Developing a Theory for Innovation Attitudes in Healthcare Organizations

Abstract

Healthcare industry organizations are continuously seeking to implement technologies that have existed throughout the years in other industries. We argue that innovation attitudes are a critical encouraging component of organizational innovation. To do so, we undertook an exploratory study interviewing IT/operations managers across the healthcare value chain to understand how their innovation attitudes are shaped by, or shape the organization. We additionally performed a critical analysis of existing theories of how creativity and innovation should occur in organizations, from the perspective of our healthcare industry sample. We found that senior leadership stewardship and an organizational culture supporting innovation were the main aspects the overall environment of the healthcare organization should have in order to foster innovation. Vendor capabilities and relationships, funding and dedicated time availability and integration with existing technology, practices and policies were found to be specific mechanisms that foster innovation.