



Objectives

- Describe types of innovation.
- Explain emerging roles and models of care.
- Identify strategies to mitigate barriers to innovation.



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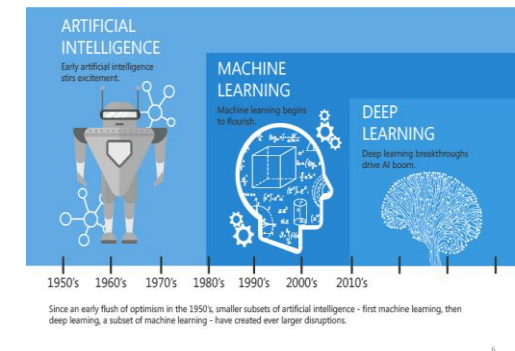
Three “types” of Health Care Innovation

Health
technology

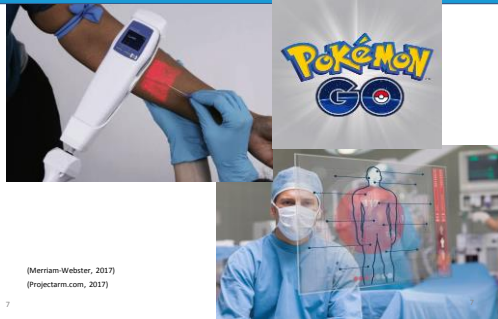
Buying &
using health
care

Business
models

(Hertzinger, 2006)



Augmented Reality



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Virtual Reality/Gaming

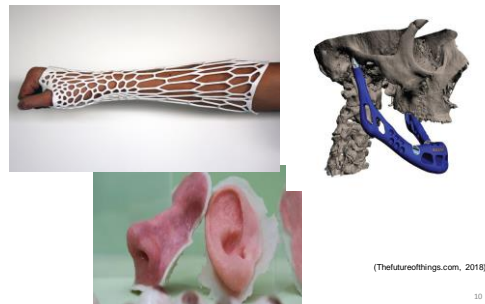


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Robotics



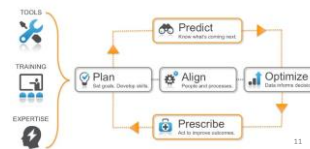
3D Printing



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Predictive Analytics

- Utilizes regression analysis.
- Scours trends along with modeling and AI.
- Goal is to proactively predict what will occur based on data proven history.

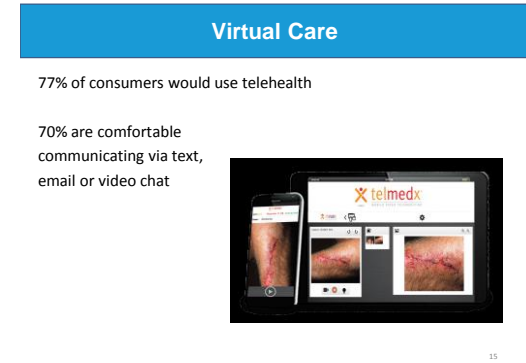


Wearables

- Continuous monitoring, sending data to be analyzed and interpreted.
- Freedom for patients requiring more intense monitoring.

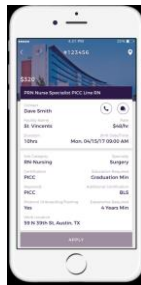


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Emerging Roles

- Watch for “UBERization” of nurses
 - Likely to even become more task-based jobs (“gig economy”)



Replace or Supplement?

- Monitor technicians
- Phlebotomists
- Internist? (Babylon)
- Clinical pathologists?
- Radiologists? (Google Xray)
- Nursing assistants/patient care technicians? (Service robots)

Approach to Care

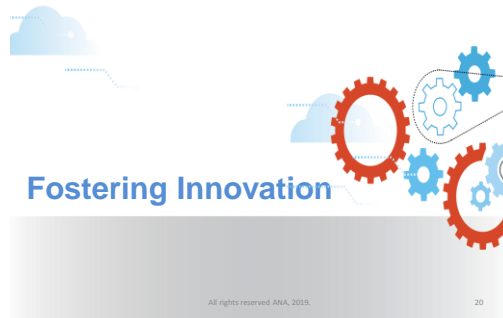
	Old Approach	New Approach
Care	Episodic visits	Continuous relationship
Management	Clinician	Clinical team
Decision-making	Training and experience	Evidence
Control	Care system	Patient
Variability	Clinician autonomy	Patient needs, preferences
Information flow	Restricted	Encouraged
Process visibility	Secrecy	Transparency
Safety	Responsibility of clinician	Responsibility of system
Needs	System reacts	System anticipates
Financial goal	Reduce cost	Reduce waste

From: Committee on Emerging Health Care Models, National Academies of Sciences, Engineering, and Medicine. 2018. Emerging Health Care Models. Washington, DC: National Academies Press.

Social Innovation

- Developing new ways to improve health equities
- Reduce disparities
- Improve the impact of SDOH
- New models of care
- Improved access

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Think Creatively

How would Picasso draw you?



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Design Thinking

Design Thinking Approach



TIP: [Designthinking.ideo.com](https://designthinking.ideo.com) is a GREAT resource

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Design Thinking

Human Centered Design

- Empathy: think about the *person*
- Define: what is the *problem?*

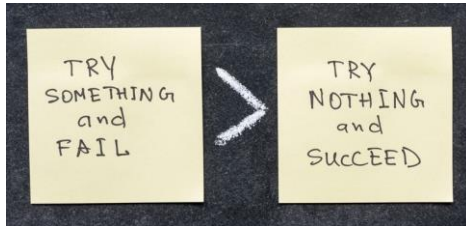
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Iterate

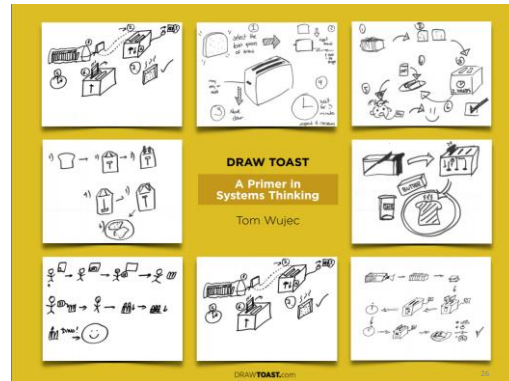
- Ideate: brainstorm *divergent* ideas
- Prototype: *solution* or product
- Test: rapid *pilots*

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Celebrate Failure



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Mitigating Barriers

- Start tomorrow
- Collaborate, develop partners
- Don't stop for one, work for the many
- Iterate, iterate, iterate

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Build Your Network



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This is the time for nurses
to *lean in* and lead.

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Thank you

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