Abstract Title: Diffusion of innovation in healthcare using Human centred design

Author Name: Mrs. Riddhi Sheth, Design lead and strategic customer director

Author Institute: Fortum Oyj., Helsinki, Finland

Abstract: Why do healthcare specialists armed with innovative ideas fail to drive its adoption within the clinical practice or the communities they intend to serve? In case they succeed in getting the innovation adopted, what causes failures in embedding it institutionally or within the community? In order to understand why this happens, we need to think of healthcare as a socio-technical system, and any innovation therein, as change.

A socio-technical system is a configuration of technologies, regulations, actors, services, infrastructure etc. that fulfils a societal function. This implies that the social and technical aspects of any innovation introduced in healthcare need to be optimised jointly. Secondly, every innovation in healthcare implies change from the status quo. This change can lead to new behaviours—to state a few—up-skilling, new rationale for conducting certain activities, change in power dynamics and economics for the actors who are affected by the innovation in a given context.

This workshop is aimed at introducing the elements of human-centered design—the approach, methods and tools—to involve actors in designing the innovation and in its diffusion across any context. The workshop format will utilise facilitated discussions and example case studies from the healthcare industry. Through this, participants will learn to identify which actors to involve in the innovation diffusion process, when to involve them and how to involve them in order to ensure that the innovation is adopted by the actors and embedded in the context it is designed for.

Area of expertise: Innovation diffusion, strategic design