

NHS innovation?

How to do it better

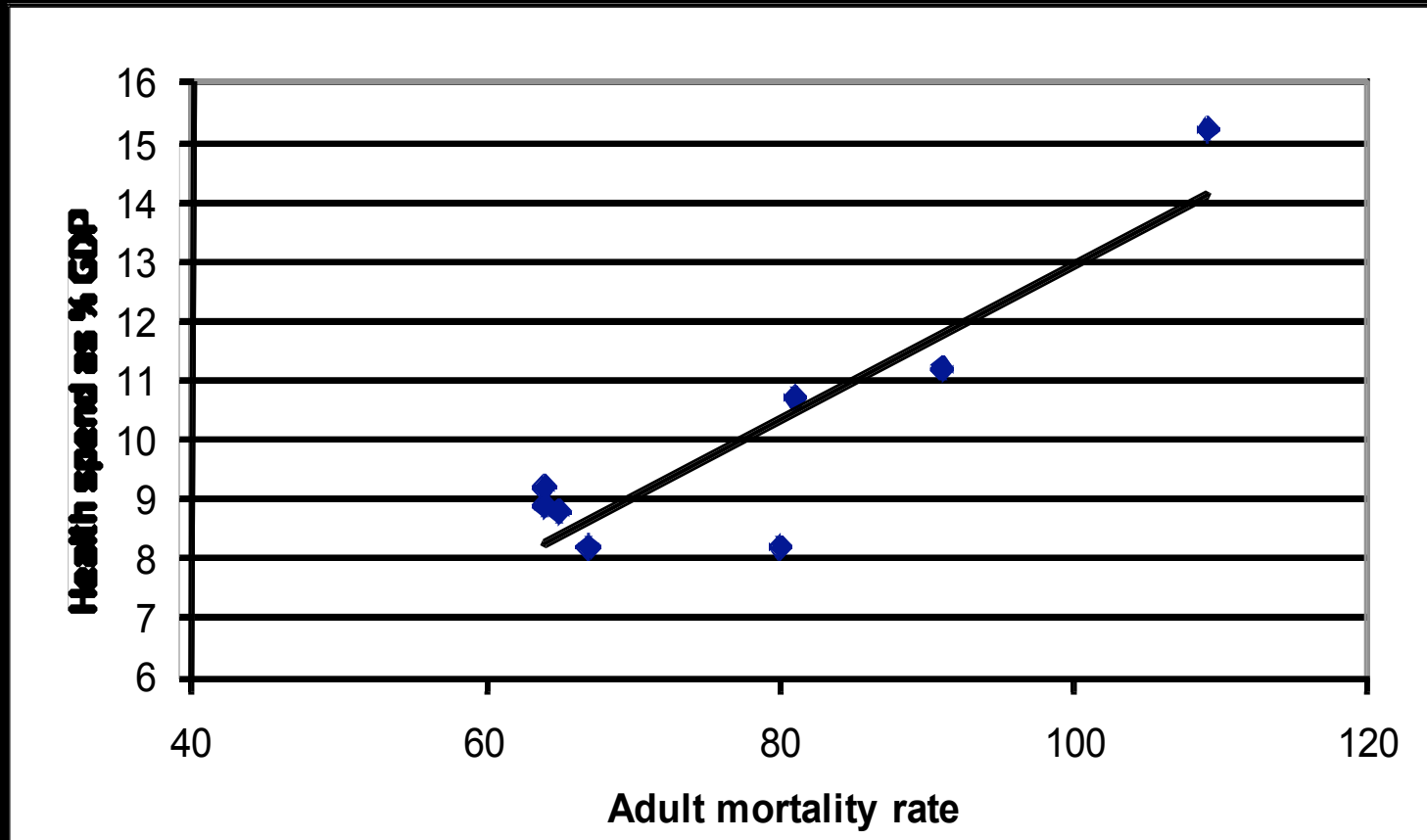
Geoff Mulgan

The questions

- How to get better ideas?
- How to get better -and proven - ideas adopted?

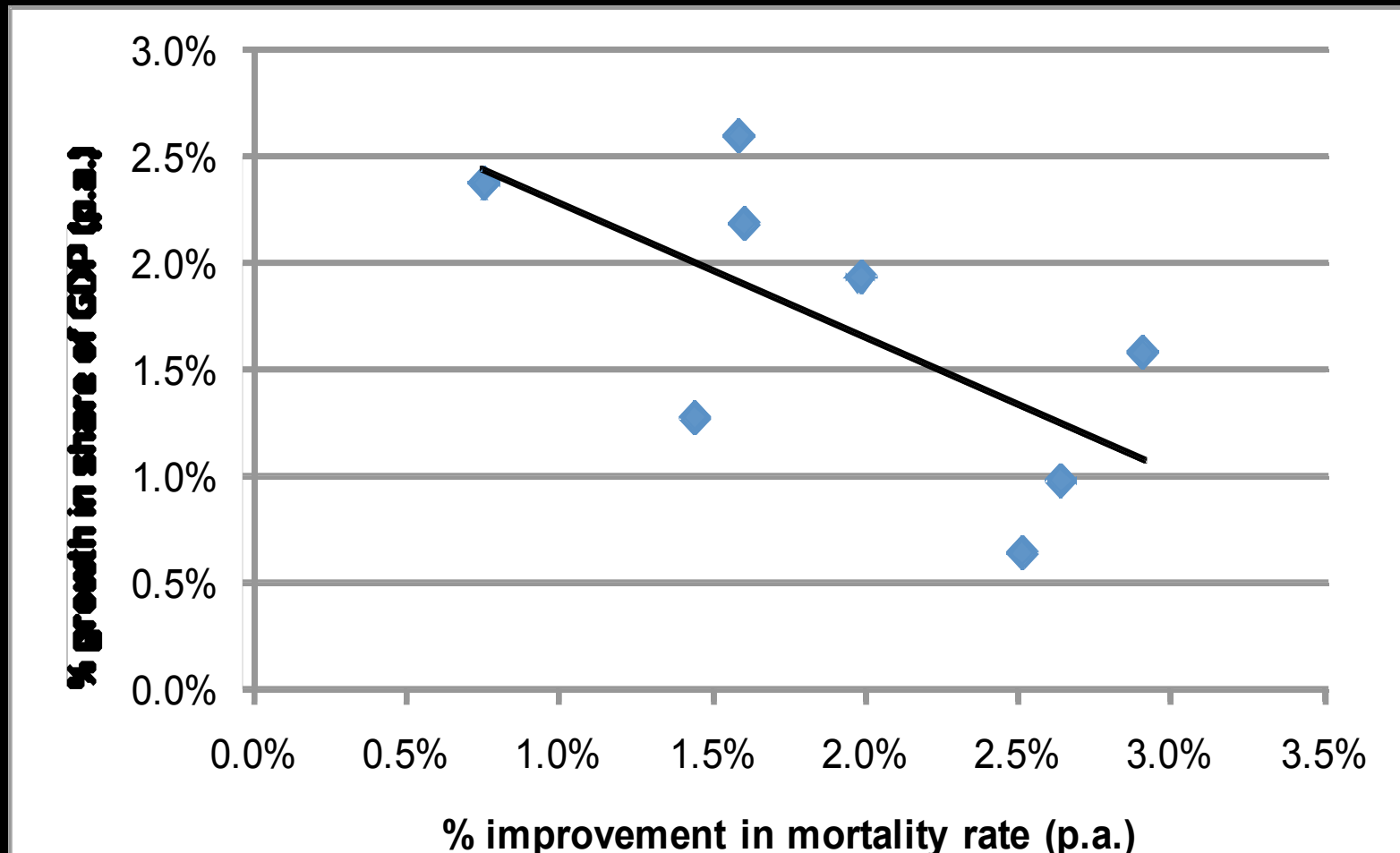


Health spend as % GDP (2005) versus adult mortality rate (2006)



Source: OECD Health Data 2010

Change in health spend share of GDP versus % improvement in adult mortality rate

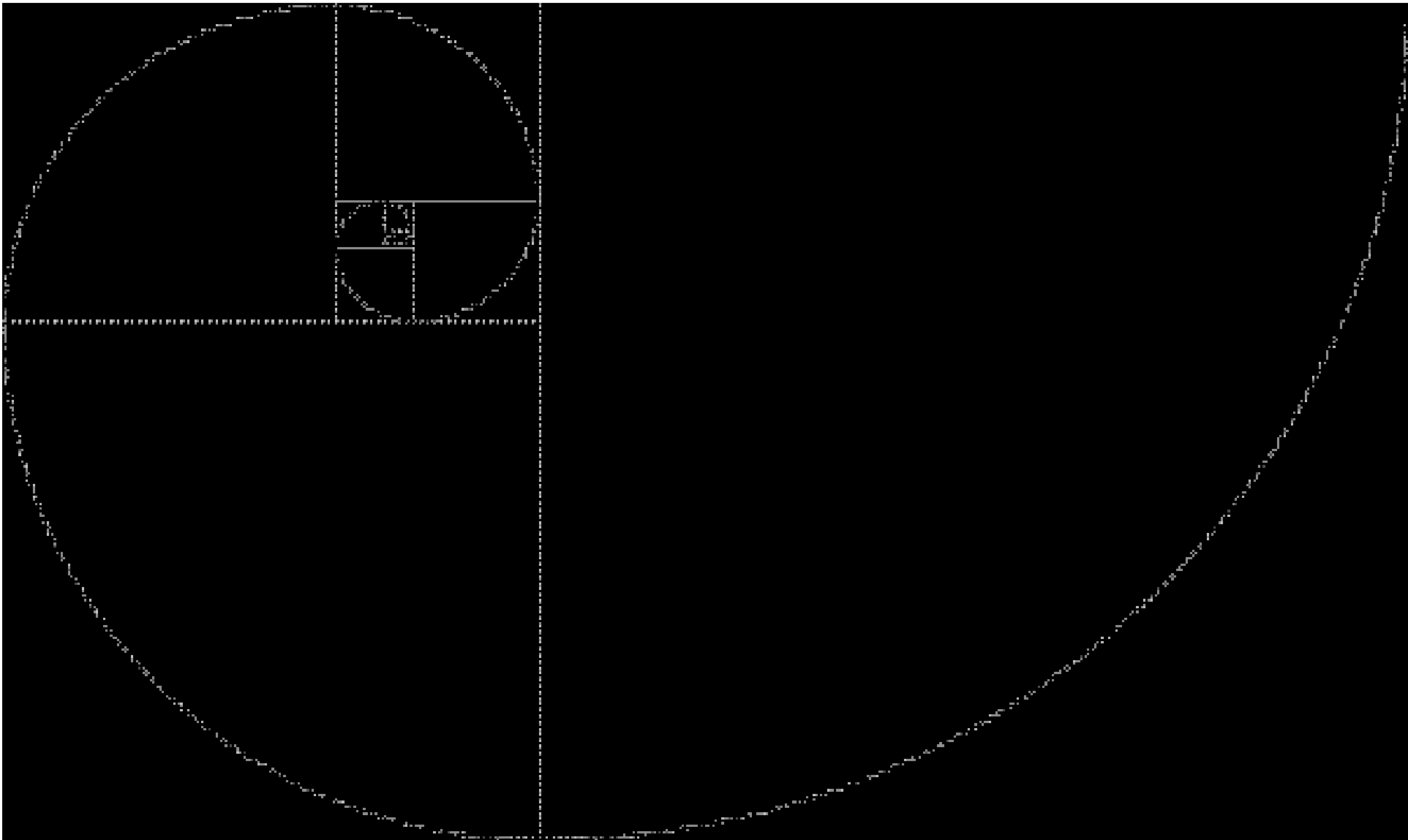


**In other fields most improvement
comes from innovation and
adoption**

Mutation – multiplying possibilities

Selection – choosing the ones that work

Replication – growing them



Loneliness and risk of mortality: a longitudinal investigation in Alameda County, California.

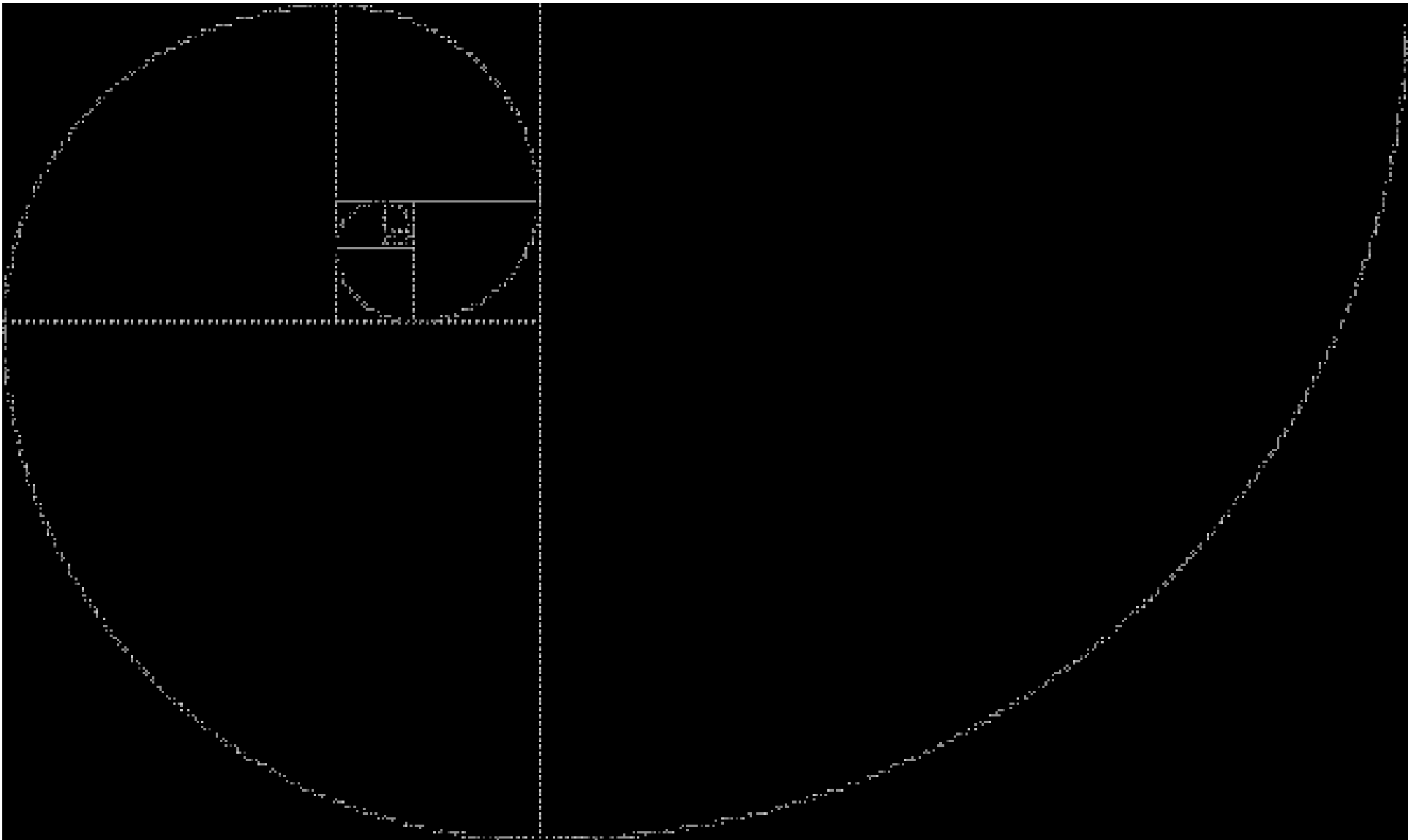
[Patterson AC](#), [Veenstra G](#).

University of British Columbia, Vancouver, BC

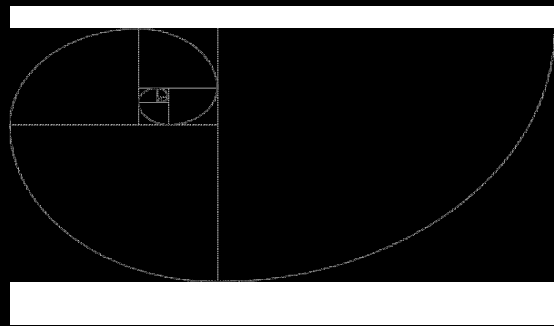
‘Controlling for age and gender, the chances of all-cause mortality were significantly higher among respondents reporting that they often feel lonely compared to those who report that they never feel lonely. Frequent loneliness ... more than doubled the odds of mortality from ailments of the circulatory system in models controlling for age and gender.

Design an innovation strategy to reduce loneliness amongst over- 60s

- Generate ideas
- Test
- Scale



What prompts?
When is innovation
needed?



£

user feedback

rights to time
for ideas

failure demand

political mandates

new **technology**

data and evidence **crisis**

surveys and sousveys

needs mapping **diagnosis** ethnography

1. prompts and triggers

critical walking

cost escalation **new paradigms**

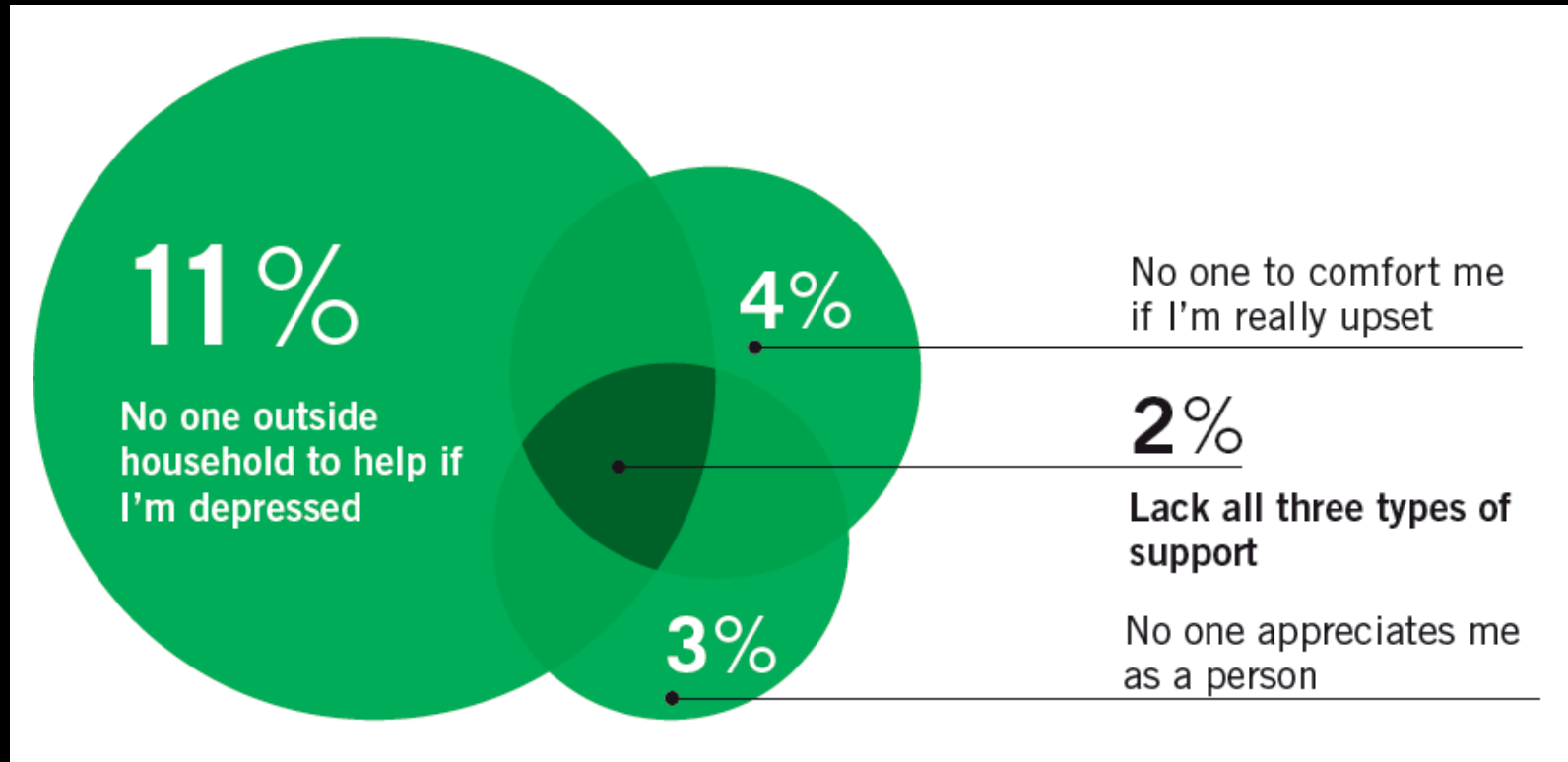
reviewing extremes, positive deviance

petitions, **campaigns**

visits

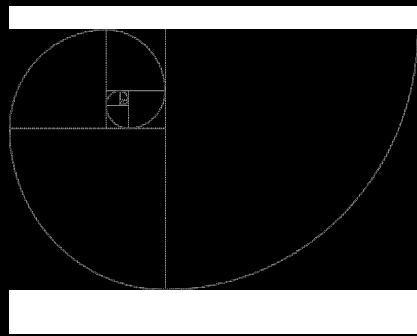


Helsinki



Percentage responses to questions on emotional support

What turns prompts
into proposals and
ideas?



Competitions and prizes

Hybridisation, recombination

creative meeting methods

collaborative networks

SI Camps

incubation

inspiration

Idea marketplaces

2. proposals and ideas

Design tools

User led design

Living Labs

crowdsourcing

Skunkworks

Artists in residence

Creativity methods

A teams

reflection

brainstorms

TRIZ

Staged prizes



Innovate. Collaborate. Succeed.



Build New Idea Here

Ideas

Recent Activity

My Profile

We Ask You

My Groups

News & Announcements

IdeaFactory News

Search & Filter

Include Ideas with Keywords

- No Status
- Under Review
- In Action
- Current TSA Activity
- Unable to Implement
- Myth Buster
- Ideas We're Watching

Only Include Ideas

- 1 Built
- 1 Commented on
- 1 Rated

Only Include Ideas For Category

All Categories

Sort By

Most recent idea posted first

Search

Export Cart

The export cart is empty

The TSA IdeaFactory has built: 11,136 ideas • rated 334,089 times • 86,399 comments



9-11 Remembrance

Other

Submitted by [redacted] on 7/16/2009 11:41:05 AM

My idea is...September 11 and what our airports do to promote the importance of this day. We often hear officers complain that passengers have forgotten 9-11. I have noticed that our own officers seem to have forgotten why we are here and why TSA was created.

I'm sure airports around the nation have created powerpoints or videos that they show to new hire officers. HQ could collect these, review them then select a couple and place it in OLC as a component to be played during the week of 9-11. Airport

The Transportation Security Administration's IdeaFactory website le play this video at the end of orientation to our SA. Playing this video also serves as a

The lasting impression of this video stays with these officers because it is something they are watching and listening to rather than something they are reading. I think we need something similar for ALL our officers, if for nothing else than a remembrance of September 11, 2001.

Show Toolbox

5 icons
Your Rating: 5

63 People Rated This Idea

4 Average Rating

Show Rating History >

14 Comments

Leave A Comment >



The Idea is currently in-action.

IdeaFactory Team

This idea was implemented by the Office of Public Affairs.




The IdeaFactory launched a special We Ask You to collect materials relating to September 11th. The Office of Strategic Communications and Public Affairs is creating a special, 9-11 memorial page that will include some of your stories, and a searchable archive to host videos, photos and other materials. We have employees who have contributed over the last few days across the nation can really make a difference.

The Transportation Security Administration's IdeaFactory website

social innovation camp



It's all about people powered products: Enabled by Design is a community of people passionate about well designed everyday products. By sharing their loves, hates and ideas, Enabled by Designers challenge the one size fits all approach to assistive equipment through the use of clever modern design.

 <p>Loves & Hates</p>	 <p>Ideas Factory</p>	 <p>Product Reviews</p>
<p>By Dominic on 29 Sep, 2009 Stress watch</p> <p>By Denise on 22 Sep, 2009 My Rocking Teapot</p> <p>By Dominic on 21 Sep, 2009 OXO Good Grips bottle opener</p> <p>By flosskebabs on 08 Sep, 2009 Touch base lamps</p> <p>By Andy Exell on 23 Jul, 2009 Ironing board mirror</p> <p>By esinedw on 10 Jul, 2009 Switch Stick - Paint your ow ...</p>	<p>By katiekate on 22 Sep 2009 Is there any way of someo ...</p> <p>By Gabriel Simoes on 9 Sep 2009 senior health care</p> <p>By Dominic on 12 Jul 2009 Padded crutch handle cove ...</p> <p>By John Porter on 8 Jul 2009 Personal shriek (attack) ...</p> <p>By Fieldmaster on 14 Jun 2009 We're looking for some di ...</p> <p>By Chic Aid crutches on 12 Jun 2009 'Buggy Boards' for electr ...</p> <p>By marmot73 on 3 Jun 2009 Mobility scooter with bab ...</p>	<p>By Denise on 25 Aug, 2009 Homedics Spot Massager</p> <p>By funkyarthur on 16 Jul, 2009 Etac Relieve Angled Carving ...</p> <p>By Drinkup on 15 Jul, 2009 Hands free drinking system</p> <p>By Denise on 24 Jun, 2009 Sony Ericsson W995 Mobile Ph ...</p> <p>By HipWomanToo on 31 May, 2009 Crutches</p> <p>By allison on 26 May, 2009 Lever propulsion system for ...</p> <p>By Ana on 27 Apr, 2009 Baby carrier</p>



be good, get fit



Good Gym in Beta

The Good Gym is currently in beta, we're testing out the idea to find out the best way of setting up the project on a bigger scale. If you want to help us develop the project then get involved.

how it works



Good Gym pairs runners, isolated less-mobile people in their area. Runners will jog to their house, deliver something nice, have a brief chat and be on their way again.

It will help people get fit by providing a good reason to go for a run and it will help the person being visited by providing them with some friendly human contact and a newspaper or piece of fruit.

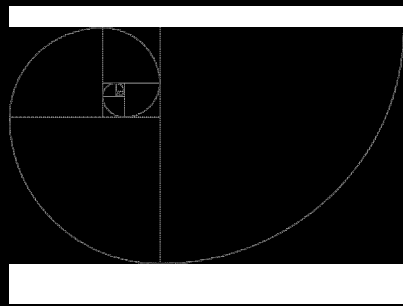
Timing is up to the runner and the person they're visiting. Usually after work and weekends work best. Runners have to commit to at least one run per week.

OUT OF THE BOX?

CREATIVE SOCIAL DESIGN TOOLS™ –

\wedge	inversion (peasants become bankers, patients become doctors)
\int	integration (personal advisers, one stop shops, portals, speeding flow)
\times	extension (extended schools, outreach)
∂	differentiation (segmenting services by groups, or personalisation)
$+$	addition (getting GPs to do a new test, libraries running speech therapy)
$-$	subtraction (no frills, cutting targets, decluttering)
t	translation (airport management into hospitals, business planning into families)
g	grafting an element from one field into another, creating a new fusion (coaching into a secondary school)
∞	creative extremism – pushing ideas and methods to their furthest boundaries

What turns proposals
into prototypes and
pilots?



pilots

proof of concept

pathfinders

rapid prototyping

simulations

trials

beta testing

3. prototypes and tests

Randomised control trials

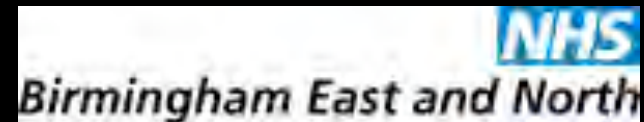
open testing

test marketing

experimental zones

trailblazers

Social Entrepreneur in Residence (SEiR) based with the public health service – overseeing an investment fund

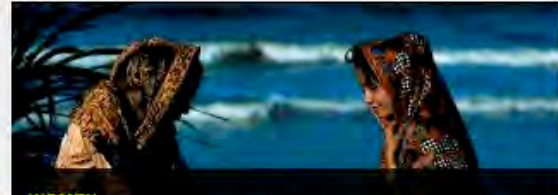




CARING FOR YOUR HEART
Find out how to care for your heart and feel healthy



ISLAMIC ANSWERS
Supporting Muslims through everyday dilemmas



WOMEN
Explore the powerful role Muslim women have played through history

BLOG

31 AUG FROM MASLAHA
EEP CIC – Anyone with a long term medical condition should know about this
By: Nedjma Ouerdane
A lot of help is available!
[0 Comments](#) | [Add a comment](#)

28 AUG FROM DIABETES IN WESTMINSTER
Diabetes DVDs
By: Aliyah Dunbar-Hussain
Maslaha DVDs are in Westminster!
[0 Comments](#) | [Add a comment](#)

19 AUG FROM MASLAHA
Diet & Ramadan in Westminster
By: Nedjma Ouerdane
Westminster NHS dieticians give locals advice on what to eat during Ramadan.
[0 Comments](#) | [Add a comment](#)

17 AUG FROM WOMEN
Myriam Soumaré: The sportswoman of the summer
By: Nedjma Ouerdane
Meet Myriam Soumaré, a champion with a difference.

WEDNESDAY 1 SEPTEMBER 2010:

WELCOME TO MASLAHA

We are a dynamic organisation which connects technology with the community to create inventive and effective resources to tackle issues around health and education. We also use a range of media to break down barriers and increase understanding of Islam and its contribution to society in a broader context.



Caring for your heart
Find out how to care for your heart and feel healthy
[Find out more >](#)



Women
Explore the powerful role Muslim women have played through history
[Find out more >](#)

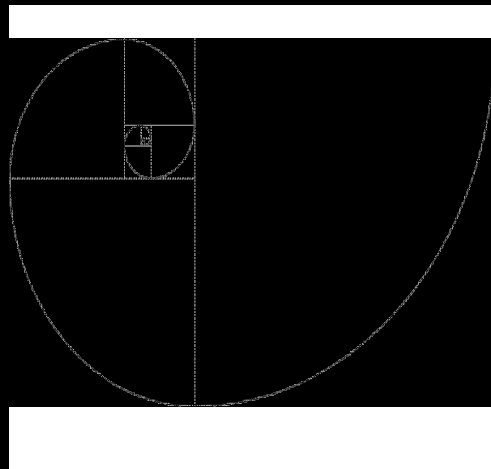


Lesson plans for teachers
Exciting ideas for engaging students
[Find out more >](#)



Your healthy pregnancy
How to be healthy while you are pregnant and give your baby the strongest start in life - watch our latest film, produced in Birmingham

What turns prototypes into something sustainable?



NHS

*National Institute for
Health and Clinical Excellence*



programme funding

formal validation

grants for growth

policy commitment

loans, equity, quasi-equity

Refining business models

embedding

4. sustaining

Organisational forms
(CICs etc)

Commissioner
commitment

Public share issues

Professional
development

Crowd-funding

formation



startagain project

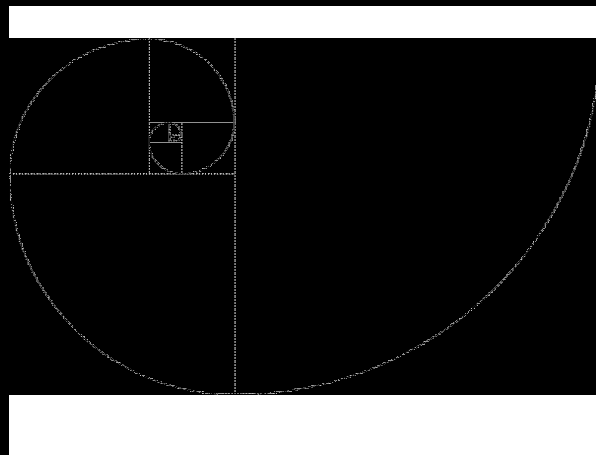
The struggle to find a payer ...



The struggle to overcome vested interests ...



How do you grow what works?



policy and programme funding

franchises

licensing

federations

investment for growth – loans, equity, quasi-equity

diffusion

commissioning

5. scaling and growth

Brands

Strategies for diffusion and adoption

consumer advocacy

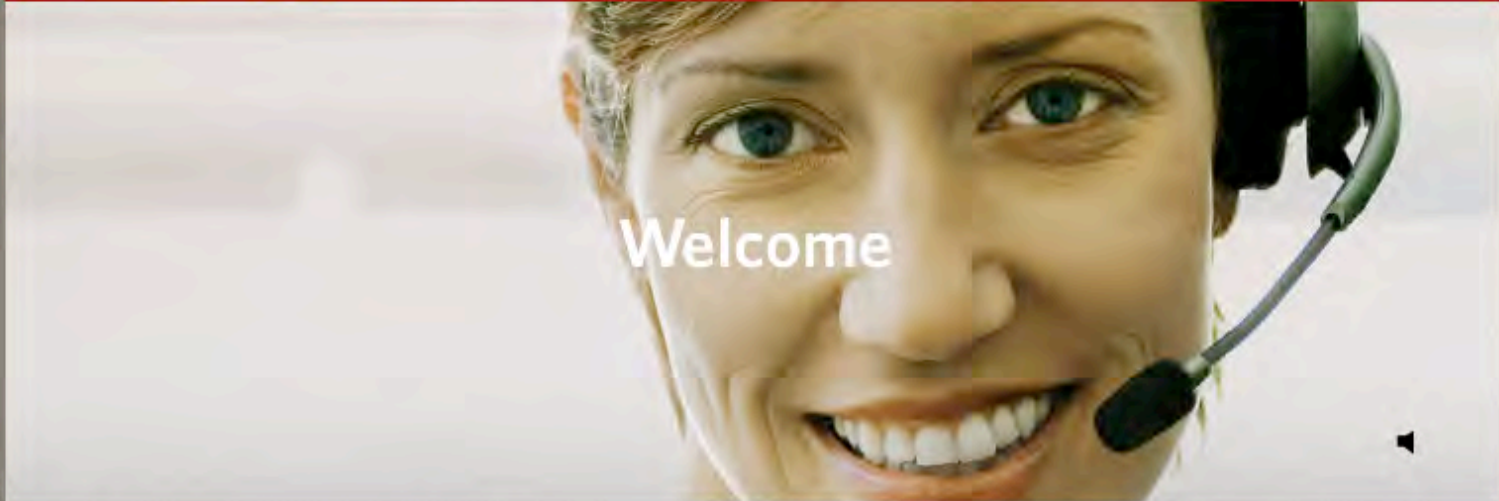
growth through people

takeover

professional networks

National policy directives



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Welcome

► Business

Language interpretation and document translation for companies of all sizes.

► Consumer

Communicate with anyone, anywhere, in over 170 languages.

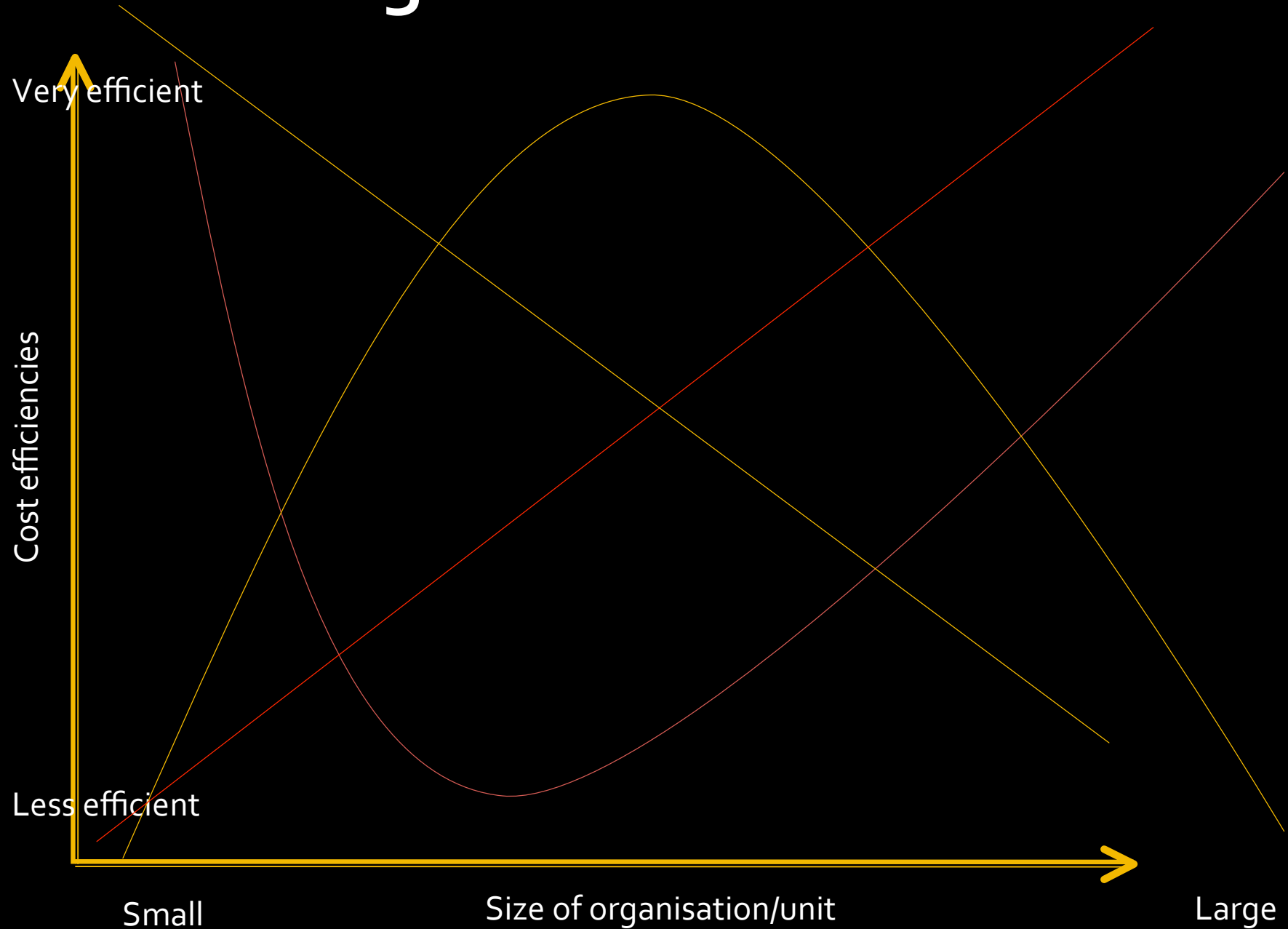
► Government

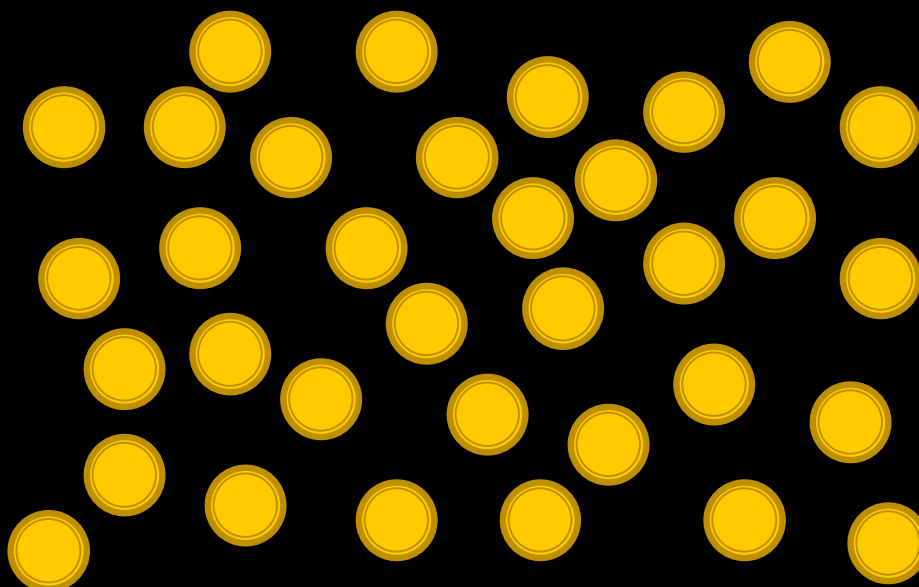
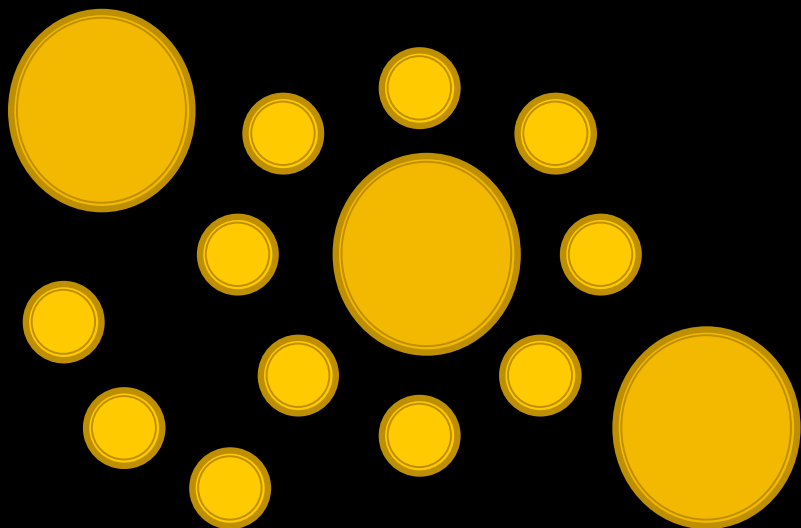
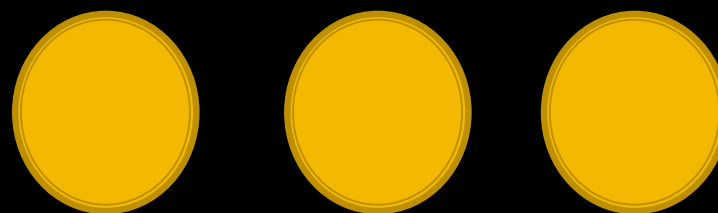
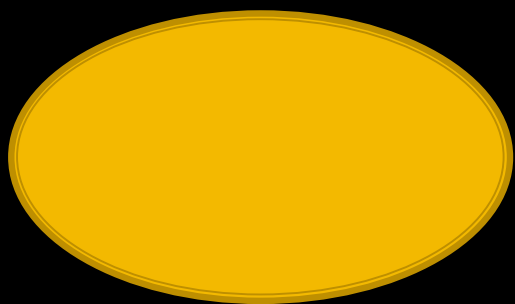
Enable public access to all, in virtually any language, 24 hours a day.

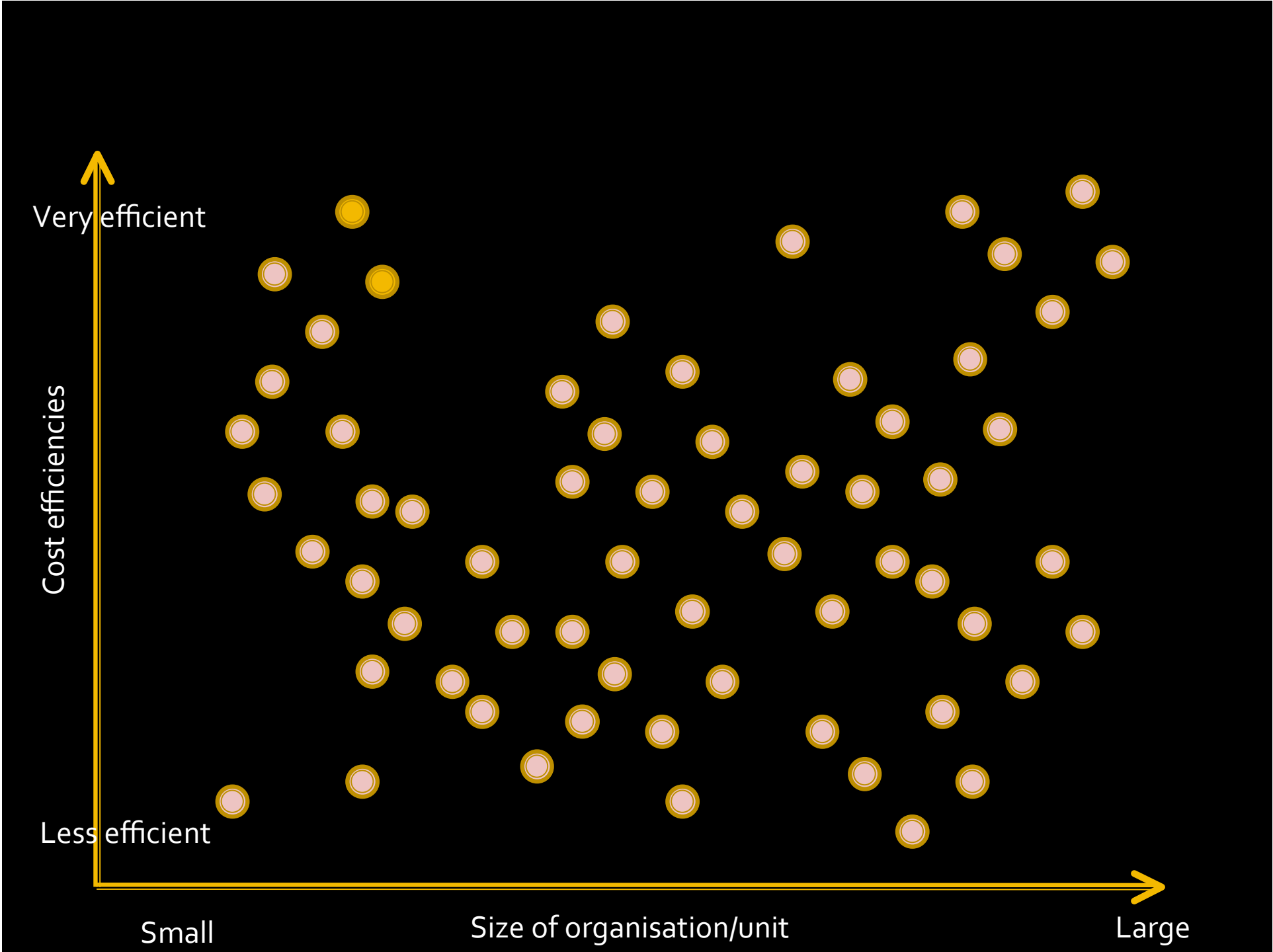
► Healthcare

Serve your patients over the phone, face to face, and in writing.

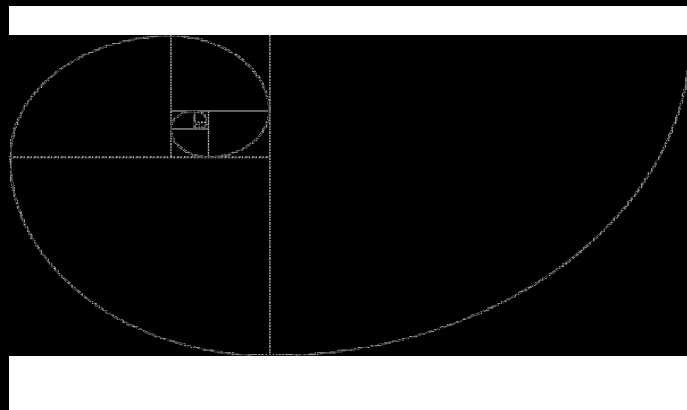
Is Big Beautiful?







How do you change
whole systems?



law

coalitions for change

regulation

changed power relationships

changed scripts

whole system demonstrators

new mentalities

6. systemic change

recalibrated markets

new metrics

finance for

technical diffusion through supply chains

outcomes

fast colleges



Masdar City, Abu Dhabi. Foster & Partners

Google health
beta

Boots WebMD[®]
PARTNERS IN HEALTH

patientslikeme

Microsoft[™]
HealthVault[™]


NHS
Evidence


**THE COCHRANE
COLLABORATION[®]**



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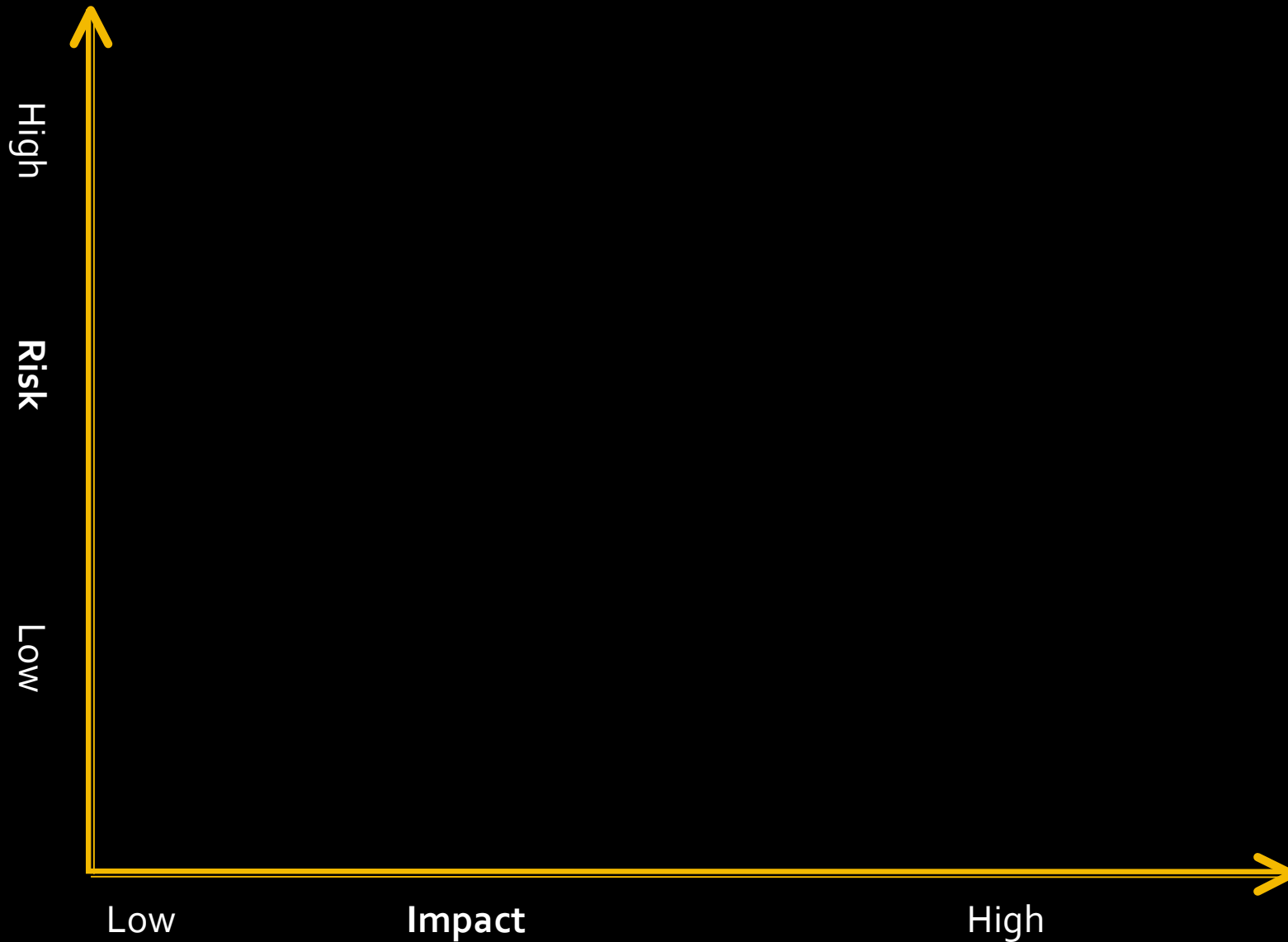
LOCATIONS

WHAT DO YOU TEACH?

Make plans, looking for great teachers. Share



What's your appetite for risk?



the process of social innovation

connecting people, ideas and resources

ways of supporting social innovation

reading room

site map

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Welcome to Social Innovator

Social Innovator brings ideas, resources, case studies and tools for finding practical solutions to social problems

Method highlights:



Grant allocation through public voting



Platforms for connecting



Innovation scouts

latest from the blog

What is Social Innovation?

by Julie Caulier-Grice - 0 comments - 15 February 2010

There are lots of definitions – each slightly different. We've gone for a simple definition

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Welcome!

by Julie Caulier-Grice - 0 comments - 26 January 2010

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Julie Caulier-Grice

by Admin - 0 comments - 26 January 2010

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latest from the reading room

Biographies of social innovators

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Participation

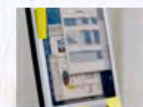
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Design and social innovation

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Most commented Methods



Innovative business models

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Ownership

In the social economy ownership is an ambiguous...

[Read more](#)



Crisis

Crisis – necessity is often the mother of...

[Read more](#)



use

meaning

relating

'The future's already here – it's just unevenly distributed' *William Gibson*

