How to apply creative thinking in healthcare...

...set your mind free!

How does the brain work?
Exercise!

Creative thinking

The ability to think outside the usual frames of thinking
It is easier to be both patient and staff in a busy ER...

Source: Dagens medicin, no. 6, February 2011
Creative processes

Tripping…

If beds are not allowed in the hospital, what would we do with the patients?
Organization and creativity

- WORK (critical thinking)
- PLAY (associative thinking)

Language as a framework

"Yes, and…!"

Talking nonsense!
Lessons learnt

• Change the attitude

• Attitudes are contagious – both positive and negative!

• Leadership

• Do not distinguish between work and play

What’s difficult?

• Can and shall everyone be creative?

• Does creative thinking solve every problem?

• Create “pockets” of creative thinking
We give up!
We'll never make it!

Brilliant ideas are often closer than you think!