Design Thinking for Healthcare Professionals

Overview
Now more than ever, health care leaders are seeking innovative ideas in order to thrive within an industry in flux. Enter design thinking — a human-centered process utilized by many of today’s most creative and competitive organizations. With an emphasis on research, ideation and prototyping, design thinking enables health care teams to leverage their collective strengths and apply them to challenges of all sizes. Methods and techniques learned can translate to transformative health care practices, products, and solutions. Participants will work in teams to solve a complex problem while applying the entire design thinking process. This seminar is unique in that it embraces multiple academic perspectives (design and design theory, health care management, and social psychology) to provide participants with a rich, hands-on learning experience. The overarching goal is to provide leaders in health care with the skills and knowledge they need to use design thinking in their own teams and organizations.

Who Should Attend
This seminar best serves professionals working in health care who participate in teams of any size as well as leaders who want to incorporate design thinking into their core methodology. This unique experiential learning opportunity teaches participants how to leverage diversity in experience, expertise, and work styles.

Faculty
Sharon Kim is an Assistant Professor of Management at the Johns Hopkins Carey Business School. She holds a Ph.D. in Organizational Behavior from Cornell University. Sharon’s research focuses on creativity of individuals and groups in organizations. It has been published in several academic journals as well as featured in popular media outlets like Wall Street Journal, Scientific American, and Fast Company.

Laurie Churchman is the principal of Designlore. She has over 25 years of branding and corporate design experience with work recognized by Communication Arts, Creativity, How Magazine, PDN:Nikon, UCDA, and others. She is also an Adjunct Professor of Graphic Design at MICA and Philadelphia University. She is an AIGA Fellow and holds a BS from the University of Delaware, an MFA from Yale University and a certificate from AIGA/Harvard Business School Design Leaders program.

Fee: (includes materials, gourmet breakfast, lunch, and snacks)
- $3,800 for the 3-day seminar
- JHU employees can submit for tuition remission for the entire cost of the seminar.
- JHHS employees receive a 20 percent discount on all seminars.

Location
Baltimore Harbor East- Room 201