Response to NHS Chief Executive’s Open Call for Evidence and Ideas

Respondent ID: 242

Organisation name: N/A

Type of response: Online
**Respondent ID:**

242

**Your name (completed by):**

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**Organisation name:**


**Please choose the description below that best fits your organisation’s main role:**

Foundation Trust

**What can the NHS and NHS Commissioning Board learn from national and international best practice to accelerate the pace and scale of adoption of innovations throughout the NHS?**

Much of the focus internationally in the area of health innovation centres on the development of e-health solutions and the utilisation of this technology as a means of sharing best practice nationally. The linked document identifies an approach to mapping the source and uptake of innovation.

www.druid.dk/conferences/summer2003/papers/ABRUNHOSA.pdf

**What specific actions do you think national NHS bodies, such as the NHS National Commissioning Board, need to take to encourage and stimulate the successful and rapid adoption and spread of innovations throughout the NHS?**
Utilisation of technology to improve the three areas which consistently create barriers to adoption and diffusion of innovation COMMUNICATION, EDUCATION and the SHARING OF INFORMATION

Recognition of the difference between information and knowledge and the value of models which support the development of knowledge not just the sharing of information. Information just needs to be imparted. Knowledge requires additional effort, such as the provision of education, support and accessible tools and effective communication in both directions. Technology is an effective and efficient means of supporting this.

Integration - much currently exists within the NHS in terms of innovation but it is difficult to understand as none is linked and difficult to find as there is no one central point to access all.

Need to market not just produce innovation. Social networking is a huge untapped resource to share knowledge and understanding.

Development of entrepreneurial as well as leadership skills.

Co-production is an important element in the acceptance of innovation. An excellent book outlining this approach is "The New How" by Nilofer Merchant. "We all need to avoid focusing on templates or frameworks and instead focus on getting people to think about what matters." "Developing connections is particularly important because addressing the toughest challenges in business requires getting the right people to work together in alignment with a shared vision of success."

I believe that this also applies to cross sector working, much can be gained by working in close co-production/collaboration with a variety of stakeholders including the commercial sector from whom the NHS could learn much about continued growth and development as well as innovation.

**Do you have any further comments about accelerating the adoption and spread of innovation in healthcare?**

Use the tools that the private sector has been using for many years.

Communications technology
Risk taking
Marketing innovation to providers
co-production
Clear identification of the "bigger picture"

**We would like to be able to follow up interesting comments and case studies. Can we contact you for this purpose?**

Yes

**Do you want to be kept in touch with the next steps in this process?**

Yes
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<tr>
<th>Do you want to be included in a wider community of interest?</th>
<th>Yes</th>
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<tr>
<td><strong>What specific actions do you think local NHS bodies, such as providers and Clinical Commissioning Groups, need to take to encourage and stimulate the successful and rapid adoption and spread of innovations throughout the NHS?</strong></td>
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<td>Risk - willingness to make changes and implement change despite what is perceived as being a lack of substantive evidence.</td>
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<td>Core Values - a universally understood and &quot;bought into&quot; clear vision</td>
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<td>Outcomes based assessments not purely output based leading to genuine benefits realisation.</td>
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<td>Co-production and collaboration across all partners including patients and commercial sectors.</td>
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