



Event Summary: Positive Deviance & Better Healthcare Conference

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Date: September 22-24, 2010

Location: Bethesda, MD

Organizations involved: Positive Deviance Initiative, Plexus Institute

Summary: On September 22nd-24th the Positive Deviance Initiative and the Plexus Institute held the PD & Better Healthcare conference. Focused on the use of positive deviance in healthcare, over 40 participants from the US and Canada, representing a variety of sectors, came together for three days of introduction to the approach and skills building. Participants learned the basics of the PD concept and approach as well as stories of challenges and successes specific to PD in the healthcare sphere. After overview sessions, participant-driven small group sessions focused on the use of mapping, challenges in using PD in research, and how to bring both formal and informal leaders in an organization into a project. By the conclusion of the conference, participants discussed and planned the steps they'd take on Monday morning to get their own exciting projects moving when they returned home.

Photos: Yes, [click here to gallery.](#)



Photos by: David F. Gasser

