

# Creating a Culture of Innovation for Rural Health Networks

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Take a moment: What is the most innovative idea that has ever emerged in your network?

# What you might experience in this overview of innovation:

- A process for how best to think and work innovatively/creatively in your unique rural health networks,
- Guidance on how to apply principles of innovation and creativity when leading or facilitating a rural health network, and
- Concrete examples of innovative activities or programs developed and implemented by network leaders, boards and communities across the United States.

# How did this network discover that opiate use was on the rise?



# What is innovation?

- Maybe it is about looking at our communities as customers. And then,
- See the world through their eyes.
- It's the (prudent and profitable) implementation of (wild) ideas.
- It is rolling out new/old ideas in a way that creates value.
- It's a both/and: value for the network and value for the members of the communities served.

# Isn't innovation just all about brainstorming?



# Iteration, Integration & Inspiration





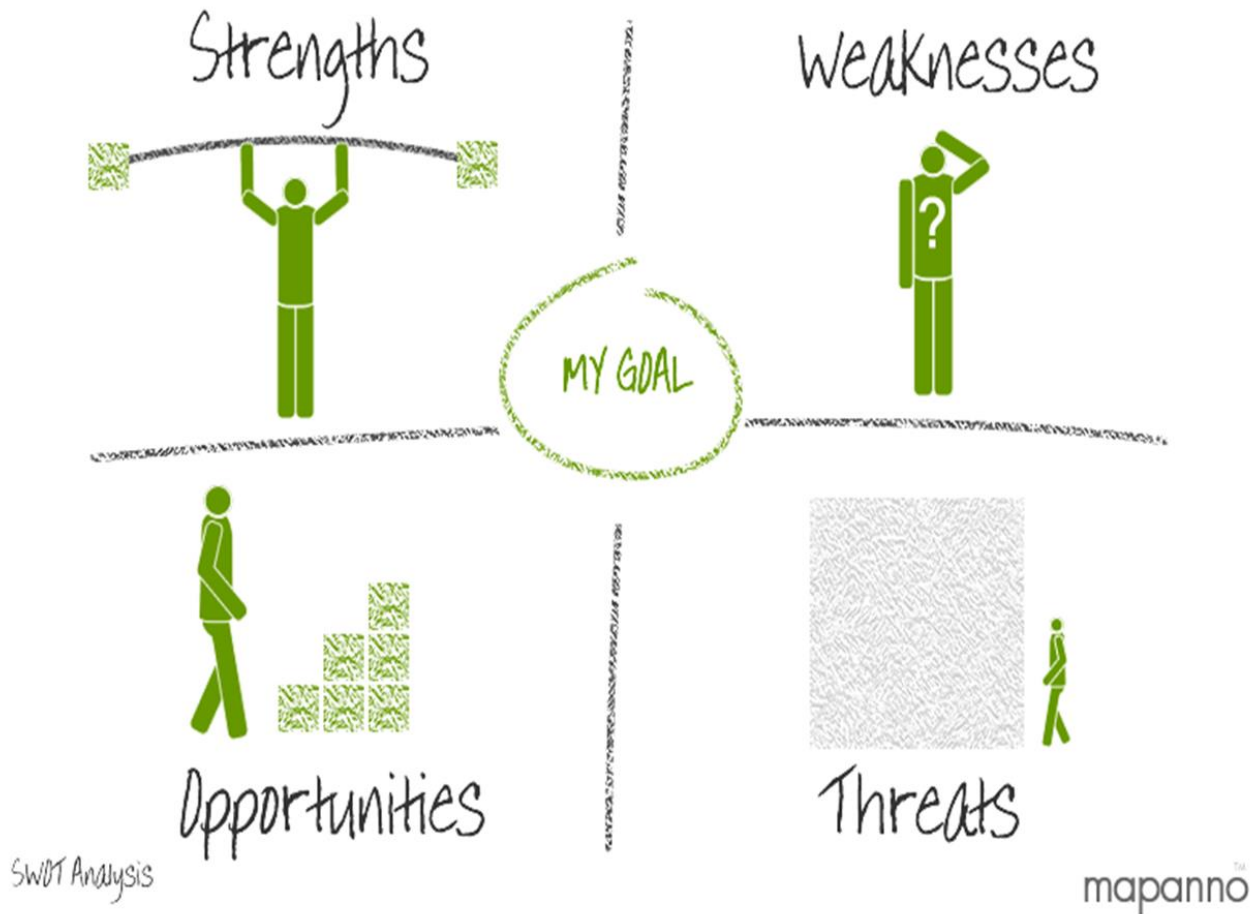
# What does an innovation eco system look like?





# Why is innovation so important?

- Much more interesting work for board members, employees and network leaders.
- Provides more extensive products and services for the communities we serve.
- Often, the products/services have more value and less cost.
- Innovation often reduces waste and reuses resources – creatively.
- Technology is changing, expectations are changing and this allows us to stay ahead.



**Can you stand  
to say:**  
No?  
Yes?  
Maybe?  
And know why.



Extensive  
Communication



Creative Climate



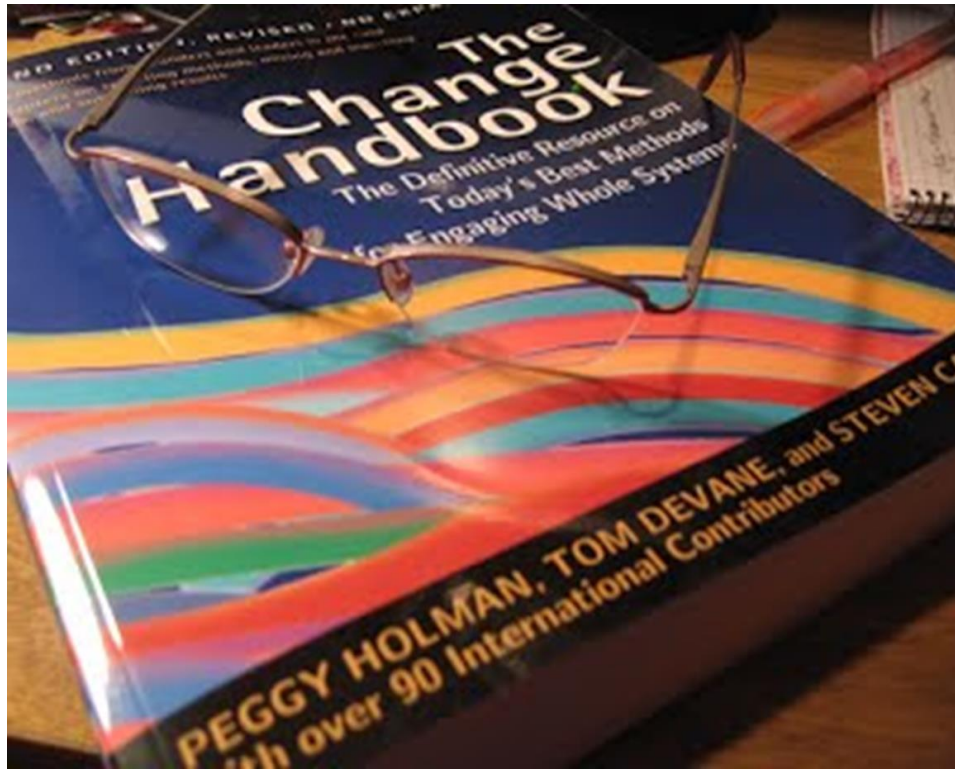
Learning Network

# What is needed in leadership?



- Public Agreements
- Resiliency
- Time for Reflection
- Small wins at first
- Colleagues and supporters.
- Humor

# What is really needed for this culture?



- Resources
- Curiosity
- Pivots & pilots
- Colleagues & safe space
- Permission to fail.

Now, what is one innovative action you will take this quarter?

Thank you! Send us your stories on growing innovation in your networks.

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