

Solving a Hundred Year Old Problem

By Zinovy Royzen

Each year in the U.S. there are over 1,500 incidents of surgical sponges being left inside patients after surgery resulting in deterioration of the health of the patients or even their deaths. The incidents also financially impact healthcare providers by massive legal and medical cost. Application of TRIZ resulted in the development of a reliable and inexpensive solution to the problem known for more than 100 years.

Tutorial - 2 hours

Breakthrough Innovation by Conflict Solving

Conflicts are the most severe problems in innovation. An attempt to improve one feature or a function very often leads to deterioration of another feature or a function. The tutorial shows the most efficient ways to develop breakthrough solutions to conflicts and achieve the desired improvement without any deterioration of the conflicting features of functions.



Instructor: Zinovy Royzen is a TRIZ Master certified by Genrich Altshuller, the creator of TRIZ. He is the founder and President of TRIZ Consulting, Inc., Seattle, Washington, the first U.S. Company to apply TRIZ, cofounder and 1998-2007 Director of Altshuller Institute for TRIZ Studies.

He is a leading TRIZ consultant, project facilitator, trainer and TRIZ developer. He has transformed the classical TRIZ theory into the most powerful and user-friendly version of modern TRIZ. He has taught thousands of engineers including several hundred engineers at Boeing.

Royzen Zinovy has led workshops and/or provided consultation at numerous organizations, including Boeing Co., Eastman Kodak, Ford Motor Company, Harley-Davidson Motor Company, Hewlett-Packard, Illinois Tool Works, Kimberly-Clark, LG Electronics, Lucent Technologies, National Semiconductor, NASA, Philips Semiconductors, Rolls-Royce, Samsung, Siemens, Thermo King Corporation, and Xerox.

His customized on-site workshops and consulting provided his clients with high-quality invention proposals and significant saving. He develops innovative solutions to problems that his customers could not solve for long period, sometimes for years.

Mr. Royzen has been conducting his TRIZ courses for UCLA Extension since 1997.

He is an MS in mechanical engineering, the author of many TRIZ papers and holds 32 patents.

If you are interested or for more information, please contact Zinovy Royzen at zroyzen@trizconsulting.com, 206-364-3116

