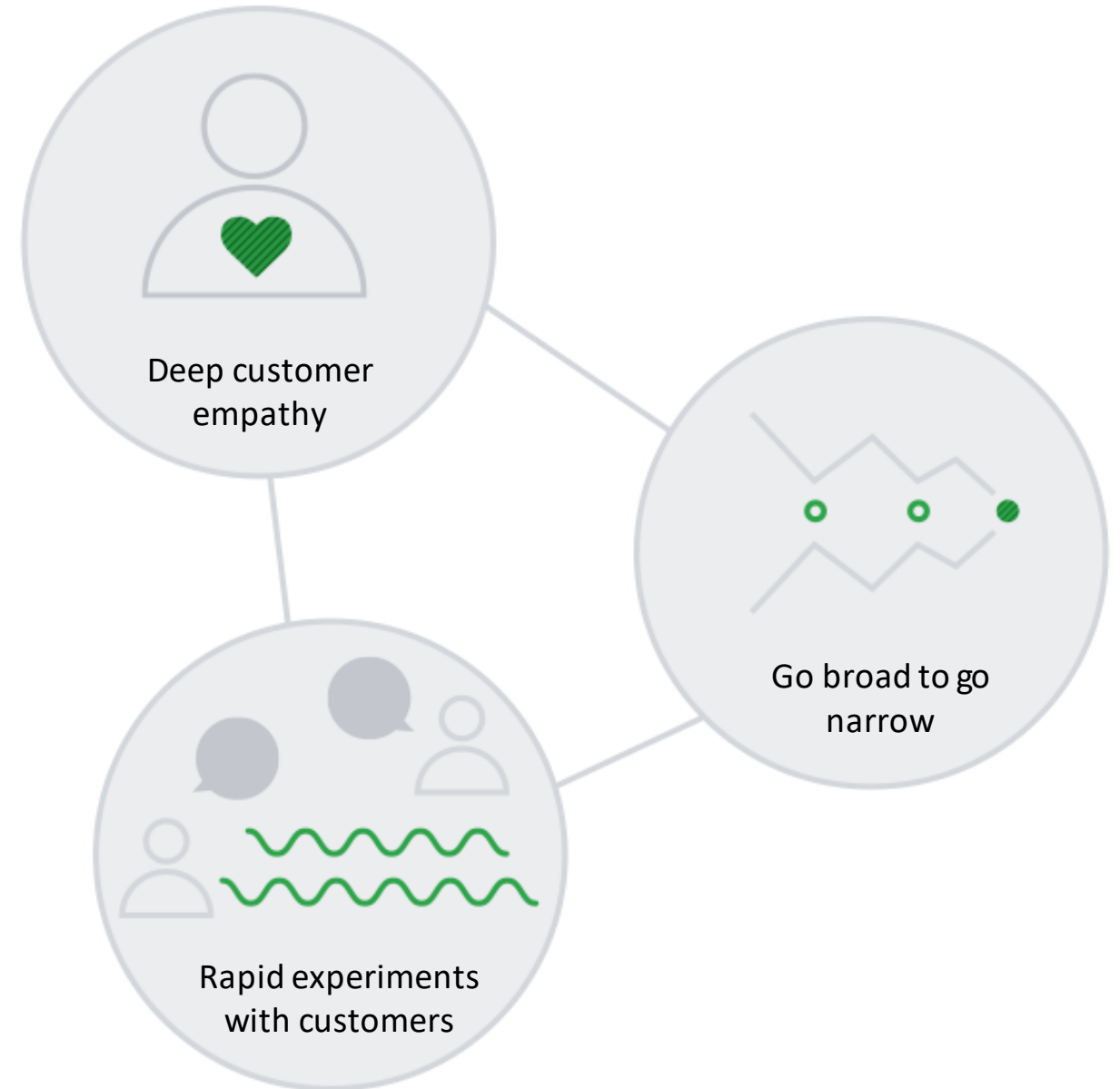
# Product Triad



# Human-Centered Design

*Design doesn't just mean making things look pretty*

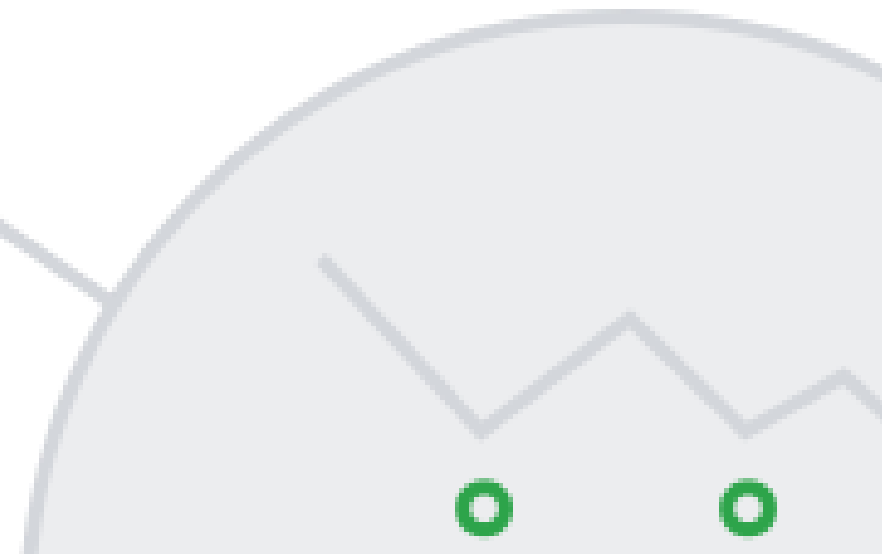
Human-centered design is an approach to problem-solving that puts people at the center of the process





## Empathy

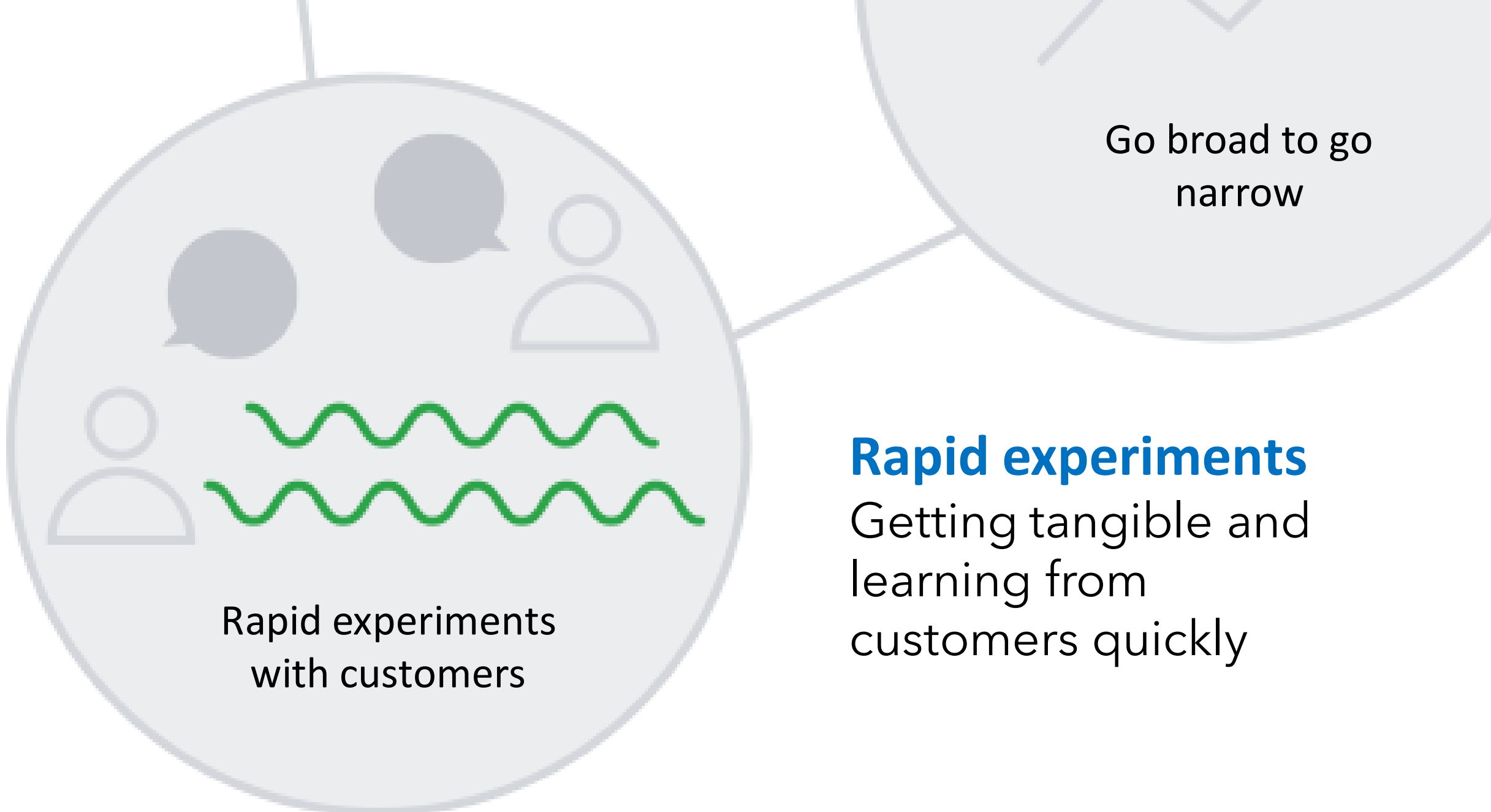
Knowing customers better than they know themselves



## Broad to narrow

Iterating your way to the answer

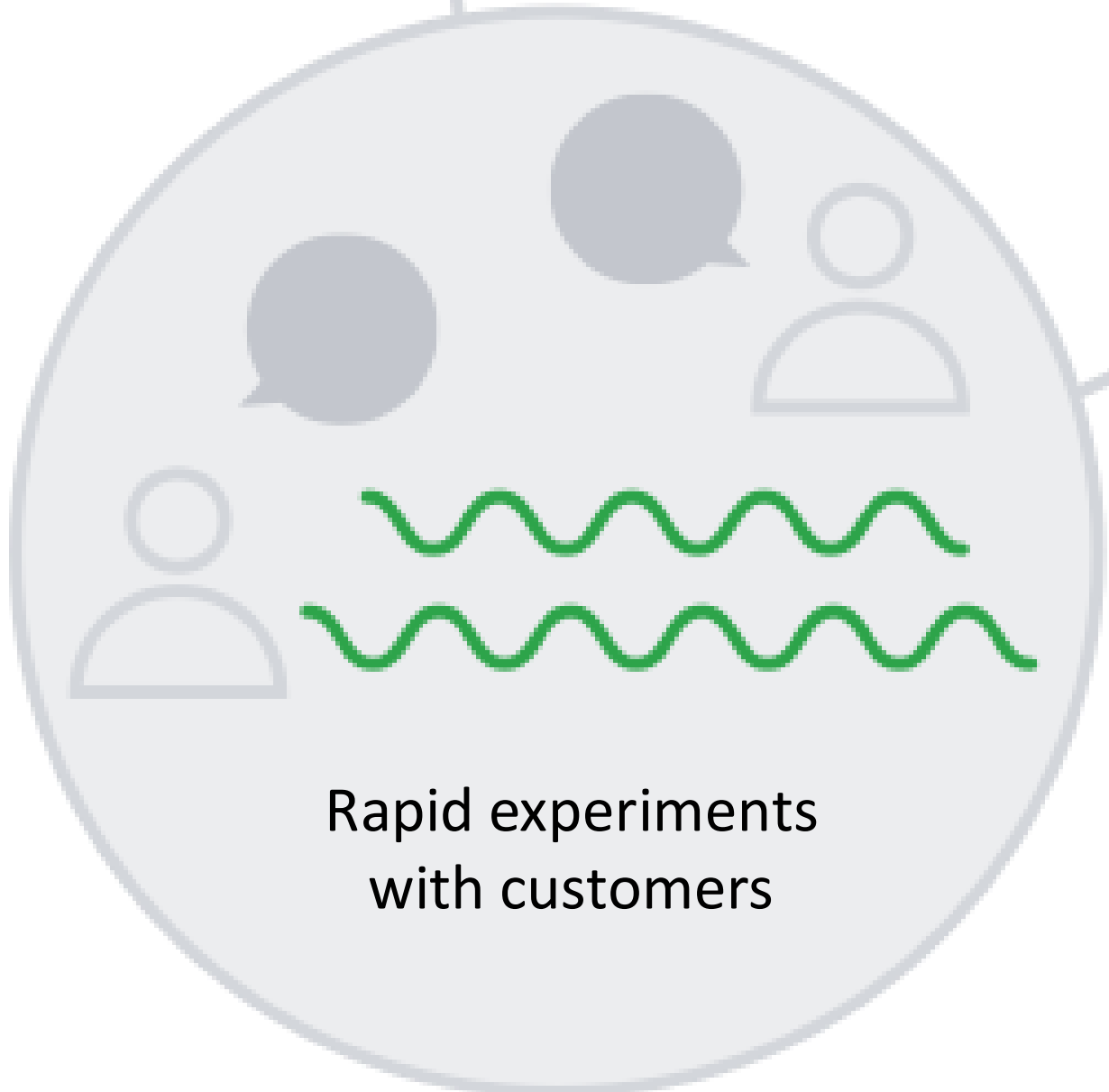




Go broad to go narrow

## **Rapid experiments**

Getting tangible and learning from customers quickly



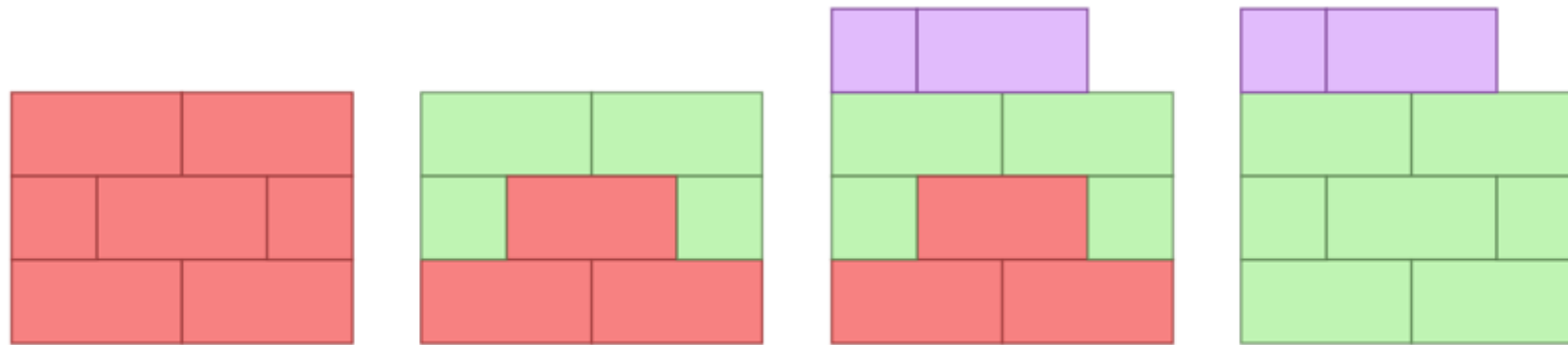
Rapid experiments with customers

# Modernization & “Strangler-Fig” pattern

Legacy product

*Incremental releases over time*

Modern product



Rewriting old features

Implementing new features and rewriting old ones

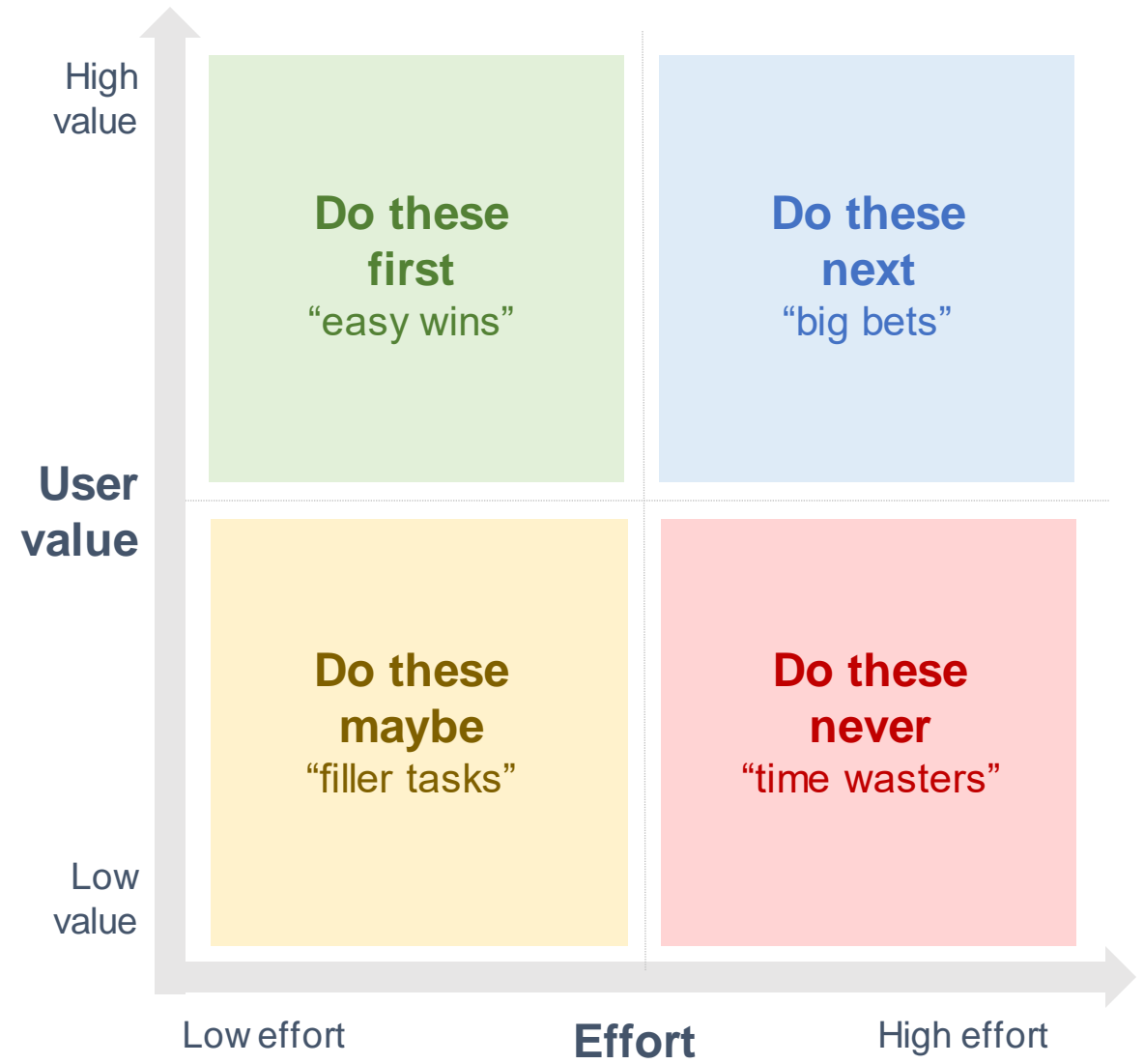
Continuing development

- Legacy Component
- Rewritten old feature in new technology
- New feature in new technology



# Prioritization matrix

- Input from users and stakeholders helps us determine the level of value
- Input from the modernization team helps determine level of effort
- Additionally, revisiting and analysis of outstanding backlog enhancement requests



# Succession metrics (private sector)

## Unit of one



Delight

### Love Metrics

- Customer benefit, ease, and delight
- Customer actively uses
- Customer willing to recommend (NPS)

Frame a hypothesis for who will pay for offerings

## Cohorts



+ Word of Mouth

Improve funnel metrics by cohort

Demonstrate superior love metrics vs. alternatives

Validate sustainable growth model

## Market



+ Customers

Increase penetration relative to addressable market

Gain market share vs. alternatives

Validate ability to deliver *profitable* revenue growth with scale

## Financials



+ Revenue

Deliver profitable revenue growth

Deliver short & long term commitments

Continue to invest in innovation & growth



# Thank you!

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

