The Brain Game: (Re)Claiming Your Creativity

27th Annual National Forum on Quality Improvement in Health Care

Zuber, C., RN, MHA, Innovation Specialist, Kaiser Permanente National Patient Care Services; McCarthy, C., MPH/MBA, Director, Innovation Learning Network, Kaiser Permanente

Learning Lab Objectives

1. Identify opportunities for integrated care within your organization
2. Identify challenges to achieving integrated care and strategies for overcoming them
The ID Experience
$62B revenue
10.5M souls in our care
173k employees
49k nurses
17k physicians
37 hospitals
621 medical offices
2500 innovators
25 care delivery orgs
15 safety net org
3 design firms
3 foundations
10 years of learning

Chris McCarthy
director
Chris.McCarthy@iln.org

Cynthia Bazan
admin & events
Cynthia.Bazan@iln.org

Ellie Krumpholz
community analyst
Ellie.Krumpholz@iln.org

Laura Janisse
design
Laura.Janisse@iln.org

Gloria Zaionz
tech & pop ups
Gloria.Zaionz@iln.org
Snowflake Handshake
Here are my numbers:
2, 4, 8

Propose your own to determine the pattern

Here comes bias.
Bias

A cognitive bias refers to a systematic pattern of deviation from norm or rationality in judgment, whereby inferences about other people and situations may be drawn in an illogical fashion. Individuals create their own "subjective social reality" from their perception of the input.

AKA: YOU THINK YOU ARE MAKING A DECISION FOR ONE REASON, BUT ITS FOR SOMETHING ENTIRELY DIFFERENT
Confirmation bias
Confirmation bias

**What:** Look for confirmation of hypothesis

**So What:** You miss data that may show otherwise and lead you in a different direction

Researcher: Peter Watson, 1960's,

https://www.youtube.com/watch?v=0bG7EFhMw8w
Confirmation bias

**What:** Look for confirmation of hypothesis

**So What:** You miss data that may show otherwise and lead you in a different direction

5 min
Examples in your own work (5 min)

5 min
What you might do with this info now

Here comes bias.
Who thinks they are the smartest person in the room?

Write down every number I say and answer each question I ask.

This will be fast!
Availability bias

"It would appear, Hopkins, that your gut feel was only indigestion."

@czuber @mccarthychrisc © 2015 Kaiser Permanente / 25

@czuber @mccarthychrisc © 2015 Kaiser Permanente / 26
Availability bias

**What:** Preference for what can be easily imagined

**So What:** Undervaluation of more novel ideas

[Video](https://www.youtube.com/watch?v=0bG7EFnMwBw)
**Availabiity bias**

**What:** Preference for what can be easily imagined

**So What:** Undervaluing of more novel ideas

**5 min each**

**Examples in your own work**
**What you might do with this info now**
**Share with room**
Self-efficacy refers to an individual's belief in his or her capacity to execute behaviors necessary to produce specific performance attainments.

Self-efficacy reflects confidence in the ability to exert control over one's own motivation, behavior, and social environment.

Fun/Humorous Energizer

What are you Doing?

Boo!! Yay!

Charlie’s Angels
**humor and creativity**

“the person who is spontaneously humorous is, by the same token, spontaneously creative.”
~ J.D. Goodchilds

**humor**
the ability to perceive in an ingeniously humorous manner the relationship between seemingly incongruous things (morris, 1976)

**creativity**
forming of associative elements into new combinations which either meet specified requirements or are in some way useful (mednick, 1962)
**divergent thinking and age**

Land and Jarman, 1998

Percentage of age group having “genius” scores in divergent thinking:

- **98%**
  - Age 3-5 (1600 children)

- **32%**
  - Age 7-10

- **10%**
  - Age 14-15

- **2%**
  - (200,000) adults

We are all capable of being creative.

“we are educating people out of their creativity”

-Sir Ken Robinson 2006
**what is play?**

**play (noun).**
freedom of movement within a given space

**It is developmental and cathartic.**
“...important social, emotional, and cognitive developmental milestones as well as helping them manage stress and become resilient”

**It is a natural and learned schematization of life.**
“A primitive and paradoxical communication, schematic expression, and a succession of...disequilibrium bipolar state, with their own rules, sequences and climaxes”
- Brian Sutton-Smith, PhD

**It is a quality of mind.**
“Play and work are words used to describe the same activity under different circumstances”
- Mark Teague

YAAAAAY!
Stuff on mental valleys.

Paul Plesk
The ID Experience Redux
If at first an idea is not **absurd**, then there is no **hope** for it.

-Albert Einstein
Thoughts and reflections from the day

Share out and discussion
The biggest question I’ve gotten in my career is this, “How do I go from understanding an idea in my head to living it in my heart?” After all, you can know a thing intellectually, but how do you make it real?

“If you want to move knowledge from your head to your heart, it requires your hands,” she said. “Creativity is the ultimate integration tool. And the best part is that it’s built in.”

In other words, we all have the power to create. And it’s in the act of doing and making a thing that you go from knowing a thing to living it.

This isn’t just a nice-to-do—it’s critical for helping you get back up after you’ve fallen, she says...also known as resilience.

-Brene Brown
Appendix: Additional Bias in case we need it or want to swap out one

Get a prize

What did you get?
Describe it

What is it worth to you?
What would you pay for the other object?
Endowment Effect and Loss Eversion

“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”
Endowment Effect and Loss Eversion

**What:**
Losses impact you more than gains
- When we own something, we focus on what we would give up, rather than what we could gain

You place a higher value on something you own
- When we own something, we focus on what we would give up, rather than what we could gain

**So What:** You miss data that may show otherwise and lead you in a different direction

---

![Graph showing perceived value vs. emotional attachment](image-url)
Endowment Effect and Loss Eversion

Endowment Effect and Loss Eversion

http://rootedvizion.com/loss-aversion-endowment-effect/
Endowment Effect and Loss Eversion

What:
Losses impact you more than gains
- When we own something, we focus on what we would give up, rather than what we could gain

You place a higher value on something you own
- When we own something, we focus on what we would give up, rather than what we could gain

5 min
Examples in your own work

5 min
What you might do with this info now