



Our Blockbuster Moment: Leading Nursing's Future

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“The dogmas of the quiet past are inadequate to the stormy present.

The occasion is piled high with difficulty, and we must rise **with the occasion.**

As our case is new, so we must think anew and act anew. We must disenthrall ourselves, and then we shall save our country.”

--Abraham Lincoln

Imagine Care Anywhere



- **Everyday life is the new context of care**
- **Personalized health experiences enabled with technology**
- **Integrated care teams linked to people, not to places**

New Entrants Shifting the Landscape



Amazon

Leveraging data and supply chain



Google

Everything Big Data



Apple

Wearables and Privacy



Walmart et al.

Partnerships to Challenge the Market

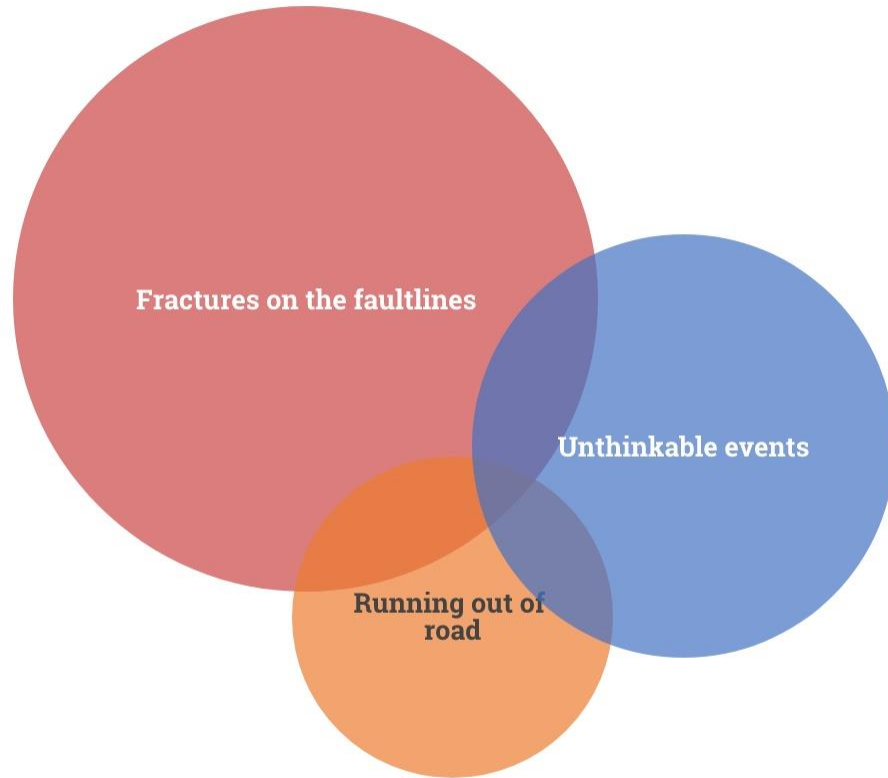


The Case for Innovation

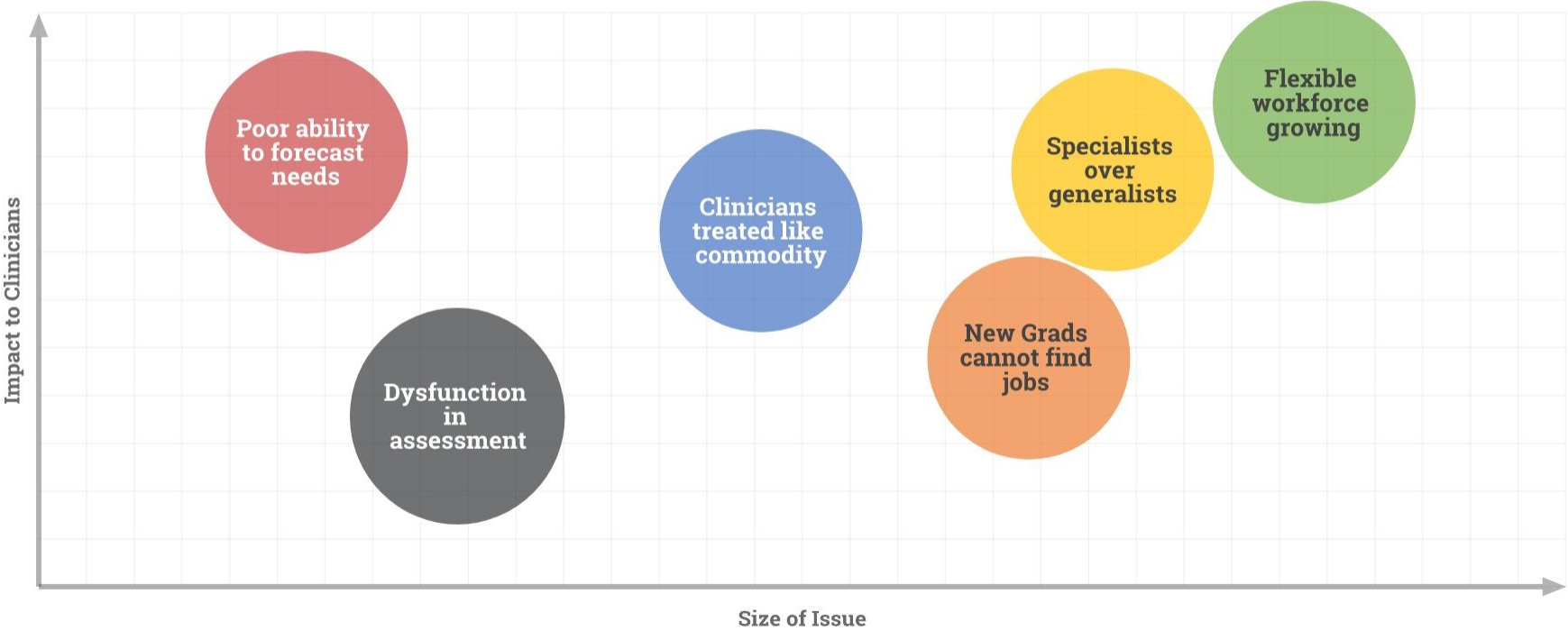
Why Markets Innovate

Catalysts of Change in Markets

The market and the product are not in perfect alignment



Fractures on the fault line- The Nursing Shortage



Unthinkable Events



Challenges assumptions

Forces adaptation

Shifts priorities

Bureaucracy diminishes

Running Out of Road

175,000

Open nurse roles
every year through
2029

**ROAD
ENDS**

**up to
a year
to orient a new
nurse**

**Other
profession
increasing
scope of
practice**

DE LOREAN



Constraints Breed Innovation



Successful Innovators

Nokia and [Toilet] Paper

The definition of value changed as the office evolved.

Unsuccessful at Adapting

The Fatal Flaw:

Blockbuster doubled down on the past

Challenge the norms=Late Fees

Shift how the system works=At Home

Change the foundations=BluRay vs VHS



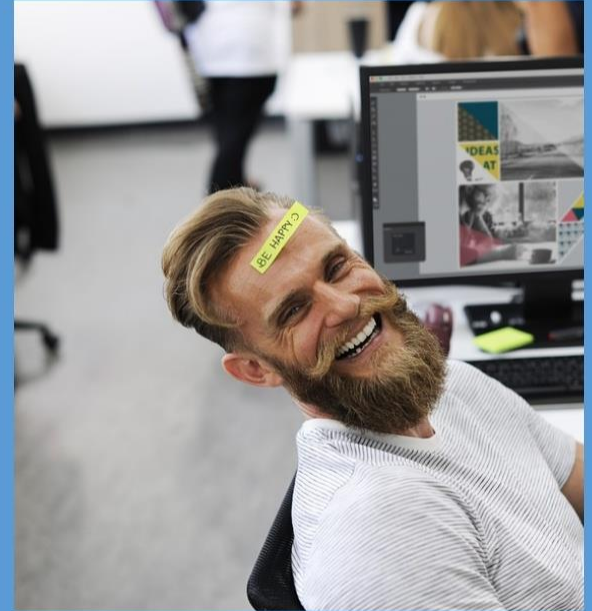
Culture Clashes



Policy Restricting Information Access

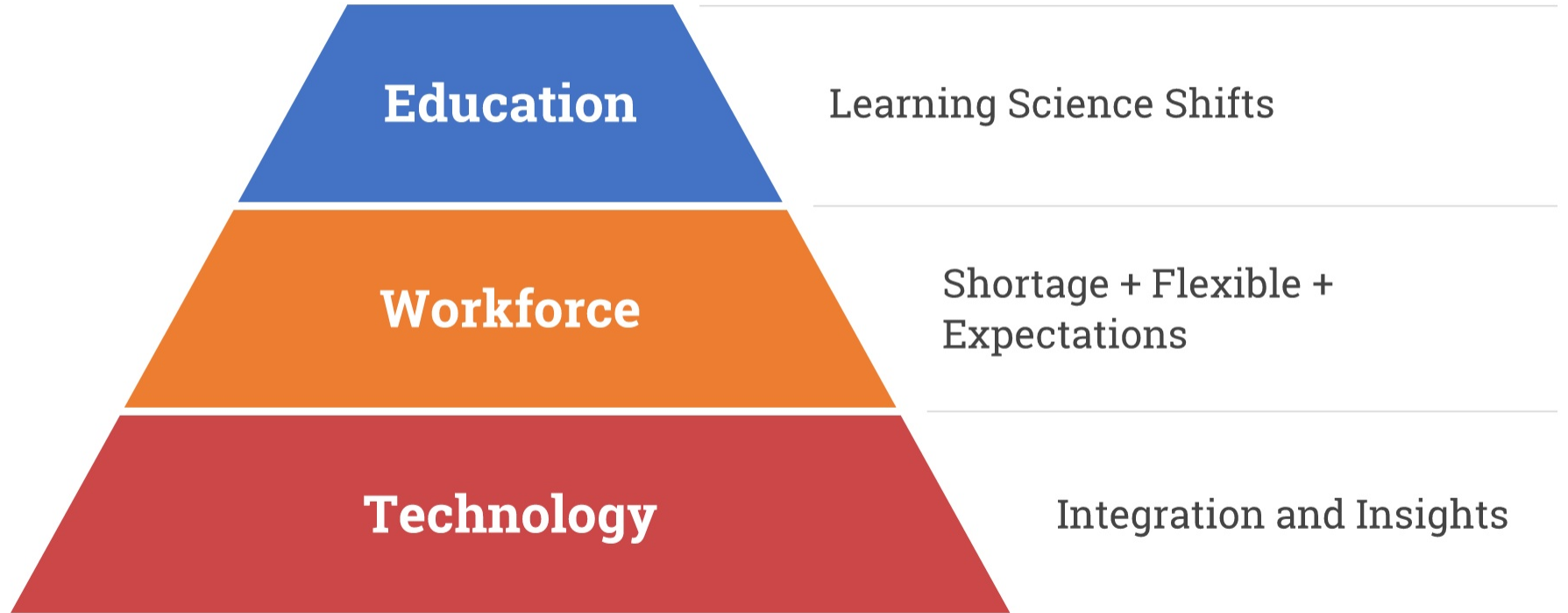


Training Methods Not Matching Practice Environment



Work is Flexible, Mobile, and Tied to Passion not Pension

Disruption Sources



Education is Changing

**Interleaved
Learning**

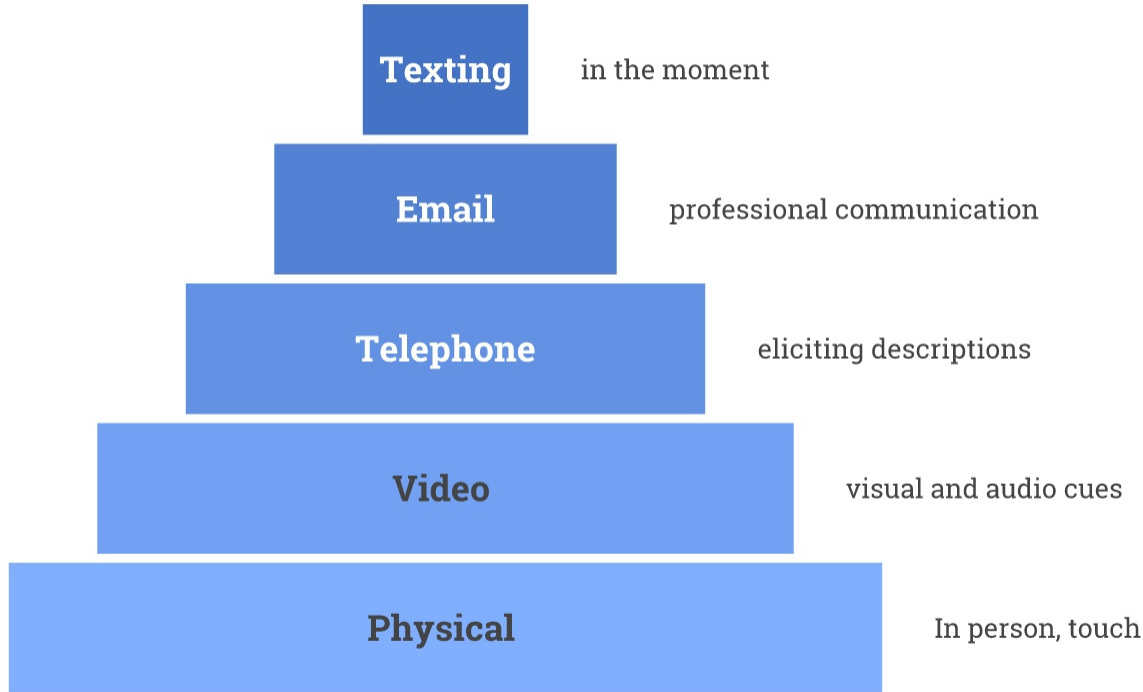
**Technology
Enabled
Education**

**Access to
Content
for Free**

**Active
Team Based
Learning**

**Fully
Integrated
Curriculum**

What if: The future of health assessment



Workforce Is Changing

**“You will
never ever
ever be
fully
staffed
ever”**

**Skill
Determines
Assignment**

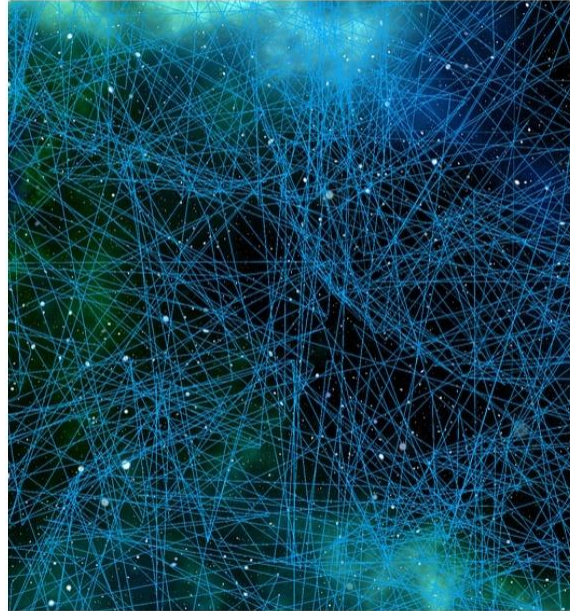
**On Demand
Workforce**

**Data
Driven
Decision
Making**

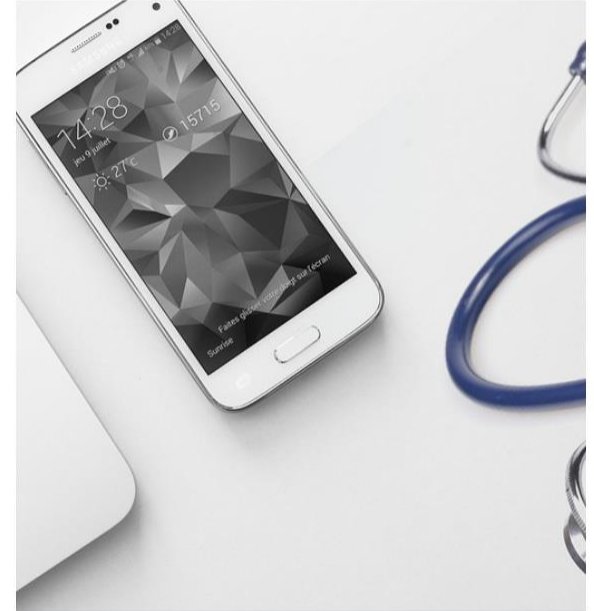
Technology is Changing



Machine Generated Insights



Portable Data Across Old Boundaries



Massive Data Sets to Uncover New Insights



**Disruption
is Here: Lets
Embrace It!**

Rule #1

**You Don't Need to be an
Innovator to Lead Innovation**

A glowing lightbulb is positioned on the right side of the image, resting on a wooden surface. The lightbulb is illuminated, casting a warm glow. The wooden surface has a prominent grain pattern. The overall background is dark, with the lightbulb being the primary source of light.

Types of Innovation



Product

Our graduates



Process

Experience of the student



Position

Perception about your graduates



Paradigm

A new education model

Product Innovation

insulin pump

How might the quality of your nurses improve?

MILESTONES IN PUMP HISTORY



large

EARLY '60S

type of the first pump
ered glucagon as well
, backpack style, was
in the early '60s.

Smaller
But Still
not easy



small

LATE 70S — EARLY 80S

In the late 70s and early 80's Dean
Kamen's company, DEKA, developed
a new system for outpatient care
called AutoSynter.



pet

2013

t:slim is the first in
pump to use a touch
interface.

Easiest
to Use

Process Innovation

Cirque Du Soleil

How might you transform the experience?



Position Innovation

Tesla, Google, Trusted

How might you position
your organization as different?



Paradigm Innovation

Lyft, AirBnB, Kahn
Academy

How might you disrupt
nursing completely?



Innovation is Directly Impacted by Leaders

Its also Disimpacted by them :)

Failure Must be Tolerated

Innovation is Misunderstood
in Health Systems

Nurse
Managers
are Barriers
to Change

Team
Interaction
Predict
Innovation
Ability

Innovation
is Not
Evidence
Based

Thriving Systems + What Won't Work

- **Autonomy**

Removal of decision making
Increase in needed approvals

- **Reproduce**

No succession plan
Mentoring non existent

- **Repair**

No recovery from stress and conflict

- **Survival Instinct**

Individual self-preservation vs team support

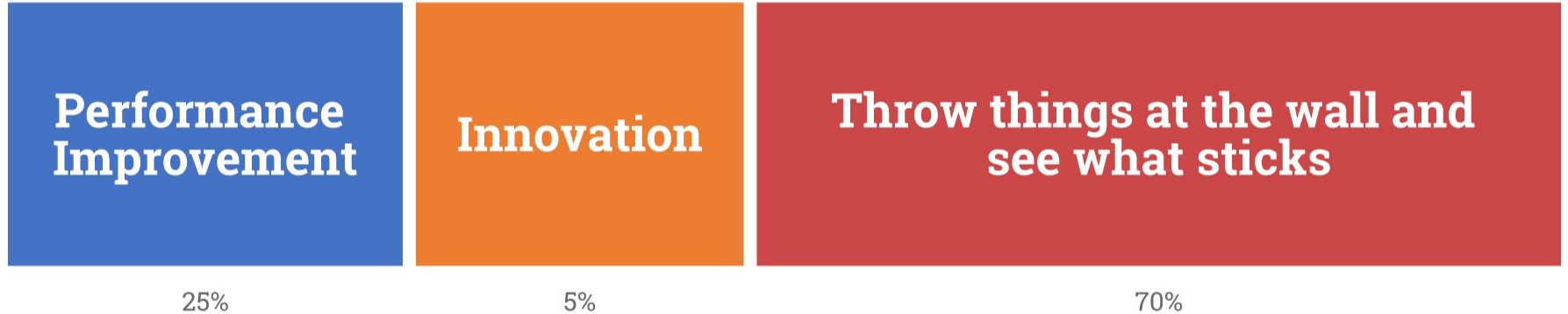
- **Adaptation**

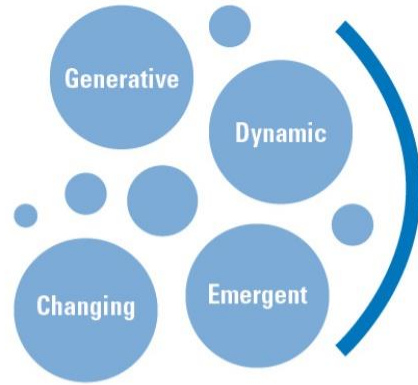
Change behaviors are discouraged and limited

- **Evolution**

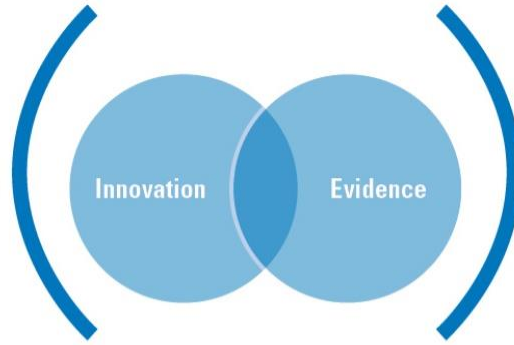
Decreased connections with other teams removes the ability for teams to learn

Current Change Framework for Healthcare

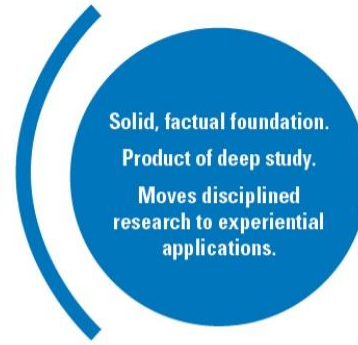




Innovation Process



**Evidence-Based
Innovation**



**Evidence & Evidence-
Based Practice**

**High Performing Teams Use
Evidence Based Innovation**



This is not Innovation

The Innovation Essentials: Teamwork + Leadership



Build Connections

Embrace the human side

Never “too busy”

Micro-interactions are reinforcing of goals



Cultivate Relationships

Foster trust through transparency

Takes ownership of outcomes



Live on the Edge of Chaos

Crisis is the exception not the norm

Look for patterns
Embrace the messy



Dismantle Stagnation


Information is shared
Clear strategic plans and goals

Clear priorities and expectations

Reasons organizations reject change

A close-up photograph of a smartphone lying on a light-colored surface. The Amazon logo is visible on the screen, partially obscured by a white text box.

**It's not
our
business**

A collage of vintage Kodak advertisements. It features a yellow background with the word 'Kodak' in its signature red font, 'KODAK PRINT' in a circular logo, and the slogan 'WE LOVE OUR IS HERE'. There are also images of film strips and a person's face.

**We are
not
cannibals**

A photograph of a city street with several yellow taxis. The street is wet, suggesting it has recently rained. Tall buildings line the street in the background.

**It ain't
broke**

A photograph of an anatomical model of a human torso, showing the ribcage and internal organs. The model is positioned in front of a light-colored wall.

**We are
doing ok**



Leading Through Uncertainty

Which direction are you heading

Powerful Missions Can Mitigate Uncertainty



**We aim to be
Earth's most
customer centric
company**



**Help everyone get
care**



**Invoke the
imagination,
provoke the senses
and evoke the
emotions of people
around the world**



Connecting People



Top Causes for Innovation Uncertainty

Start ups and innovative organizations build process around these to remove uncertainty



Celebrating unimportant projects

- Takes focus and recognition from priorities and hard problem solving



No limits on the number of projects

- The more you have, the less energy and focus will occur



Reluctance to kill and idea

- Waste of time and resources. The goal is to fail early and fail gloriously



Weak Selection Criteria

- Vetting projects impact and mission alignment is key



Weak Decision Criteria

- Qualitative and Quantitative metrics with defined timelines to decide go or no-go



Treating innovation as a "side gig"

- Teams feel left out, expendable, and defeated.
- Pilotitis

Innovation Killers-Toxic Leaders and Teams



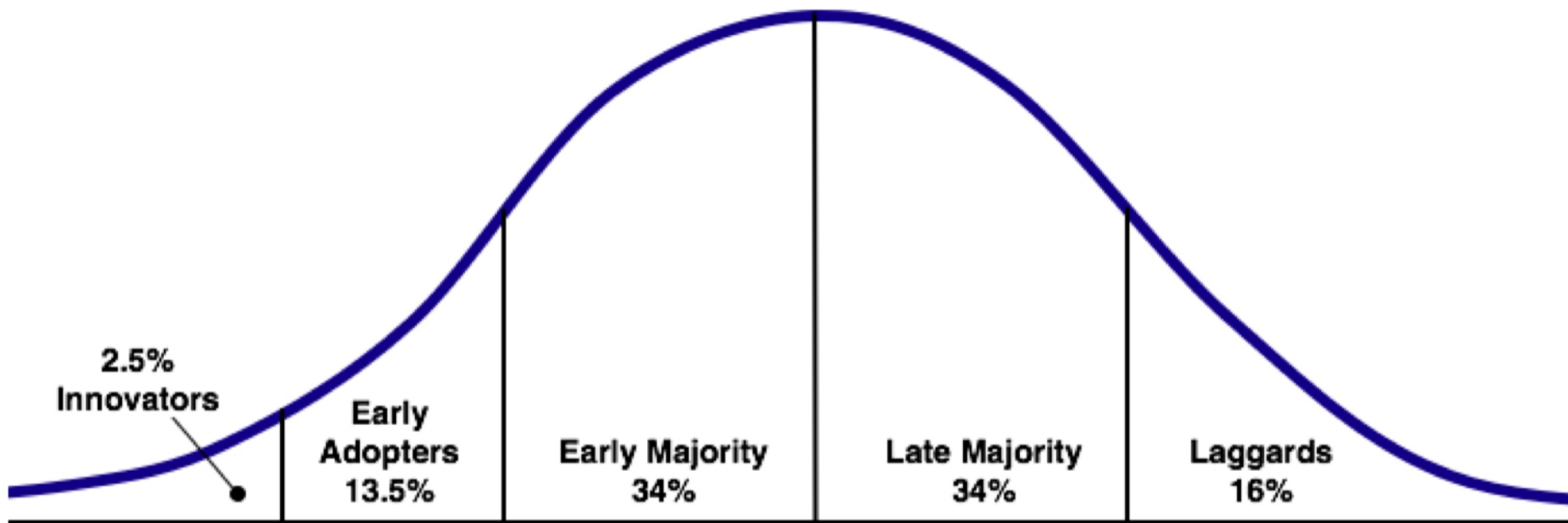
- 12% of victims quit
- 48% decreased their work effort
- 63% lost time avoiding toxic person
- 78% reported decreased organizational commitment



EVERYONE
IS
ENTITLED
TO
MY
OPINION

**Opinion Leadership Heavily Impacts
Innovation Adoption & Team Cohesion**

Don't Worry About the Laggards



Source: Everett Rogers, Diffusion of Innovations model



**Fragmented
Efforts**

TO



**Connected
Innovation**

Start With One!

**Learn One
Technology**

**Modify
Team**

**Create
One New
Partnership**

**Worry about
One less
Laggard**

Go to www.DrNurseDan.com

Resources, links, books, articles!