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"Creativity is thinking up new things. Innovation is doing new things."

-Theodore Levitt

Innovation is not always about reinventing the wheel but instead finding better solutions for the wheel.

The word Innovation derives from the Latin word innovatus, which is the noun form of innovare "to renew or change". Innovation is truly more than creating and implementing a new device or technology. I see it as well as renewing and improving services. That is why as part of BSI culture and values we state "We Embrace Change And Innovation, and Are Willing To Learn, Listen And Participate In Creating Solutions."

After attending the BioFlorida Tampa Chapter Event at the new [USF CAMLS](#) (Center for Advanced Medical Learning and Simulation) facility downtown, I was inspired by the innovation that was displayed. The creators of CAMLS were introducing not only the manifestation of their creative collaboration in the physical space, but also a continual improvement concept in the Tampa Bay Research and Innovation Center.

When BSI decided upon the strategic move to develop [rED Cap](#) internally, we envisioned positive changes in efficiency and productivity for our clients while ensuring BSI could remain competitive within our industry. It was a way to renew our business and provide value to the organization. It takes time, investment and of course willingness to put concepts of improvement into practice. We are proud of our investment in [rED Cap](#) and look forward to the chance to share this very important innovation with you.

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