# HARNESS THE POWER of **DESIGN THINKING**

to Retool How You Solve Problems

Many of the changes and challenges facing modern day health care and its systems cannot be solved with strictly linear or analytical approaches. Health care professionals and leaders are required to exercise different kinds of thinking for better outcomes.

## **EMPATHIZE**

Learn about your audience; try to understand why they think and act in certain ways.

# **DEFINE**

Discover what your audience needs and what problem you are trying to solve for them.

# **IMPLEMENT**

Put your solution into effect once it effectively solves your audience's problem.

# **Design Thinking**

Design thinking can help you break free from traditional thinking to re-examine problems in new ways. This approach is based on a designer's work process where you go through six phases to identify and create innovative solutions in order to meet your audience's needs.

Design thinking is an **iterative approach** to problem solving. While the process usually starts with "empathize," it is not always sequential or step-bystep, and the phases often repeat. This allows you to identify and solve potential issues early on, saving time, money, and headaches.

# **IDEATE**

Brainstorm ideas for innovative solutions; discard obvious or traditional ideas and focus on valid solutions that appeal to your audience.

# TEST

Gather feedback by asking how and why the solutions worked (or didn't work); use insights to determine if you need to revisit

# **CREATE**

Turn your ideas into tangible prototypes; continue to fine-tune the design until you reach the desired solution.

### Additional Resources

Liedtka, J. (2018). Why design thinking works. Harvard Business Review, 96(5), 72-79.

Lockwood, T., & Papke, E. (2017). Innovation by Design: How Any Organization Can Leverage Design Thinking to Produce Change, Drive New Ideas, and Deliver Meaningful Solutions. Red Wheel/Weiser.

van de Grift, T. C., & Kroeze, R. (2016). Design thinking as a tool for Interdisciplinary education in health care. Academic Medicine, 91(9), 1234-1238.

