

THE NETWORK: TOWARDS UNITY
FOR HEALTH & FACULTAD DE MEDICINA,
UNAM, PRESENT



THE NETWORK
TOWARDS UNITY FOR HEALTH



Facultad de Medicina



TUFH2020 MEXICO

VIRTUAL CONFERENCE

"PRIMARY HEALTH CARE: A PATH
TOWARDS SOCIAL JUSTICE"

SYSTEMS AND COMMUNITY BASED
RESPONSES TO COVID-19

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TUFH 2020 Abstracts

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| Title | Understanding the role of Design Thinking in 21st century Healthcare Innovation |
| Type | Oral Presentation <i>Building the Capacity of Future Leaders in a Socially Accountable World</i> |
| Presenting Author | Oluwafolajimi Adesanya |
| Co-Authors | |
| Country | Nigeria |
| Abstract N^o | TUFH47 |
| Content | <p>Background: Design thinking is often described as a non-linear, iterative design methodology which places the intended users of a particular 'product or service', at the centre of the design process. It aims to understand and challenge their assumptions while creating innovative solutions to the problems they may face in the course of their using the product or service. Healthcare in the 21st century is increasingly becoming a business, but one of shared cost, In order to keep up with the rapidly advancing global trends, health professionals and administrators must be equipped with the skill of design thinking, deploying it to solve ill-defined and mosaic problems of healthcare such as: health financing strategies and issues of ethics in medical practice.</p> <p>Level: Introductory, no prior knowledge of the topic is required</p> <p>Structure: I will provide a brief overview of the 5 phases of design thinking – Empathize, Define, Ideate, Prototype and Test, and how they can be applied to develop innovative solutions to healthcare problems. Participants will break into small groups, and using structured worksheets, will apply the process to their own case studies. The workshop will conclude with a large-group discussion about the individual projects, exploring their strengths and weaknesses.</p> <p>Outcomes: At the end of the workshop, participants will:</p> <ul style="list-style-type: none"> - Understand the design thinking process and its applications in the health sector - Apply the 5 phases to unique case studies they have developed - Recognise the challenges that may be associated with the design thinking process. |