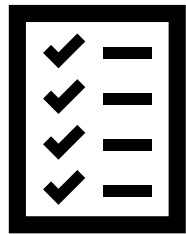


Leveraging Patients' Creative Ideas For Learning and Innovation

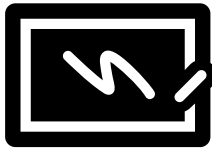
Yuna Lee, MPH, PhD

Elicitation of Patients' Creative Ideas



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Narrative Item Set
for the Clinician
& Group Survey

Clinician & Group Survey

Generates the most actionable (0.69 more actionable items per idea) and creative (3.34 score out of 5) responses

1

Draw on past exemplars of excellent experiences

“Now think back to some of the best healthcare experiences you have had: what might your current provider and their staff do to be more like these experiences?”

2

Draw on past exemplars of excellent experiences + emphasize system impact

“Now think back to some of the best healthcare experiences you have had: what might your current provider and their staff do to be more like these experiences? Hearing from you is important to improving the care we deliver.”

3

Induce creativity

“If you could, what would you change about your care or interactions with your provider and their staff?”

4

Induce creativity + emphasize system impact

“If you could, what would you change about your care or interactions with your provider and their staff? Hearing from you is important to improving the care we deliver.”

How Patients' Creative Ideas May Prompt Organizational Learning for Innovation



Problem Solving Extant Challenges (43%) Creative idea shines a light on extant challenge that may be hiding in plain sight and provides a strategy to solve the problem

Can you assign me a physician who can oversee my overall health? I am finding my medical care so fragmented to specialties and trying to get a hold of each doctor really bothers me.



Specifying New Interventions (42%) Creative idea identifies a new strategy or intervention that could be developed and implemented by the organization

Would appreciate someone who can help me find a ride to my visit every month!



Amplifying Exceptional Practices (5%) Creative idea identifies existing practices that may be overlooked or unrecognized as initiatives worth spreading throughout the organization

My PCP is perfect. After blood tests, he telephones us at night to discuss the results and explains everything. Who does this? Only him and he's done this for years.



Forecasting Hopes for the Future (10%) Creative idea articulates a vision for better future care that matters to patients, as a starting point for intervention development

Here's to a future where my physicians' well-being and staff's well-being can be safeguarded with better hours.