Brainstorm Blitz

Concept description & event report

1. Introduction

The "Brainstorm Blitz: Ideation Circuit" event was a dynamic brainstorming afternoon session designed to bring together healthcare and health-tech professionals, students, as well as everyone interested, to encourage different viewpoints, and ensure contribution from both the user and the provider perspectives.

Main goal of the event was to generate innovative ideas and potential solutions, in a playful way, for current and future problems in remote care, elderly care, and remote rehabilitation technologies, presented by the From Aging to Innovation – IKI project at SAMK.

2. Planning and Preparation

The event was planned over a period of two months, with main efforts invested in curating a diverse group of participants and creating a task sheet to promote playfulness and storytelling, but also give some structure to the thinking process, as the time allocated for the event was only 4 hours.

The initial plan for the event was to have teams rotate through 5 stations, where they would give ideas and solutions within a given time (as a circuit training session), contributing to each other's ideas at each station. While the format is still a viable way to host an ideation event, we opted out of it due to the decision to have a winner team at the end, and because it would've added a significant amount of time between changing stations. That format would be better suited to a full-day event.

Event promotion consisted of public announcements on social media, as well as personally contacting interested parties.

Registration form was required to be filled out by the participants, to ensure quick grouping process on the day of the event, ease of documentation, as well as appropriate amounts for meals and beverages.

3. Event Execution

The event began at 12:00 with gathering signatures of the present participants, followed by a welcoming speech and introductions by the event organisers.

An overview of the worksheet (see: Attachments) for the event was given – what the participants are expected to do by the end of the event, the structure of the form, how to fill it up, and how to use the materials provided (coloured sticky notes and pens). The reason for having it before the main keynote, was to encourage people to start looking at the forms and begin the thinking process before they are split into teams. Warm-up for ideation can take longer for people who are inexperienced with brainstorming or hackathon-style events.

Opening keynote was given by Kasper Peltonen of Porin Seudun Työttömät ry, on brainstorming and teamwork, how ideas are created and how one can keep an open mind about different concepts.

The 30 participants were then split into 5 teams at random, using the participants list. Beverages and snacks were offered, while people were relocating to their team stations.

The brainstorming sessions were done in three 1-hour stages:

1. Getting to know each other, the topics, and the keywords given.
2. Selection of keywords and starting to form scenarios.
3. Building a scenario, presenting it and voting.

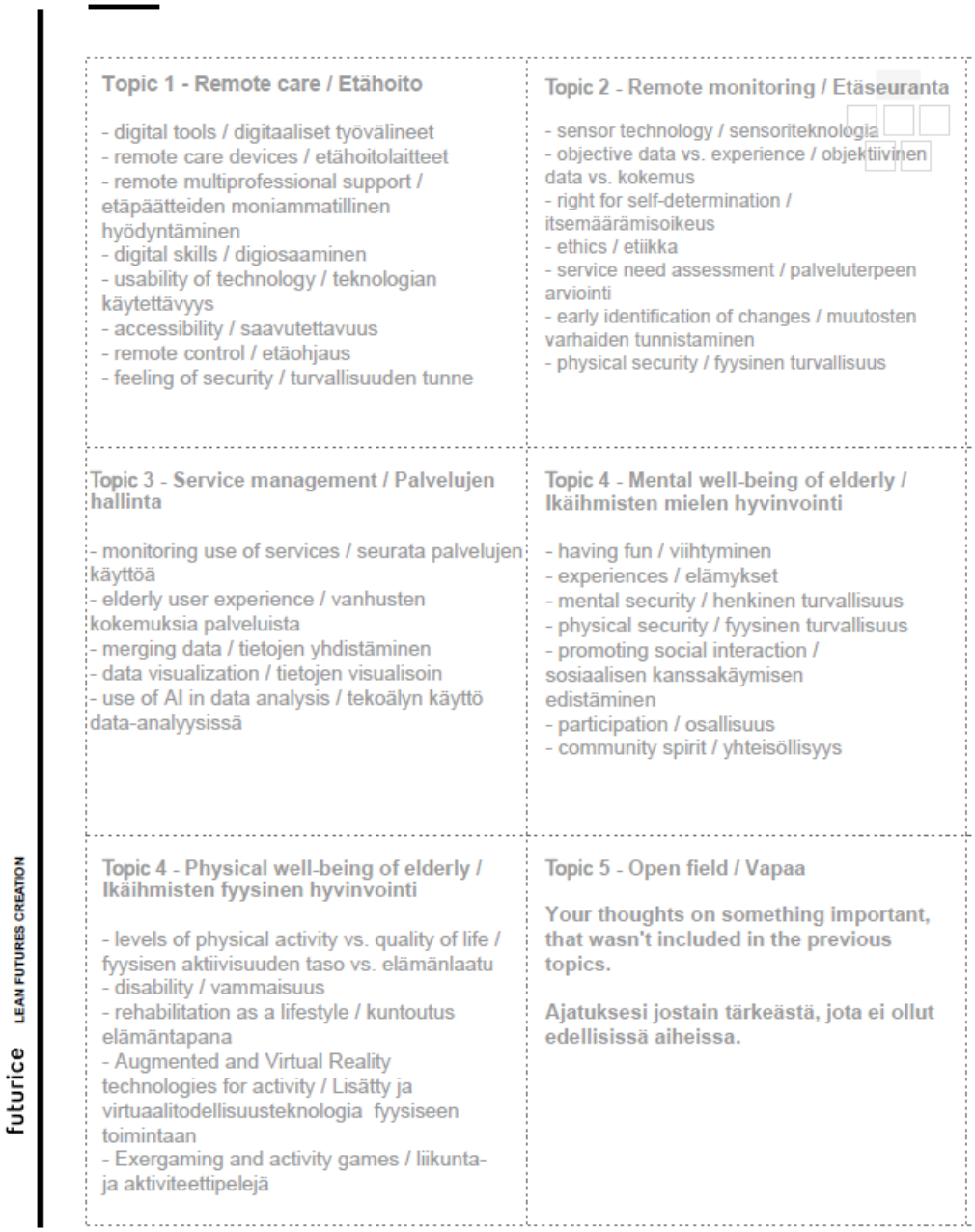
4. Worksheet overview

Each team was given a 5-page worksheet in modules, each of which presenting a different kind of working phase or orientation in the process of ideation work. The sheets were created with Futurice's Lean Futures Creation 2.0 Scenario canvases, modified to the event needs (the original canvases can be found in the appendix).

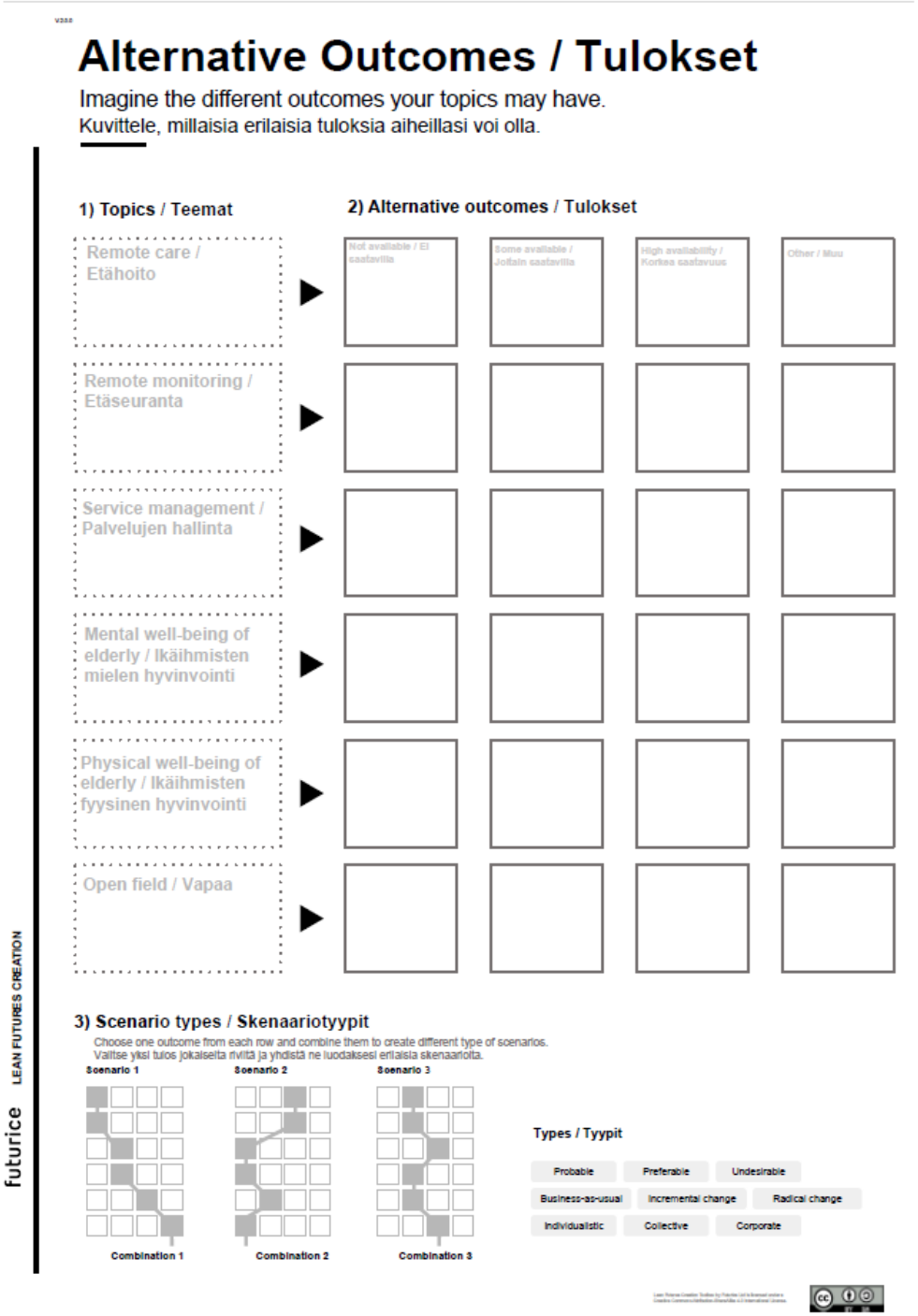
LFC is a collaborative toolkit for future thinking and creation, and the method helps to guide teams to understand how the future can be different from today and what to do about it in the present. The goal of futures thinking is not to predict the future, but to understand the potential long-term impacts of today's phenomena, imagine alternative futures and because of this process, make more resilient decisions today.

We chose Scenarios as a method of describing a potential solution, because of its playful nature and relatively short form, while still encouraging creative thinking and group work.

Scenario Topics / Skenaarioiden aiheita



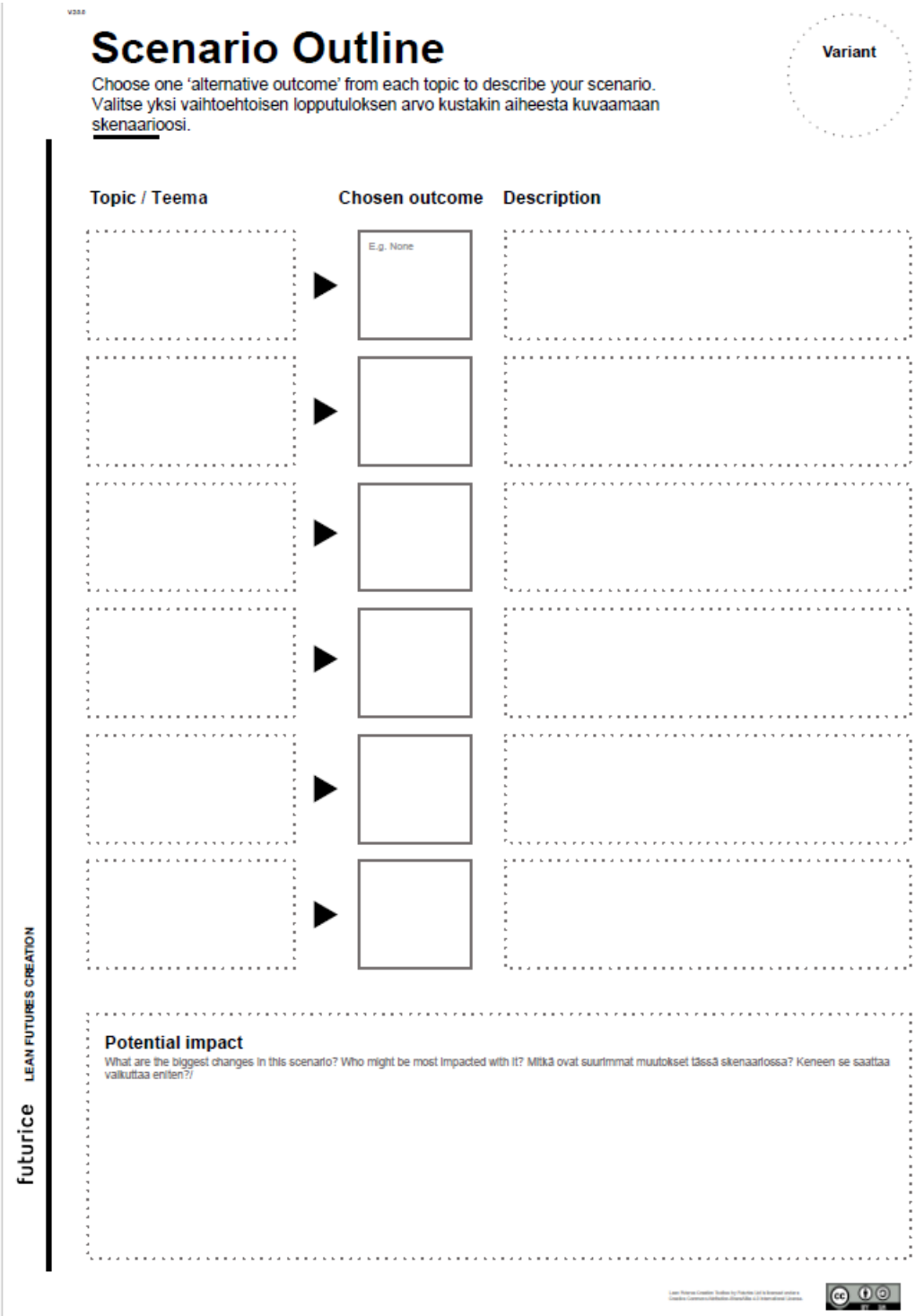
In the first canvas, we gave participants five topics to consider, along with some keywords to help their ideation. The topics and keywords were compiled based on suggestions from the IKI-project, our input and AI generation through ChatGPT. The keywords were to be used in the next step of the scenario building process, by participants selecting the ones relevant/interesting to them.



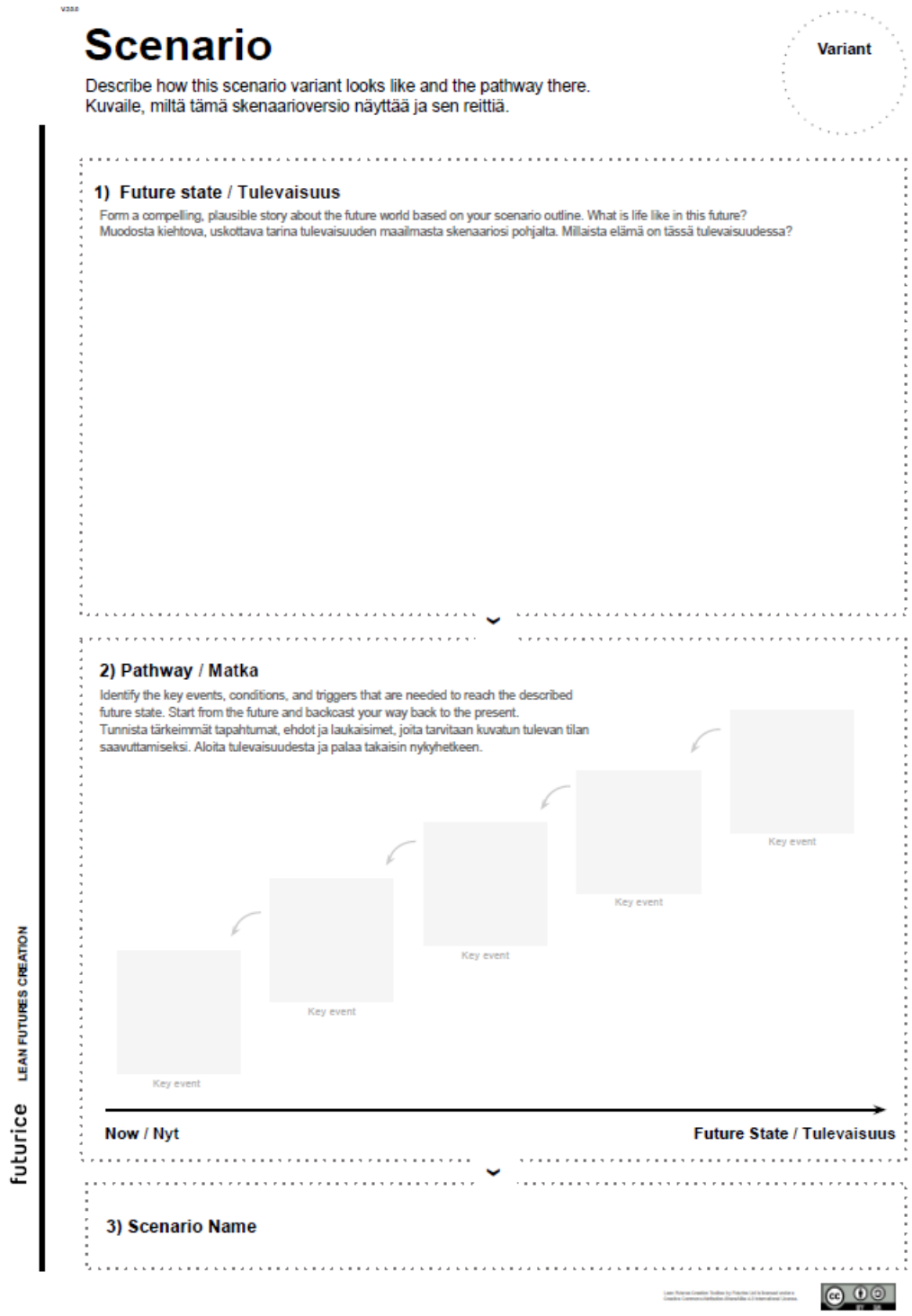
The second canvas outlines the structure of scenario building. Participants were required to choose one keyword per slot, then put them under the categories of “Not available”, “Somewhat available” and “High availability”, or make their own category in the last column. The scenario type examples are in what direction a scenario could go, i.e probable, undesirable, radical change etc. We wanted to encourage creative thinking and give direction, but also allow the participants the freedom to give their own input.

The way the scenarios are built is by combining keywords from all topics, then building a story based on that. Due to time constraints, we asked for only one scenario per group, but typically

when using this canvas, it is meant for 3 or more different scenarios, so critical and risk analysis can be made.



In the third canvas, participants were asked to build their chosen scenario and think about the scenario impact.

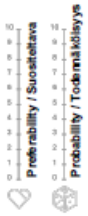


In the fourth canvas, participants were asked to name and write down their scenario in a very short story form. After that, thinking in terms of reverse engineering, creating what pathway needs to be taken to fulfil the scenario. This was the canvas each team was asked to present in the end. After the presentation, voting was done by asking participants “How many of you would like to live in a world where this is available?”, each participant counting for one vote, excl. the presenting team. The winner was decided by highest score, earning the “Best case scenario” title.

Scenario Learnings

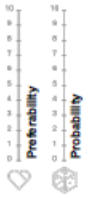
Reflect on your scenarios. What you can learn?
Mieti skenaarioitasi. Mitä voit oppia?

Scenario 1: **Key learnings from the scenario / Tärkeimmät oppimiset**



Scenario 2: **Key learnings from the scenario**

Scenario 3: **Key learnings from the scenario**



What should everyone understand about the theme based on this scenario work? / Mitä kaikkien pitäisi ymmärtää tämän skenaariotyön perusteella?

What concrete things can be done now in order to impact the future? / Mitä konkreettisia asioita voidaan tehdä nyt, jotta tulevaisuuteen vaikuttaisi?

In the last canvas, participants were asked to reflect on the different scenarios and think about probability vs. preferability, discussing what steps can be taken now, so we can ensure a better future.

5. Key Outcomes and Ideas Generated

The brainstorming sessions resulted in several promising ideas.

5.1 The winner was “Kuntokoppi” – an autonomous vehicle that shows up at your driveway, and allows you to have consultations, tests, and remote rehabilitation exercises as an individual or in a group, where AR is the main visual technology.

5.2 “Aina” - a smart device for long-term elderly monitoring, combined with a telemedicine and social platform. The telemedicine platform is intended for early diagnostics through AI – people to be given the device starting from age 50, when they could start inputting data daily or weekly, which can later be used for pattern recognition (e.g. recognizing memory disorders early), as well as chronic disease management. The social aspect of the platform is to be a place to meet people through remote exercise groups, support from people with the same health condition, “Elderly Tinder” to combat loneliness, and in general aiming to improve life at home and the longevity and safety of quality life at an old age.

5.3 “SOS – Save Our Seniors” – a variety of sensors, combined through a remote monitoring system, to improve the safety of elderly living at home, as well as the peace of mind for their relatives. The sensors are for remote monitoring and quick responding in case of emergency. The devices are managed by healthcare professionals and don’t require input from the elderly person, nor the being able to use confusing new technologies.

5.4 “iHandle” – a smart device for improving the safety of elderly living at home, or freely moving but residing in assisted living complexes. The device is attached to a door handle, offering connection to appointments calendar and a variety of other services. When someone is about to leave their home, the iHandle will give them reminders, such as “It’s raining outside, take a jacket and umbrella.”. Target group is people with memory disorders. The data from the device, e.g. frequency of reminders, will be then revised by a multiprofessional team.

5.5 “This is my life” – a scenario that is more a vision of the future, than a single product, depicting a near future, where elderly can live longer and remain at their homes, while having all appropriate care and comfort, follow-up, and interventions on health matters. A bit part of the future is a data storing and processing device, which they have a choice to decide who has access to, and which can detect early deviations in health, and book appointments in a timely manner.

7. Feedback and Evaluation

Feedback from participants was positive, however the canvases were confusing at first. Once they started working on them, the confusion cleared out, but the overall design could be more simplified, with less initial information.

The event was successful in meeting multiple objectives. Nearly all registered participants were present, and had smooth group work, with expected results. The space was enough for the people present. A great number of ideas were generated, despite the change in how the event was structured (eg. not as a circuit training).

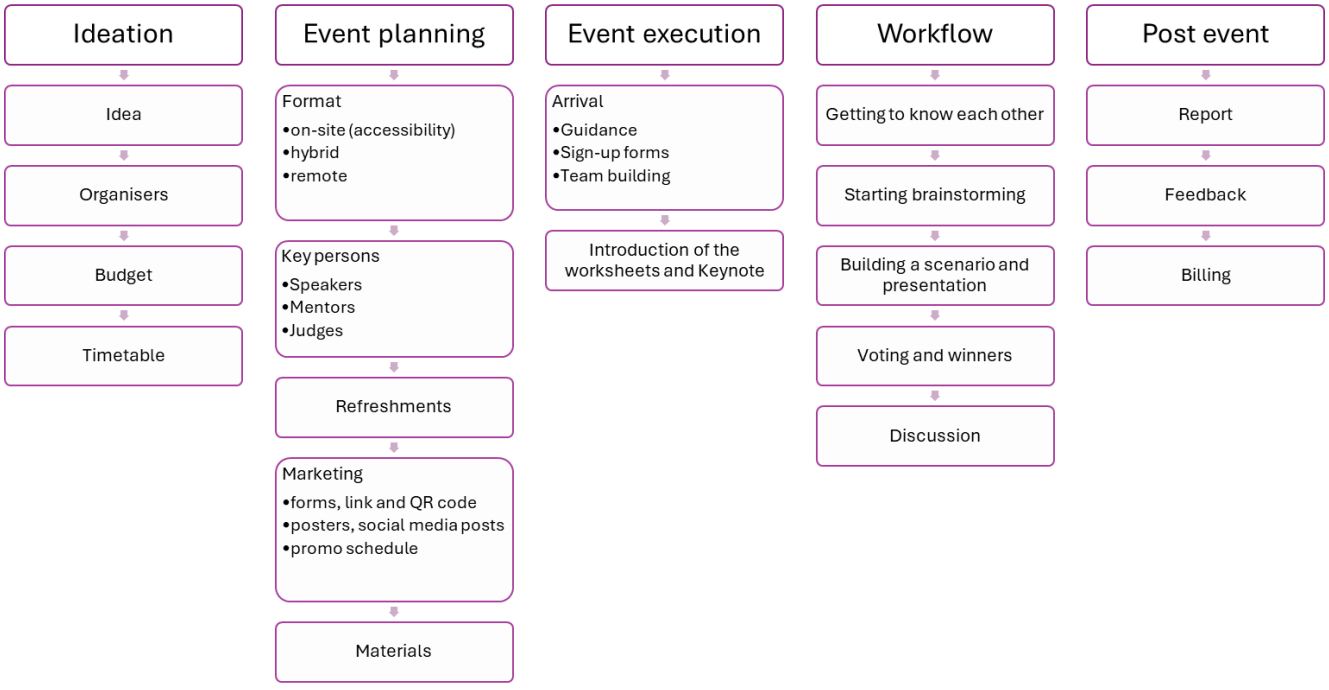
8. Conclusion

The “Brainstorm Blitz” event brought together a diverse group of professionals to ideate and collaborate on innovative solutions for remote care and elderly health. The event highlighted the importance of continued collaboration and innovation in the healthcare and health-tech sectors.

Moving forward, we would like to organise similar workshops, to ideate or develop the ideas generated further and explore potential collaborations with industry partners.

Appendices

Event planning flowchart:



Futurice Scenario original canvases:

Scenario Topics

Based on your PESTLE analysis, identify 4-6 key topics that you want to build your scenario on. Consider using affinity mapping as a method.

Topic	Topic
Topic	Topic
Topic	Topic

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Alternative Outcomes

Imagine the different outcomes your topics may have.

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1) Topics

2) Alternative outcomes

E.g. Basic income

E.g. None

E.g. Low basic income

E.g. High basic income

3) Scenario outcome

Choose one outcome from each row and combine them to create different type of scenarios.

Scenario 1

Scenario 2

Scenario 3

Combination 1

Combination 2

Combination 3

Types of scenarios

Probable	Preferable	Undesirable
Business-as-usual	Incremental change	Radical change
Individualistic	Collective	Corporate

Scenario Outline

Choose one 'alternative outcome' value from each topic to describe your scenario. Do this at least 3 times to create different scenarios.

Variant

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Topic	Chosen outcome	Description
E.g. Basic income	E.g. None	

Potential impact

What are the biggest changes in this scenario? Who might be most impacted with it?

Scenario

Describe how this scenario variant looks like and the pathway there. Create a scenario for each variant.

Variant

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1) Future state

Form a compelling, plausible story about the future world based on your scenario outline.
What is life like in this future? Why not add pictures or drawings too?

2) Pathway

Identify the key events, conditions, and triggers that are needed to reach the described future state. Start from the future and backcast your way back to the present.

Key event

Key event

Key event

Key event

Key event

Now

Future State

3) Scenario Name

Scenario Learnings

Reflect on your scenarios. What you can learn?

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Scenario 1: **Key learnings from the scenario**

Scenario 2: **Key learnings from the scenario**

Scenario 3: **Key learnings from the scenario**

Preferability

Probability

What should everyone understand about the theme based on this scenario work?

What concrete things can be done now in order to impact the future?

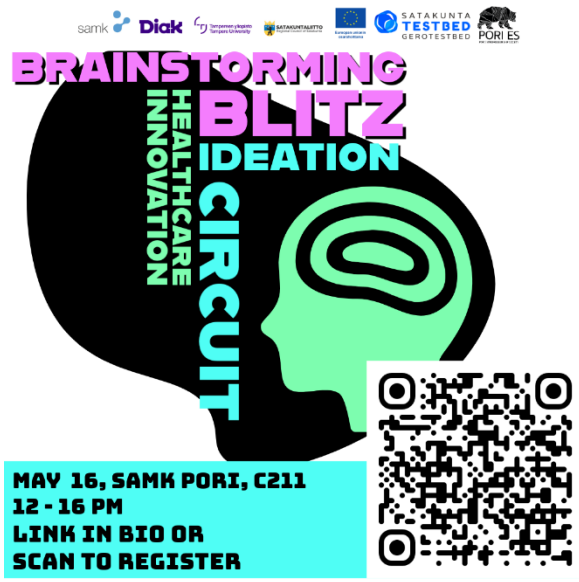
BRAINSTORMING BLITZ IDEATION CIRCUIT

HEALTHCARE INNOVATION

MAY 16, SAMK PORI, C211 12 - 16 PM

SCAN TO REGISTER

Event is suitable for everyone.
No prior experience required.
Coaching will be available in English and Finnish.



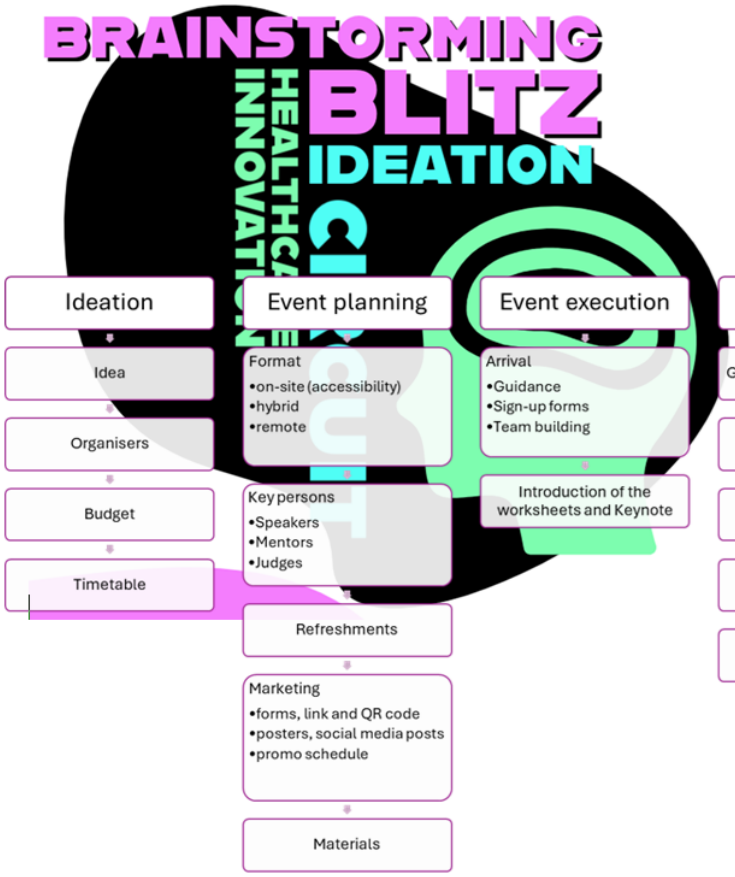
BRAINSTORMING BLITZ

IS AN EVENT ABOUT INNOVATION

DISCUSSION, NETWORKING, MULTIPROFESSIONAL WORK, PROBLEM SOLVING AND LEARNING

EVENT AND COACHING AVAILABLE IN FINNISH AND ENGLISH

JOIN US!



Ideation

- Idea
- Organisers
- Budget
- Timetable

Event planning

Format
- on-site (accessibility)
- hybrid
- remote

Key persons
- Speakers
- Mentors
- Judges

- Refreshments

Marketing
- forms, link and QR code
- posters, social media posts
- promo schedule

- Materials

Event execution

Arrival
- Guidance
- Sign-up forms
- Team building

- Introduction of the worksheets and Keynote

Workflow

- Getting to know each other
- Starting brainstorming
- Building a scenario and presentation
- Voting and winners
- Discussion

Post event

- Report
- Feedback
- Billing