

## Abstract – Dr. Anne Snowdon

Innovation is widely viewed in many sectors as a strategy for stimulating economic growth and prosperity in countries around the world. In particular, knowledge-intensive sectors such as finance, manufacturing, information systems, and automotive all rely on innovation to remain viable and competitive in global markets. However, innovation has been slow and limited in achieving similar gains in productivity, efficiency and sustainability in the health sector. This presentation will examine the unique challenges health systems experience in achieving innovation adoption. Evidence of the importance of innovation adoption in health care will be presented through the profiles of developed countries globally. Opportunities to stimulate innovation adoption in health systems using an integrated knowledge translation approach will be profiled and discussed, including the key factors that support innovation adoption in health care systems. Health innovation projects that use an integrated knowledge translation approach will be presented, including opportunities for using this approach to engage key stakeholders such as health professionals, health consumers, private sector partners and health system leaders in driving innovation adoption in health systems.