



## What is Innovation?

Innovation is defined as “a new idea, device, or method” as well as “the introduction of something new” (Merriam-Webster dictionary). While this definition is accurate, most people would find innovation to be considerably versatile. It is a “disruptive alteration” that thrives on change, a “metamorphosis” that causes transformation of the current status of a process, procedure, operation, organization or any combination of the above. It uses nontraditional solutions to solve current and future challenges. Innovation is what we seek in our quest of “Changing What’s Possible”.

## Additional Resources

- IDEO  
[ideou.com/pages/design-thinking](http://ideou.com/pages/design-thinking)
- HDR  
[hdrinc.com](http://hdrinc.com)
- Institute for Patient-Centered Design, Inc.  
[institutepcd.org](http://institutepcd.org)

## Articles

- Health Care Providers Can Use Design Thinking to Improve Patient Experiences  
[hbr.org](http://hbr.org)
- A Hospital Centered on the Patient Experience  
[ideo.com](http://ideo.com)
- Doug Dietz Made Children’s MRI Scans Something They Enjoy Instead of Fearing  
[hidabroot.com](http://hidabroot.com)
- Making Design Thinking a Part of Medical Education  
[catalyst.nejm.org](http://catalyst.nejm.org)

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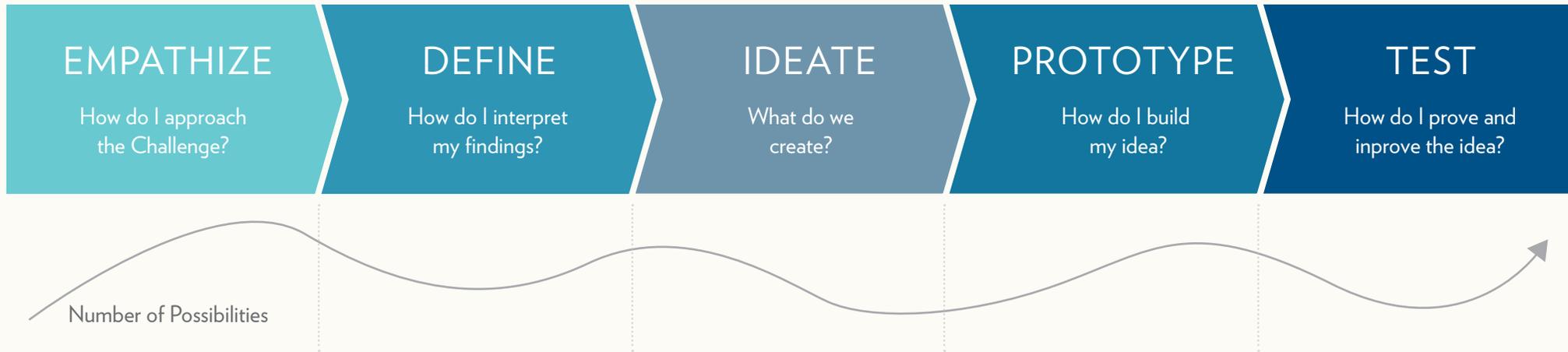
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# Human-Centered Design Thinking

at MUSC Health





## MUSC Health Innovation

Innovation in healthcare can lead to new ideas, products, processes, and services that transform and enable people to live better lives. At MUSC we promote a culture of innovation that starts with every care team member. By identifying challenges and opportunities that might be solved through an alternative manner, successful innovations can enhance the value of outcomes in healthcare.

## MUSC Community

The MUSC Community recently adopted innovation: as a core value for the clinical enterprise, while including “innovation” as the organizational sixth pillar for performance goal evaluation. Our institutional “innovation value” plus our newly established “innovation pillar” for excellence should define and encourage a focused culture of new ideas, products, processes and services that lead to the continuous improvement of patient experiences and outcomes.

## Human-Center Design Thinking *at MUSC Health*

### Step 1: Empathize

Investigation, observe, interview and research to seek understanding

### Step 2: Define

Review and discuss findings, organize, analyze, and find needs and insights

### Step 3: Ideate

Imagine, brainstorm, validate ideas, diverge/converge, then prioritize

### Step 4: Prototype

Create storyboards, models, drawings, depictions of ideas & solutions

### Step 5: Test

Share your prototype with original user(s) for feedback

Human-Centered Design Thinking supports the practice of patient care by creating an environment that encompasses healing, and support staff goals through design.

MUSC Health has created strategic and operational plans for promoting a culture of innovation throughout all parts of MUSC. At MUSC Health we encourage and promote innovation from all care team members, students, and faculty. We offer you, the MUSC community a process for advancement and value development for your innovative ideas by educating and facilitating projects using “Human-Centered Design Thinking”.

We teach Human-Centered Design Thinking by identifying problems and opportunities to create innovative solutions that improve patient experiences and outcomes. We collaborate with a diverse group of care team members to explore the 5 steps in design thinking.