



Open Innovation in Healthcare

Turning Challenges into Opportunities

IDEA  DROP

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Executive Summary

“

No problem can be solved from the same level
of consciousness that created it.

- Albert Einstein

”

This paper explores the benefits and applications of open innovation in the healthcare sector and highlights some examples of open innovation at its best. As the name suggests, open innovation is the practice of businesses engaging in brainstorming sessions to collect ideas from both external and internal sources to push scalability and growth.

Accomplishing successful open innovation is easier said than done as it requires an active and streamlined process for translating ideas into action.

In this paper, we explore what open innovation is, why it's gaining so much traction and how embracing open innovation methods can help healthcare organisations scale their virtual and in-person healthcare services. In addition, we outline **Idea Drop's** role in providing the technology to streamline the process of open innovation.

While this document is primarily aimed at innovation managers and chief executive officers looking for ways to foster innovation in the healthcare industry, many of the lessons and principles outlined here can also be applied in other sectors.

What is Open Innovation?

Coined by Henry Chesbrough, open innovation is a business management model for innovation that promotes collaboration both within and outside of an organisation. According to Chesbrough, **“Open innovation is a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology.”**

Not only does open innovation overcome resource barriers of geography, team size and time, but it also empowers the organisational transparency and innovative thinking that’s necessary to solve important and complicated problems.

Let’s have a look at how different industry players have experimented with open innovation to accelerate their business growth.



Cisco is perhaps one of the most important open innovation pioneers. Its acquisition strategy allowed the company to grow quickly during the late ‘90s. The goal of its acquisitions was to make hardware compatible with software in new technological products. This innovation strategy helped Cisco edge out its competitors Lucent and Bell Labs by effectively translating big tech investments into business growth.



The US consumer goods giant Procter & Gamble also adopted the open innovation concept by introducing Connect and Develop. The goal was to continue growing by US\$2 billion annually while keeping a steady R&D investment. The company managed to secure up to 50% of its innovation from outside of the organisation and, consequently, its R&D productivity increased by 60%.



Undoubtedly, another trailblazer is pharmaceutical company Eli-Lilly thanks to its R&D strategy manager. The company wanted to make use of collective intelligence to improve the traditionally low innovation success rate in the pharmaceutical industry. Consequently, Lilly was created in 2000, the first open innovation platform to connect with global scientific knowledge.

Open innovation takes a number of different forms, from structured organisational alliances and strategic co-ventures to crowdsourcing (see Figure 1). In the wake of COVID-19, the importance of adopting open innovation has become more important than ever. The pandemic introduced a host of new uncertainties and complexities for businesses, making it essential to formalise new ways of innovating more widely and effectively.

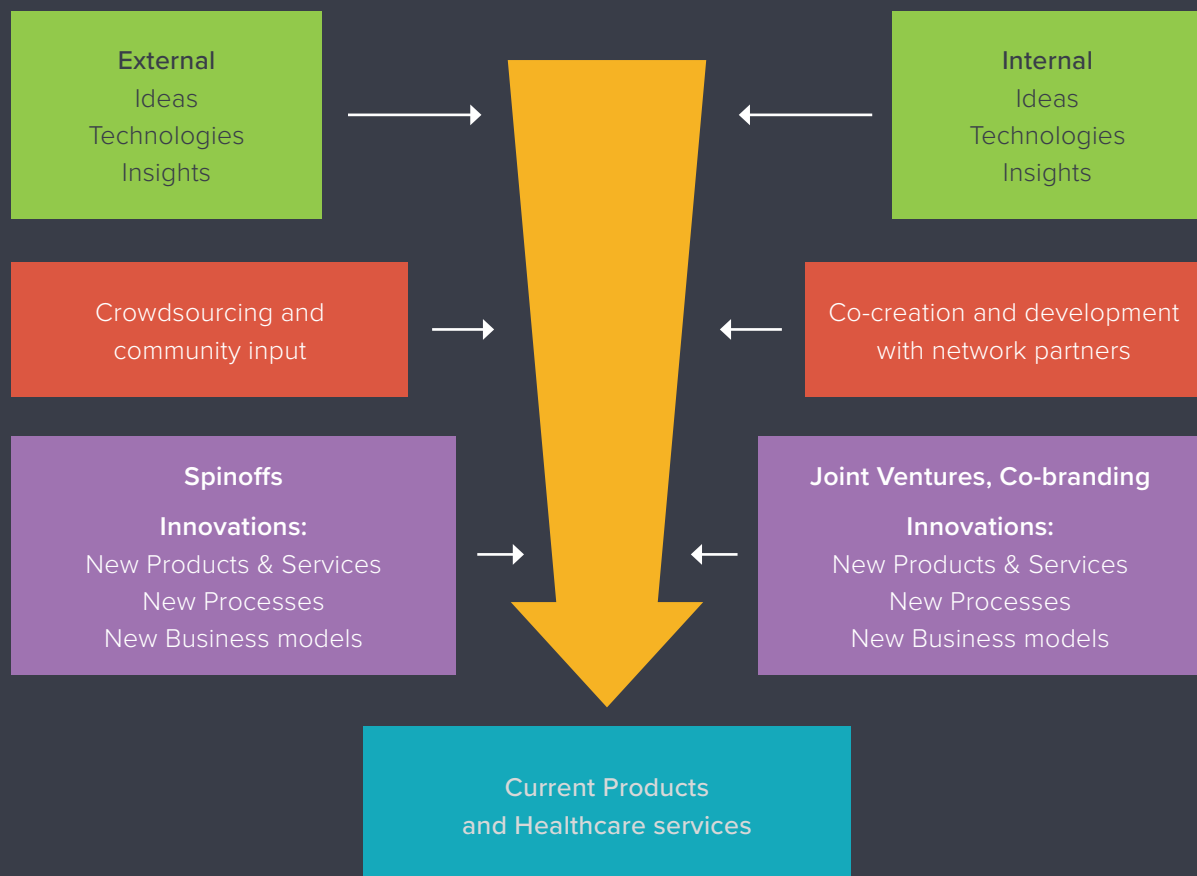


Figure 1: Open innovation model

While open innovation is clearly very effective for multinational companies, it is equally effective in small and medium-sized enterprises.

Whether you're running a start-up or have an established business, using open innovation enables you to crowdsource the best ideas and stay ahead of the competition. In this age of digitisation, businesses that use open innovation stand to benefit significantly from actively accessing the widest range of knowledge in order to solve business challenges faster.

Why Do We Need Open Innovation in Healthcare?

Over the years, open innovation has grown in leaps and bounds in pharmaceutical and medical research. Why? Because the healthcare sector's greatest asset is its network. The sector, which represents a staggering £269 billion or 12.8% of the global economy, has one of the biggest human information systems in order to support its problem solving.

Here, we've outlined seven reasons why your healthcare organisation should consider adopting and leveraging open innovation:

Solve problems faster

One of the major benefits of open innovation is enabling faster problem solving. Since open innovation promotes collaboration with other organisations and with people outside your organisation to generate ideas, it can generate more ideas, more quickly.

A wide array of ideas

Open innovation gives healthcare organisations access to diverse skill sets, experiences and backgrounds. This enables organisations to become more agile and flexible in dealing with the dynamic market demands of this fast-paced world.

Cost-effective

For large healthcare organisations bogged down with multiple processes, it's often hard to move swiftly with innovation. Equally, smaller healthcare organisations often lack the resources to push projects forward as fast as they'd like. This is where open innovation fills the gap. It builds an open innovation partnership that can reduce costs for the smaller partner while speeding up timescales for larger organisations and spreading the risk.

Innovation risk reduction

It goes without saying that any innovation has risks. However, if you work with subject matter experts, you minimise your risk of failure, especially if you get feedback from your target audience on a regular basis.

Improves brand image

In addition to being cost-effective, open innovation can help to improve a healthcare organisation's brand image. The fact that an organisation chooses to outsource processes and share information positions it as transparent, something that many healthcare organisations aspire to.

Keep your employees engaged

One of the core reasons behind employee dissatisfaction can be traced to the lack of ownership of the tasks they perform. As a result, even if your employees have some amazing ideas to put on the table, they might not feel comfortable sharing them. However, with an open innovation initiative, employees are encouraged to participate in shaping the future of their organisation. And when people feel more invested in the bigger goals of their organisation, they feel more fulfilled working there.

Innovation through a change of perspective

Without a doubt, a crucial benefit of open innovation is the cross-linking of know-how from different industries, which opens up new perspectives. By adopting open innovation, healthcare organisations can use the solutions and ideas that have yielded positive results in other industries.



Open Innovation Challenge:

How can Virtual and In-Person Healthcare Services be Improved?

Challenge period: **18 May 2021 to 18 July 2021**

Case Overview

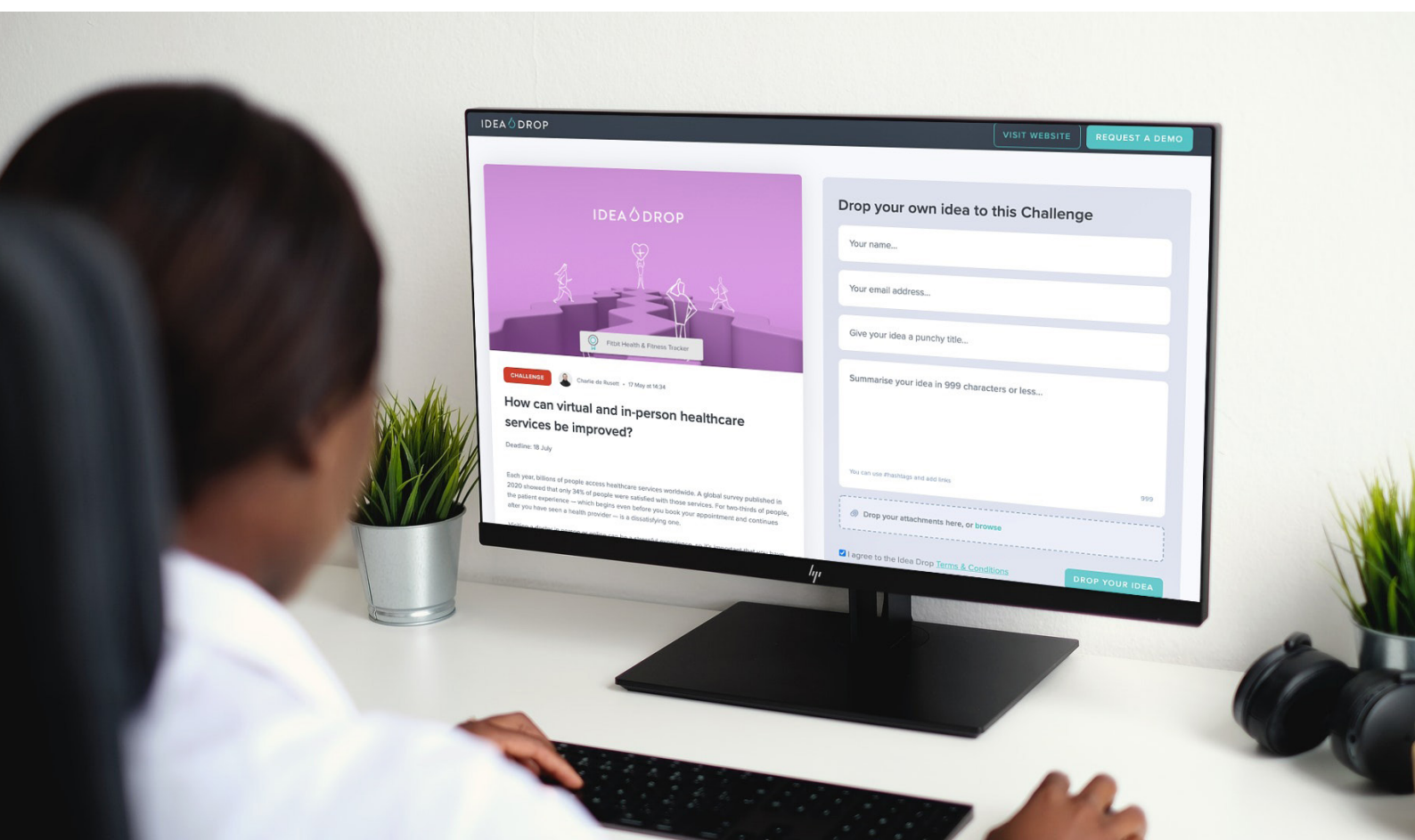
Virtual care and telehealth use has skyrocketed during the pandemic era, while in-person healthcare services have also changed significantly. In a recent survey of healthcare executives, it was found that 90% had already begun developing or implementing a telemedicine program within their organisation. In addition, many healthcare organisations are also investing heavily to improve their in-patient healthcare services.

While healthcare organisations are trying their level best to provide top-notch virtual and in-person healthcare services, they are still failing to meet patients' expectations and demands. According to a [report from the Commonwealth Fund](#), telemedicine visits have been plateauing at a rapid pace. Many companies are still making the mistake of only using their internal staff to find the solution to this problem. What they fail to realise is that they could benefit greatly by involving external stakeholders to crowdsource the best ideas.

Patients themselves and other stakeholders have first-hand experience of using healthcare services so their feedback is invaluable in helping healthcare organisations to focus on the key problems and find the right solutions, which in turn means higher patient satisfaction.

Open Innovation Challenge overview

In an effort to help healthcare organisations find the right ideas to improve their services, Idea Drop launched an open innovation challenge with the goal of crowdsourcing ideas from patients and healthcare workers on how to improve virtual and in-person healthcare services.



Idea Drop's innovation consultants helped to develop the open innovation challenge, which was then made available to the general public and shared with the digital community of ideators via email, in-person events, workshops, presentations and social media channels.



CHALLENGE:

How can virtual and in-person healthcare services be improved?

Each year, billions of people access healthcare services worldwide. A global survey published in 2020 showed that only 34% of people were satisfied with those services. For two-thirds of people, the patient experience — which begins even before you book your appointment and continues after you have seen a healthcare provider — is a dissatisfying one.

Visiting a doctor in person or online can be a stressful experience, so it's important that you have a seamless and convenient experience that is as pleasant as possible.

If you have ever experienced any issues along your patient care journey, be it about making an appointment, getting the information you need or at any other point while communicating with your healthcare provider, this is your chance to say how you think the experience could be improved. In this way, we can create a better patient care journey for everyone, including ourselves.

Submit your ideas and play a key role in shaping the future of healthcare.

Crowdsourced ideas and emerging themes

Here are some of the ideas the ideators submitted and the main themes that emerged:

Digital solutions

Many participants suggested that healthcare organisations should create a one-stop medical app that would allow patients to view their profiles and schedule appointments on the go.

SUGGESTED IDEAS:

Centralise healthcare profile for individuals

IDEA

Utilising 3D engine in explaining the body condition toward patients.

Having app that contains profiles of patients, open for integrate with different apps, so healthcare services can use the app of their favour yet able to have a streamline of data update in users' pocket.

Users should be able to have their healthcare devices updating their health metrics into the app and noticing healthcare service of their choice or sending them a notification whenever abnormal metrics detected.

So making appointment can be just a click of distance, or even can start with enquiry. Doctor can view the health condition of the patient first and convert into an appointment if there's a need.

Anonymous virtual profile of their data also can be collected for better healthcare study, that increase the effectiveness of research.

Dynamic appointment booking

IDEA

Hospitals and doctors offices need to make use of dynamic appointment booking. Letting people use a digital portal to select available time slots and then as the appointments day progresses notifications of deviation and from the booking slot. If there are delays not spending time in a waiting room is ideal.

People resources

A number of ideas related to concerns about the lack of staff being the main cause of poor-quality healthcare services.

More staff

IDEA

Most Healthcare workers are overworked. I think the adoption of additional staff such as scribes, doulas, physician assistants, nurse assistants, and so on can reduce the workload, which can improve the experience patients have when they use health services because they will receive more attention.

Rating and review systems

Many participants suggested that there should be some type of review and rating website to enable patients to submit reviews about hospitals, healthcare workers and the services they provide.

Glassdoor for hospitals

IDEA

Create a publicly available review and rating system where everyone (including doctors themselves) can leave reviews, similar to Glassdoor but for hospitals, clinics, and health services providers.

Measuring the improvement

IDEA

Every hospital should have an easy process for leaving feedback at every stage of the service provided. This feedback process could be an online survey. With this, each patient can leave a review of the service they received. With the information received, each health facility can know what aspects of their service need improvement and focus on changing them.

***If you would like to review more ideas, go to the appendix.

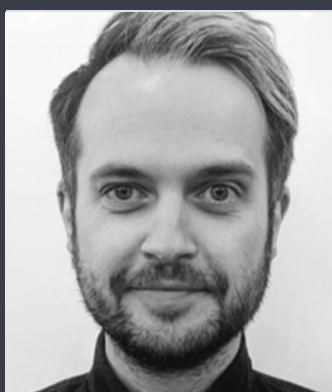
Evaluation Process

At the end of the challenge, all ideas went through an initial screening process. The internal team at Idea Drop favoured, rated and commented on each idea, and the platform's algorithm automatically designated every idea a score based on those interactions. Idea scores helped to easily identify and shortlist the top 10 ideas, which were then shared with the external idea evaluation panel.



Caitlin Robbins
Senior innovation
consultant

IDEA DROP



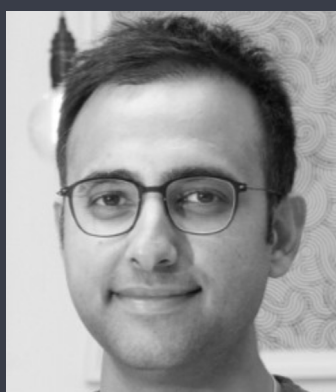
Seth Campbell
Head of innovation

ETCH.Horizon



Steve Willcocks
Chief of staff


pwc



Ritam Gandhi
Owner

 STUDIO
GRAPHENE



Mason Donovan
Principal

THE
DAGOBA GROUP
CONSULTING THAT MAKES A DIFFERENCE



John Travers
Non-Clinical Staff
Governor


Birmingham and Solihull
Mental Health
NHS Foundation Trust

Idea evaluation judging panel members were invited to review the challenges, and then rate and comment on crowdsourced ideas by following these guidelines:

Rating: Does this idea have the potential to solve the challenge and have a real impact?

0 - 3 — None
5 - 6 — Partial
7- 10 — Significant

Based on idea evaluation panel member ratings, the winning idea was chosen and the author rewarded.

Here are some of our judges' ratings and comments:

Idea	Judges Comment
<u>Provide semi-automated explanations of blood test results</u>	<i>"Good idea but can it be safely done re data protection?"</i>
<u>More retail clinics</u>	<i>"Fits with more place-based care."</i>
<u>Glassdoor for hospitals</u>	<i>"A glass door for NHS would have many upsides in the long run and fits with an inclusive and compassionate approach."</i> <i>"Open cultures are more engaging ones in the end. Good idea."</i>
<u>Post-care forms</u>	<i>"This is already available to a degree."</i>

Case Study Summary and Recommendations for Healthcare Organisations

Some of the key problem areas that came to light during the challenge were lack of investment in technology and lack of personal touch in healthcare services. Many healthcare organisations still don't have the human resources needed to provide proper in-person healthcare services, while others don't provide apps and online services for scheduling appointments and offering remote healthcare. Needless to say, hospitals that are willing to invest heavily in human resources and technology can edge out their competitors and provide better care to their patients.

By using the ideas generated during Idea Drop's open innovation challenge and improving on problem areas, hospitals can take their virtual and in-person healthcare services to the next level.



The Process of Running an Open Innovation Challenge

Here's a step-by-step guide for setting up your own open innovation challenge.

1 Define what success looks like

Before launching an open innovation challenge, be clear about what you're trying to solve. If you don't set clear and precise objectives at the start of the process, you won't be able to select the right ideas later on. Be certain of the audience for whom you're seeking a solution.

2 Select the participants

Once you've set clear innovation goals, identify the key stakeholders to support you in making the open innovation challenge a success, and set out what you expect from them. Make sure you determine whether you want the entire organisation to participate in the challenge or just part of it. You should also evaluate whether you want external stakeholders to be a part of the challenge.

3 Workflow and stages in the process towards idea implementation

Clearly determine the workflow and the stages in the process towards idea implementation. Determine how you are going to implement the idea that you select and who will be responsible for executing it.

4 Set rewards

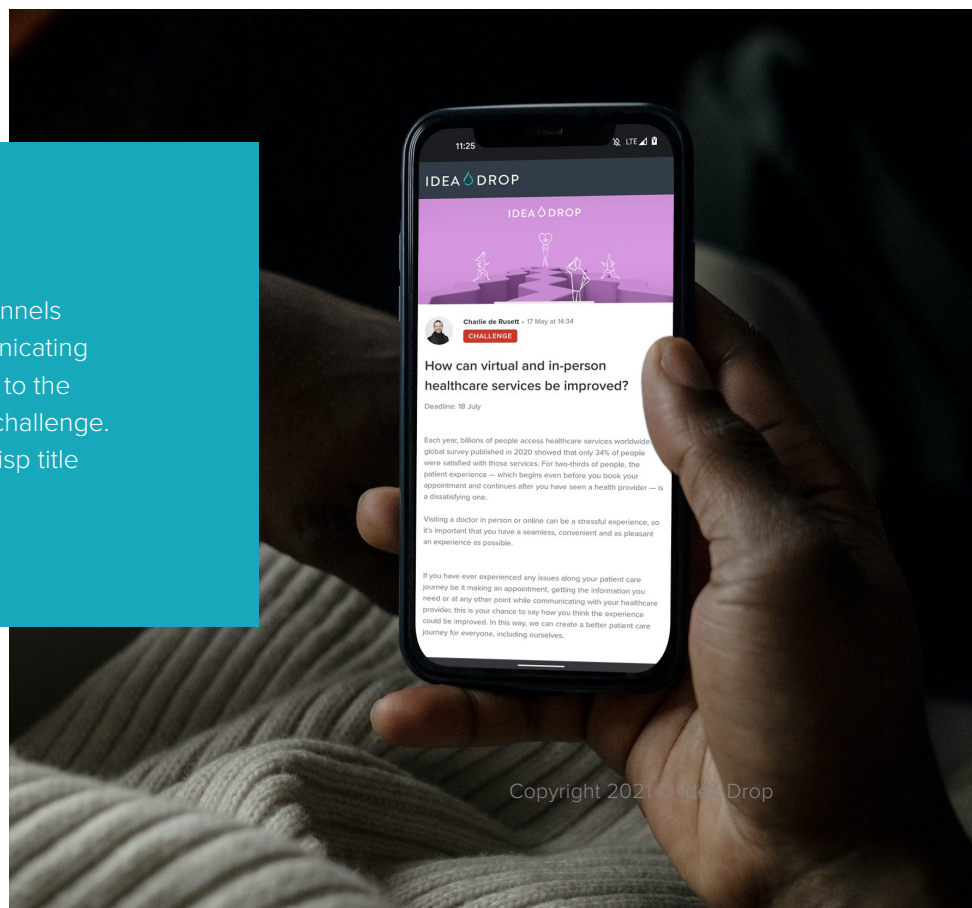
Rewards and recognition can encourage participants to put time and effort into coming up with innovative ideas. Needless to say, giving rewards is a must when running an open innovation challenge. Financial rewards or time perks are always popular.

5 Communicate the open innovation challenge

Effective communication is without a doubt the key to creating an impact and mobilising employees. Make sure you pick the channels that best suit your organisation and effectively communicate with your stakeholders.

6 Write the challenge

Once you have picked the channels that are best suited for communicating the open innovation challenge to the stakeholders, start writing the challenge. Give your challenge a short, crisp title and write a description for it.

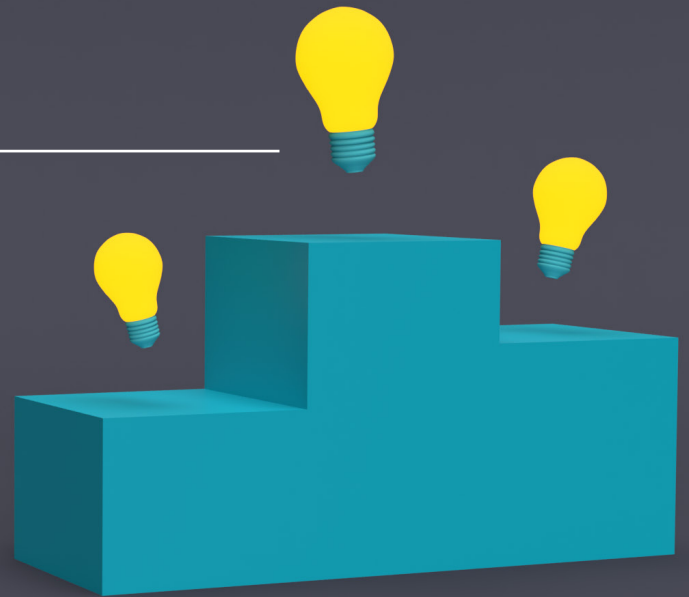


7 Monitor ideas

For a challenge to bear fruit, a strong process for evaluating and selecting the ideas with the greatest potential is essential. Make sure you determine a really effective process for monitoring and keeping track of all the ideas generated during the challenge.

8 Review all ideas and choose a winner

Finally, review and evaluate all ideas and choose a winner whose idea fulfils your healthcare organisation's business objectives and the innovation goals you have set. You'll need to find a way to rank each idea within select categories to determine which ideas will give you the biggest bang for your buck and which won't.



9 Learn from the process

For a healthcare organisation to successfully run an open innovation challenge, it must be able to self-evaluate its goals. To support this self-evaluation process, the organisation should:

- Regularly consult with its employees and other stakeholders
- Seek feedback

What is Idea Drop and Why it Runs Open Innovation Challenges?

Idea Drop is a market-leading idea management platform, empowering businesses to discover, refine and execute the most innovative ideas that help to drive their businesses forward. A thought-leader in innovation and leadership, we are trusted by global enterprises everywhere to create transformational solutions that can enhance operations and reduce costs while increasing market share and revenue.

Designed for large enterprises, our idea management platform makes it possible for organisations to efficiently collect a large number of ideas from diverse users to arrive at the best idea by easily curating them at scale.

Over the years, our platform has emerged as the preferred idea management platform in both private and public sector markets, used by high-profile multinational enterprises such as Ericsson and MTV and public sector organisations like the NHS and Kent Police Force.



Striving to help businesses create a digital network where ideas can be turned into actions with long-lasting value, Idea Drop offers a streamlined end-to-end pipeline where ideas can be captured, evaluated and implemented.

How Idea Drop Works

Built on cutting-edge technology, Idea Drop is a one-stop solution for collecting and managing ideas from inside and outside of your organisation. Here's a brief overview of what Idea Drop can do for you.

CROWDSOURCE

COLLABORATE

EVALUATE

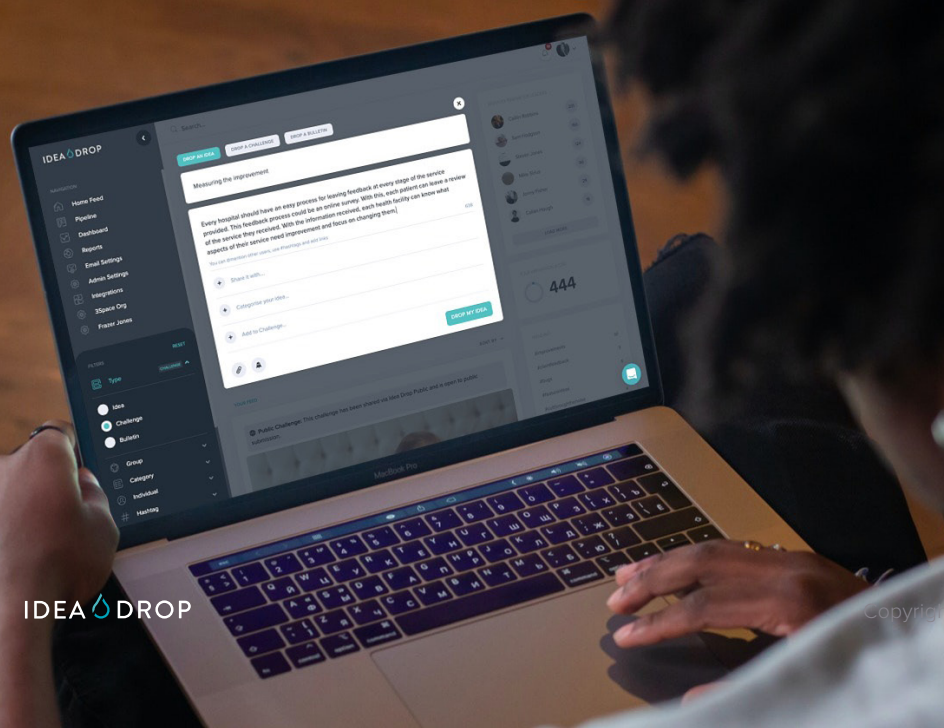
ACTION

CROWDSOURCE

Innovation and ideas go hand in hand. And the more ideas a business has, the better decisions its board can make. Idea Drop helps you to crowdsource ideas from your employees and other stakeholders in one fell swoop!

Intuitive and effortless innovation

Idea Drop makes your idea management easy so that you can focus on what matters: innovation. Our easy-to-use technology allows you to start using the platform immediately and no specific training is needed. And posting a challenge is as easy as 1-2-3: simply write a description, categorise and share with an appropriate group, set deadlines and rewards and trigger automated notifications.



Maximise your challenge reach

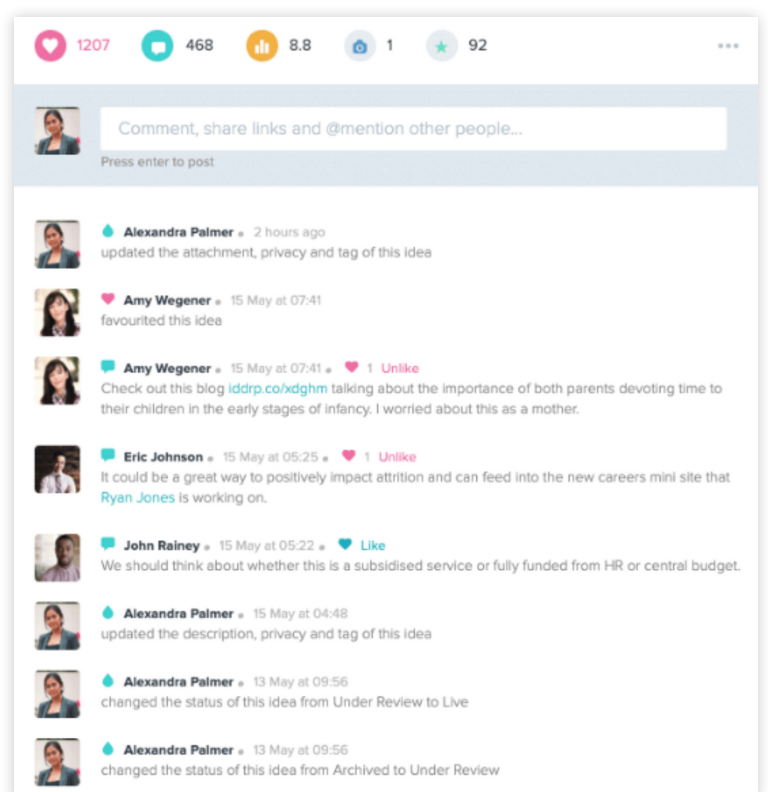
Idea Drop also helps you to maximise the reach of your open innovation challenges with its Microsoft Teams and Slack integrations. It allows you to send your challenge directly to the apps your employees use on a daily basis so that they can immediately start submitting their ideas.



COLLABORATE

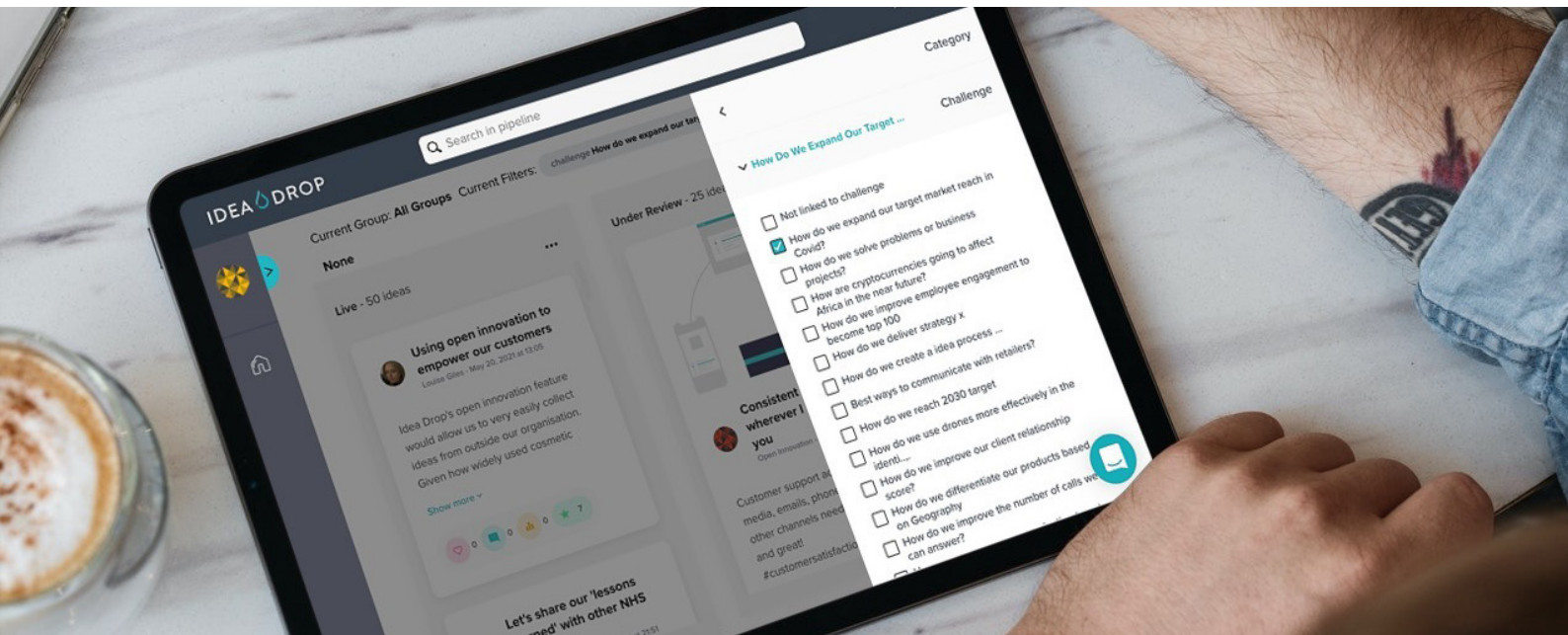
Comment, rate and favourite

Once the ideas have been collected, Idea Drop helps you to turn those ideas into innovations. Colleagues can easily contribute, comment, rate ideas and build upon them as well as bring other people into the conversation.



Find ideas that matter in seconds

As your innovation programme grows, you may have to manage hundreds or even thousands of ideas across various different groups and categories. To manage ideas at scale you need to be able to easily find what you're looking for in seconds. With the advanced search and filters, it's easy and effortless to find specific ideas in the Idea Drop platform or spot duplicates.

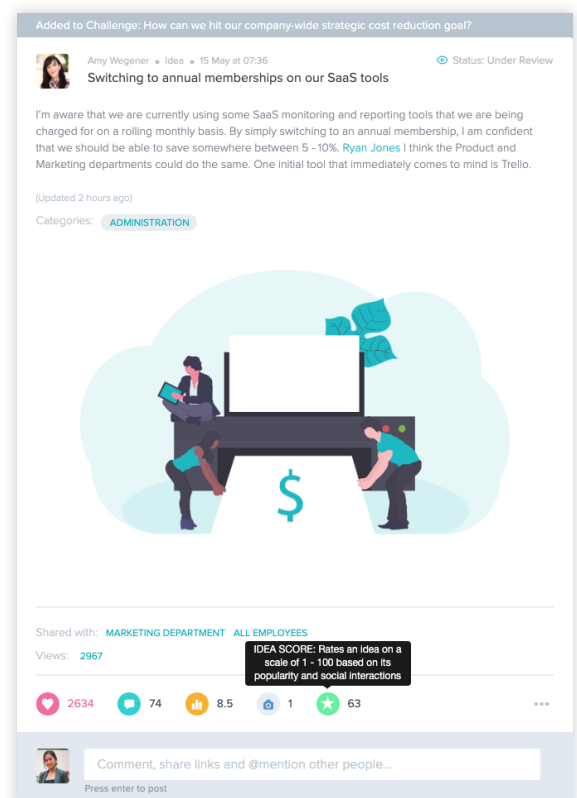


EVALUATE

Idea Drop provides you with tools to easily evaluate ideas at scale.

Idea Score

Idea Score is a feature that provides users with a useful snapshot of an idea's popularity in the feed. Ideas are rated between 1 and 100, and are collated by taking into consideration a combination of the following factors: Number of "favourites", Average rating, Number of comments, Number of views, and so on.



Spot trends in your data

With a systematic and in-depth process for collecting ideas, our idea management platform helps you to spot trends and easily identify areas worth investigating in more detail. You can also use hashtags to track ideas around similar topics and themes.

ACTION

Last but certainly not least is implementing the right ideas. Idea Drop provides you with the tools to check the status of every idea being implemented and progress each one through the pipeline more quickly and transparently.



Pipeline

Idea Drop's Pipeline is a Kanban-style workflow board that gives a deep, visual insight into the progression of ideas, enabling innovation teams to focus on the flow of the ideas, optimise the innovation process and drive continuous improvement.

Why Idea Drop Runs Open Innovation Challenges

Idea Drop is on a mission to help global organisations overcome the barriers to innovation in order to capture the best ideas through a streamlined process, achieve their strategic goals and gain a competitive edge.

● To harness the world's ideas to help drive impactful innovation

Idea Drop's consistent goal is to meet their clients' need to capture and action the best ideas. Our idea management platform offers an end-to-end pipeline where ideas can be captured, evaluated and implemented with ease.

● To bring stakeholders together

It can be difficult to break the silos that naturally build up in any organisation. Medical professionals spend most of their time with fellow doctors; nurses largely work with other nurses, and so on. Except for a few departments such as human resources, getting your staff into the same room, let alone on the same page, can be a challenge. Idea Drop brings these stakeholders together and gives them the tools to share their ideas. As well as helping ideas to grow, this helps your team to make invaluable connections.

● To help healthcare organisations discover actionable solutions

With the help of Idea Drop, you can create a legitimate space for company problem solving. A fact often neglected in larger healthcare organisations is that ideas can come from anywhere at any time. Having a platform like Idea Drop for launching ideas and receiving feedback is the first step in the process of ideation.

● To make the innovation process effortless and transparent

One of the major flaws with a suggestion box is that ideas go in but to your employees, it may seem like they never come out. Idea Drop allows you to create a transparent and accountable process where everyone can see ideas advance into action.

Idea Drop's Notable Customers in Healthcare

Idea Drop partners with those just beginning their innovation journey, as well as fast followers and award-winning innovators from around the globe.

Over the years, Idea Drop has helped many organisations streamline their innovation management process, from Fortune 500 companies to large UK police forces, and our established track record of delivering long-term value for our clients speaks for itself. Companies across multiple global industries have achieved innovation success with Idea Drop, ranging from multinational enterprises such as Ericsson and MTV to public sector organisations such as the NHS and Kent Police Force. We are committed to ensuring that our clients get the most out of innovation management. That's why our team of experts is always available to help companies implement Idea Drop's innovation platform software, helping to obtain stakeholder buy-in while providing technical guidance and support.

Birmingham and Solihull Mental Health NHS Foundation Trust

One of the leading mental healthcare providers in the UK, Birmingham and Solihull Mental Health NHS Foundation Trust, used Idea Drop to launch an innovation initiative to gather views from their staff and stakeholders to improve their strategy for 2020 and beyond.



Healthier South Wirral

In an effort to tap into the extensive knowledge that exists across the community to provide better services, Healthier South Wirral (HSW) used Idea Drop to crowdsource ideas from their staff. The challenge HSW posted on Idea Drop solicited ideas about how HSW can better support staff during times of uncertainty, stress and isolation.

Using Idea Drop helped HSW to solicit the best ideas from their staff and improve the quality of their service.



Conclusion

Establishing an open innovation program in which an idea management platform complements existing processes and subject-matter experts can be valuable to any healthcare organisation. An idea management platform provides access to all stakeholders to elicit new ideas for complex problems and engage your community in creating positive change. Idea Drop makes open innovation easy to implement, and our experienced team ensures that your open innovation challenges successfully deliver your organisation's mission objectives.



To learn more about how Idea Drop can help
you crowdsource, curate and execute the
best ideas from your stakeholders,
schedule a demo with us today.

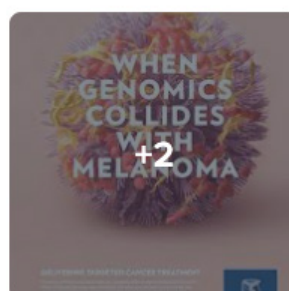
ideadrop.co

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Appendix

1. Bloxham, Eleanor. "For Some, Solitude In Work Life Has Been A Good Thing." Phi Kappa Phi Forum, vol. 101, no. 1, National Forum: Phi Kappa Phi Journal, Apr. 2021, p. 17.
2. Open Innovation and Intellectual Property Rights – The Two
https://eml.berkeley.edu/~bhhall/papers/BHH09_IPR_openinnovation.pdf
3. <http://openinnovation.net/featured/case-4-open-innovation-through-acquisition-at-cisco/>
4. [Handbook of Research on Applied Data Science and Artificial Intelligence in ... - Google Books](#)
5. <https://www.iesepublishing.com/connect-and-develop-inside-procter-gamble-s-new-model-for-innovation-espanol.html>
6. <https://www.commonwealthfund.org/publications/2020/jun/impact-covid-19-pandemic-outpatient-visits-practices-adapting-new-normal>
7. More ideas submitted by participants during the challenge "How can virtual and in-person healthcare services be improved?"



IDEA

B

Barnabas • 15 July at 14:49

When Tech and Med Collides

Why is it very hard to see technology flourish in areas like accounting, lawyers, and doctors? Because it's a profession that takes years to get into. When someone becomes a doctor, they are likely to be a doctor for the rest of their life. This makes it very hard to collide with another discipline.

I love one campaign started by the University of Melbourne, "When ... and ... collides". You can see billboards with different disciplines collides together. You need to have the collision started at the university or even lower level in secondary school. And that's how to produce talents that is great at both areas, and that's someone who can really tackle the hard problem in the healthcare service.

More continued on the next page...

IDEA

RA

Reece Atkins • 18 May at 13:54

Measuring the improvement

Every hospital should have an easy process for leaving feedback at every stage of the service provided. This feedback process could be an online survey. With this, each patient can leave a review of the service they received. With the information received, each health facility can know what aspects of their service need improvement and focus on changing them.

IDEA

BTW

Betty T. Westmoreland • 19 May at 08:24

More staff

Most Healthcare workers are overworked. I think the adoption of additional staff such as scribes, doulas, physician assistants, nurse assistants, and so on can reduce the workload, which can improve the experience patients have when they use health services because they will receive more attention.

IDEA

AW

Andrew Westphal • 4 June at 11:41

smart bots

Having the ability to be able to talk to someone/ smart bots that are able to answer basic questions. Having the ability to talk and gather information within minutes/ an hour can be some helpful and beneficial to some.

IDEA

L

Lebohahang • 8 July at 13:45

house calls

You can do house calls for check ups nd book appointments online or in a whatsapp group to avoid overcrowding & for u to alert patients wat time they should arrive..wat time will the doctors be available... wat rooms they should go to...nd set those who came fetch their medicine should be reminded 2 days before and be given the time to come bd collect their medicine

IDEA

MW

Mason Wilkinson • 28 May at 09:08

Virtual collaboration

Collaboration between doctors surgeries and more complex consultations could be smoother for patients that cannot travel to various hospitals. Virtual collaboration is happening in many businesses with much success. With this software such as Microsoft Teams or Zoom, doctors would be able to link with consultants or other healthcare professionals involved in the patient's care and would be able to have a multi professional meeting at the same time.

IDEA

JB

Jake Baxter • 3 June at 15:07

Health questionnaire

To improve appointment booking, the booking system could include a health questionnaire. The questionnaire would help doctors to prioritise patients by enabling them to review how serious the symptoms are and would help doctors to better engage with their patients through knowing the symptoms in advance. In addition, completing a questionnaire would help patients to assess how they feel and prepare mentally to see the doctor, especially for those who struggle to explain their symptoms.

IDEA

CL

Chris lee • 24 May at 09:41

Its a personal People thing

We currently have our daughter in intensive care, and cannot visit, we have to rely on Skype to see and interact with her, even though she is not conscious, we see re-actions when we talk. The Hospital and the NHS have limited resources and Addenbrookes Neuro department in particular only have two ipads for patient use. Even when COVID is over, some families are miles away from the hospital their relatives are in. I am not sure of the contract we operate with our hardware suppliers, but could we not consider donating old BNP ipads or laptops to Addenbrookes / NHS when we change the model. They only need to be capable of Skype, and possibly have music loaded onto them,. This would enable the hospital to reach out and allow family to contact their loved ones even if they are hundreds of miles away.

IDEA

FW

Francesca Watson • 24 May at 10:37

Detect unusual patterns in people's health

AI could be used to detect unusual patterns in people's health at a regional level. For example, Walmart used AI to detect buying patterns in a hurricane. Similarly, healthcare providers could utilise AI to detect high levels of smog or people coming into the doctors with very similar symptoms. This could perhaps help in the fight against future pandemics.

IDEA

SJ

Sarah Jane • 26 May at 07:59

Centralise personal healthcare data - digitise appointments and remove paper waste!

One of the biggest bug bears for me having spent a lot of time in hospitals for treatment over the last 12 months is the lack of digitisation for Patient Information sheets, appointment letters, results letters, discharge notices etc.

The amount of paper, admin and postage that is wasted in the process of treating a patient is excessive. Appointment letters can arrive via the post, after the appointment has happened, letters are hand marked, highlighted requiring huge amounts of wasted admin for little impact for patient care

There is no co-operation between trusts for some treatments/surgeries etc and therefore care information leaflets are hit and miss in quality and content/advice.

This process of patient care has not improved significantly over the last 30 years. It must be time to enable a digital response for all of this.

IDEA

OB

Oscar Barnes • 3 June at 12:51

Provide semi-automated explanations of blood test results

As a medical student and occasional patient, it is easy to spot cases where I benefit from medical knowledge in terms of interpreting my own care. I recognise that most patients are not in this position.

Having a blood test at the GP is a very common occurrence, with the typical experience being shrouded in a lack of effective communication about the results. Without an automated digital solution, this is understandable as GPs are often too busy to contact patients and explain 'normal' results. However, this process of only contacting patients when there is a significant abnormality does often leave patients concerned or confused.

I propose that there should be an automated system whereby generic interpretations of individual lab results (e.g. a typical picture of a normal thyroid function) are provided, alongside a reassuring message that the test was normal. Obviously there is some degree of nuance in interpretation, requiring more individual approaches in these rarer cases.

IDEA

LF

Lola Fowler • 19 May at 08:25

Using Healthbit

When I go to the GP, I always feel a bit rushed. If the doctors already had access to my details, perhaps through an information sharing app, then I wouldn't have to explain my condition or symptoms again and again. I like Healthbit as I can track my appointments and medicines. If that app was linked to my doctors, it would save so much time.

IDEA

EJ

Eliska Jandlova • 18 May at 13:53

Online payments

One of the worst aspects of my patient experience when I was at the hospital, was the protocol. My family and I had to walk long distances and visit many places to make payments. I think automation of payments so they can be done online and e-receipts can be issued would improve the patient experience a lot. Other tedious parts such as fixing appointments and getting patient records can also be improved with automation.

IDEA

SD

Stephen deRusett • 5 July at 12:18

dynamic appointment booking

Hospitals and doctors offices need to make use of dynamic appointment booking. Letting people use a digital portal to select available time slots and then as the appointments day progresses notifications of deviation and from the booking slot. If there are delays not spending time in a waiting room is ideal.

IDEA

LR

Leala Rancourt • 18 May at 13:53

Glassdoor for hospitals

Create a publicly available review and rating system where everyone (including doctors themselves) can leave reviews, similar to Glassdoor but for hospitals, clinics, and health services providers.

IDEA

AC

Anastasia Carnelle-Bruyns • 21 May at 15:33

More retail clinics

Convenience and timely access has been shown to consistently enhance patient experience in healthcare. This can be achieved by giving people more options and alternative sites for routine care that suits their schedule (right care in the right place at the right time). The U.S. is investing more in retail clinics with the likes of CVS MinuteClinic, Walgreens, Kroger, and Walmart offering a much faster solution than a primary care visit - and the UK should follow suit.

IDEA

HP

Holly Pritchard • 17 June at 14:07

Post care forms

After a consultation with their GP, patients could be encouraged to fill out a post-care form. This way, if they think of any questions or concerns after their appointment, they can send them through. It's easy to leave the doctors' surgery feeling confused, and this innovation would make sure that everyone understands their treatment while also helping the doctor to get a full picture of the patient. It might even lessen the number of follow-up consultations that patients need.

IDEA

WK

Walter Kanje • 12 July at 17:44

SERVICE PROVIDER TRACER

The service provider tracer, abbreviated as SP tracer is a software ideal program that operates to

- 1:save time of service deliverance
- 2:ensure efficiently and accuracy of getting assistance

On relating to hospitals, the sp tracer will be a program operated in a phone as an application by both service providers and service takers

It will be installed a control box that will auto connect the health providers in that alp when they are at certain meters from the control box

This will display number of workers in that hospital and hence people can easily determine the number of workers in tha hospital, and hence ensuring their supervision of their problems

So its a little discription on my innovation.

IDEA

SD

Sayali Dev • 18 July at 02:43

On demand immediate smart healthcare

People using fitbit to keep a tab on health should be able to auto generate appointment if some health sign is detected problematic

fitbit can connect to a app and app can monitor certain params and auto generate appointment with local docs for assistance.

This will help elderly poeple who arent technosavy

IDEA

BU

Betty Ugonna • 20 May at 10:50

MAKING THE HEALTH CARE DELIVERY PATIENT- CENTRIC

Most patients if not all are so particular about attention being paid to them as they present their cases. They want to feel the empathy being exhibited by the provider either the Doctors or by other health care providers. Empathy should be enshrined in the practise of all aspects of the service delivery. Patients wants to know that you can feel their pain points as you diagnose their complaints, they want to feel it that you are concerned from our body language. When you follow the 7 38 55 rule of presentation, you will agree with me that much is transmitted from our body language an through our voice to the hearer. Hence the need to learn the skills of empathy through emotional intelligence techniques. Doctors and other health care providers must be exposed the knowledge of Emotional Intelligence to equip them on how to manage emotions- both theirs and the patients, manage relationships and also be sensitive to the environment especially where the patients is coming from.

IDEA

OB

Oscar Barnes • 3 June at 12:51

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my health home

All of my health data is spread across multiple platforms that do not talk to each other. If I had a centralised place that consolidated all my health data and provided actionable insights and suggestions, which could be tracked and measured, this would be extremely useful for me

using smart chatbots on websites

The appointment system that doctors surgeries have in operation doesn't seem to work for everyone. If you don't phone at exactly 8am then you're in a queue for ages and disappear fast, leaving a patient unable to see a doctor or nurse that day. Using smart chatbots on websites could be the answer here, like Sephora Reservation Assistant. Patients could answer simple questions about their symptoms to discover whether they need to see a doctor, nurse or other healthcare professional and whether it's urgent.



? Bringing love n care to Health care! ?

To create a better patient care journey we as a Doctor need to be more time giving and genuine as much as possible, so that the trust develops in patients and they get well soon!! Importance of lifestyle changes can be told to patient.

Medical and life insurance can be made mandatory to all the citizens of specific country and awareness to utilize the same should be done by conducting seminars, play add on TV or FM, etc.

No waiting room -as it creates more stress to patients instead, Appointments can be considered before entering Clinic or hospitals,except for emergency cases.

Daily patient to Doctor ratio must be kept in mind for better performance of Doctor and Hospitals.

Medicine should be provided on the same day of consultation or can be courier to patients residence if awaiting the Medical reports. Calling patients again to clinic for collecting the same is not positive.

Hope these suggestions help.Thank you!

Know thy patients

The key to proactive healthcare is the ability to spot subtle changes in your patients early enough to provide effective treatment. Currently this is based on 'normal' ranges for patients of similar backgrounds and ages. However no one is truly normal. What is elevated for a specific patient may fall within the 'normal' range overall.

Therefore the key is to perform baseline testing on a per-patient basis at regular intervals in their lives. Using this data to create a personalised baseline of data to track personal health changes against.

Care room of the future

The care room of the future will rely on video-enabled care to drive operational efficiency, improve staff and patient safety, and reduce healthcare disparities.

Virtual care helped the NHS deal more effectively with the pandemic and now we have been given a glimpse of what the future of healthcare can be. The digital health revolution has begun and leveraging two-way video, wearables and augmented information will enable us to create a better patient experience, improve outcomes and be more prepared for the next challenge that might come. The benefits of virtual care were on full display in 2020 and as we move forward it is clear that there is no limit to how telehealth can positively impact the overall experience and outcomes across the entire healthcare continuum.

Health Tip

An app that not just allows doctors to communicate online but to allow booking of consultations as well as giving notifications to your phone if your waiting for a doctor's appointment as they do not work with specific time frames. The app should allow you to upload your doctors letters for reference to use to submit to your workplace. A app that gives check up reminders that would link to your local hospital or clinic to populate how many people are booked for the day and to have the regular medication collections prepared before hand to avoid waiting periods and ques for the elderly. To also have delivery service available for the elderly and instead of having those with co mobidities visit the Healthcare centre's schedule a certain day for a home visit to the person who needs a check up with the medication required to be dispensed. With vaccinations as well get people to come in only when it is their turn via phone notification instead of having too many people gathered at once.

health and internet connectivity

There are many virtual tele-health solutions out there. Crucially, however, one of the biggest barriers to offering this service to those who need it the most, is their lack of internet connectivity. These people with poor connectivity tend to live more rurally. Therefore, not having a tele-health solution makes it far harder and more time consuming for them to get help and this will inevitably lead to many people around the world never getting the help they need and thereby exacerbating the health problems that cripple these countries. By not having a solution for quick diagnosis, the average, impoverished rural patient tends to arrive at the doctors more unhealthy than they would otherwise be. There is a direct cost associated with not diagnosing people as fast as possible and there is a direct cost of time spent physically in a hospital when the problem could be solved remotely. Connectivity is therefore now a health problem, more resources need to be diverted to solve this.

Making informed decisions because of knowledge empowerment

My idea mainly pays more focus on educating expecting mothers, the parents of toddlers as too how eye sight or eye checks are important.

Meaning, meanwhile the child or baby goes for immunization her eye sight is also check if eye development is making progress.

Including the elderly on teaching them the importance of getting new pairs of glasses.

And also creating awareness of the glaucoma, pretyguim conditions that most suffer from.

And secondly being able to assist individuals who walk around with Lypomas, cysts on their heads and backs that dermatologist offer their service at local clinics. Because majority of individuals who have it do not have access or finances to go to private practices.

IDEA

ER

Elliot Robertson • 25 May at 13:06

Invest in their employees customer service skills

One of the main issues with healthcare seems to be the lack of good customer service. Other businesses like Alliance Homes invest in their employees customer service skills knowing that customer service is key in keeping customers and clients happy. The healthcare system could similarly invest in their employees interpersonal skills and development specifically designed around empathy and compassion.

IDEA

SJ

Steve Jones • 28 May at 16:44

Single standard across virtual and in-person visits

Have a single standard for online and physical patient experiences. This standard would help make virtual and physical experiences more consistent. It also makes the healthcare industry more transparent to patients, providers and others. And it allows others to look to industries that are not already using it as a model and improves the healthcare industry by creating clear, transparent and meaningful outcomes. We want to make sure that a virtual or physical visit is a seamless and pleasant experience patients.

IDEA

PH

Paige Humphries • 9 June at 15:54

Online support groups

Talking about your symptoms and sympathising with others often helps you feel better. There are public support groups on Facebook for conditions like lupus, diabetes and endometriosis. Doctors can create their own private support groups for their patients. Examples of groups could include: 'Seasonal Flu Victims', 'Dr Smith's High BP Group' or, 'Doc Martin's Hearts'. These would be invitation-only groups where patients can get to know each other, voice concerns, or ask for suggestions, and patients could choose to join these groups in addition to the post-care offered by their own doctor. Doctors or nurses could provide support by responding to posts and answering questions. These online consultations would help reduce the number of one-to-one appointments, saving time for everyone.

IDEA

KC

Kate Clifford • 4 June at 07:14

Sync Up To Link Up

The health care system can seem impersonal and lengthy, but with increasing ability of tech and instant communication, this doesn't need to be the case. A huge percentage of the population wear watches that provide a continuous measure of their level of activity/ heart rate/ Vo2 max and more, every minute of every day. To help ensure the health care system utilises this, patients could sync their watches to an online system with their GP. GPs could monitor data and look for unusual changes. An alert system of dramatic changes e.g. to heart rate, could also be signalled by an audible warning to signal a patient is in distress. This would not only allow for appointments to be backed up by reliable data but would also allow remote services to become more actively preventative as doctors / hospital services could jump in should something be wrong. Syncing up to link up would ultimately ensure that healthcare services are more instant, personable and reliable, utilising the tech of 2021.

IDEA

EG

Evan Gould • 15 June at 11:21

"How-to" workshops for patients

Clinics could hold workshops to train people in their local communities on how to engage in effective consultations (virtual and in-person). It might sound obvious, as most of us have been going to doctors all our lives, but being prepared and knowing exactly what is expected of us as patients can ease patients' anxiety around doctors' visits. These workshops could share useful tips about getting the most from our consultations and could tactfully let us know which questions are appropriate. Good communication is always key. Some of us don't see our doctors often, and feel unsure about how to make the most of our appointments.

IDEA

BH

Benjamin Hodgson • 10 June at 12:37

Virtual consultation etiquette

Virtual consultations can feel very impersonal. As patients, we want online consultations to feel personalised, suiting our individual needs. There are several rules of online etiquette that healthcare providers need to follow. For example, the doctor needs to keep his or her camera on during consultations to offer at least an impression of eye contact. The background setting and lighting need to be professional and private, especially for doctors working from home, and the doctor must be responsible for breaking the ice by saying hello warmly and smiling to put us at ease. There are a number of online resources that doctors might find helpful, one being imageworkshealth.com. It's worth the effort to humanise our online experiences.

IDEA

SK

Stephen Khoo • 15 July at 07:45

Centralise healthcare profile for individuals.

Utilising 3D engine in explaining the body condition toward patients.
Having app that contains profiles of patients, open for integrate with different apps, so healthcare services can use the app of their favour yet able to have a streamline of data update in users' pocket.

Users should be able to have their healthcare devices updating their health metrics into the app and noticing healthcare service of their choice or sending them a notification whenever abnormal metrics detected.

So making appointment can be just a click of distance, or even can start with enquiry. Doctor can view the health condition of the patient first and convert into an appointment if there's a need.

Anonymous virtual profile of their data also can be collected for better healthcare study, that increase the effectiveness of research.