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Systematic inventive thinking 'inside the box': practical approach to creativity, innovation and problem solving to advance educational and professional goals

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Background: The University of Nevada School of Medicine (UNSOM), Department of Family and Community Medicine, in Las Vegas, Nevada, in collaboration with Humboldt General Hospital, a critical access hospital located in rural Winnemucca, Nevada, High Sierra Area Health Education Center and independent solo practicing physicians, fostered the development of the Nevada Rural Health Network. This project involves implementing a rural community medical education and practice collaborative to strategically alter the location, curricular and patient base exposure of Family Medicine residents coupling core concepts in community based training with the delivery of health care services in rural communities to 1) expand access to essential health care services in rural communities of Nevada 2) create successful pilot programs for community engagement and professional physician and provider development and 3) deliver educational programs such as Basic and Advanced Life Support in Obstetrics. The use of systematic inventive thinking principles with limited resources created a basis for success of the network.

Method: The workshop will have interactive discussion and a quiz to gauge innovation level of audience members. A case example will be used to apply principles of Boyd and Goldenberg's inside-the-box method to innovate, create opportunities, and overcome obstacles with limited resources.

Aims:

- (1) Describe the process to engage a rural community to create a framework (Network) for professional development and graduate medical education activities at a distance from the University
- (2) Develop a conceptual framework using principles discussed to create engagement within a community that provides opportunity for professional development
- (3) Demonstrate Boyd and Goldenberg's inside-the-box method of systematic innovation
- (4) Apply principles discussed to have participants create a plan for use of an innovation technique presented to solve a problem or create a breakthrough.

Competing Interests: none for the author