



Innovation Management in Health Care

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In an increasingly challenges environment, factors such as innovation management can lead to competitive advantage, as innovation's being able to provide unique products and processes which create greater value for consumers as well as financial benefits for health care organization. Innovation has originated from Latin "Novus" – meaning "new", the original essence of it is the renewal. Innovation is a natural evolution from quality management and has been termed "Quality for Tomorrow" or, in other words, meeting the needs of tomorrow's customer.

According to WHO (2016) innovation management in health care defined as the introduction of a new concept, idea, service, process, or product aimed at improving treatment, diagnosis, education, outreach, prevention and research, and with the long-term goals of improving quality, safety, outcomes, efficiency and costs. Innovation - is the transformation of creative ideas into useful applications by combining resources in new or unusual ways to provide value to society through improved products, technology, or services.

From the beginning of mankind, human have created innovations. Before ninetieth century scientific management breakthrough technologies and revolutions new products results from effort of inventive individuals rather than coordinated scientists. At the end of ninetieth century innovation activities with large corporation was started. Innovation became research and development. During twentieth century different approaches of how to manage research and development identified and called management generations.

Nurses innovate to find new information and better ways of promoting health, preventing disease and better ways of care and cure. As well as, to cope with changes and challenges in health care system and environment, to meet the increasing demands of healthcare field, and to increase patient satisfaction with care provided

In nursing education, to prepare nurses to change health care environment and practice is vital, and a need for innovation always exists. Therefore, new strategies must be used in nursing education. It requires faculty to think differently about the content/curriculum, instructional methods and clinical experiences in today's nursing education programs. It requires taking risks and a "non-traditional" approach to create a preferred future for nursing education. **"Innovation in health care is a must to exist"**.