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Introduction to the Cumbria Rural Health Forum: using the open innovation approach

Jae-Llane Ditchburn
(Yvonne Khoo J-Lyn)

13th May 2015
HSCI seminar series
Teesside University
The concept of Innovation

The concept of innovation can be regarded as something that brings improvements to products and processes, changes to organizational structures and activities, to exploit new markets.

Innovation is also ongoing processes of learning, searching and exploring, which results in new products, new techniques, new forms of organization and new markets\(^1\).
Open innovation

Valuable ideas can come from inside or outside the company (industry/research) and go to market from inside or outside the company (industry/research) as well.

This approach places external ideas and external paths to market on the same level of importance as that reserved for internal ideas and paths to market during the Closed Innovation.²
<table>
<thead>
<tr>
<th>Closed research</th>
<th>Open research</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the smart people work in our research.</td>
<td>Not all smart people work in our research.</td>
</tr>
<tr>
<td>To get the best out of our research we need to discover, develop and supply everything ourselves (internal R &amp; D).</td>
<td>External R &amp; D can create value for our research.</td>
</tr>
<tr>
<td>Only if we discover it, will we be able to <em>shine</em> in our research.</td>
<td>Internal R &amp; D is needed to grasp that value.</td>
</tr>
<tr>
<td>If our university is the first to get breakthrough results/publish, we will beat our rivals!</td>
<td>We have to be involved in the basic research, but the discovery does not have to be ours.</td>
</tr>
<tr>
<td>If we create the most and best ideas in our research, we will win.</td>
<td>If we make better use of external and internal ideas and <em>unify</em> the knowledge, we will win.</td>
</tr>
<tr>
<td>Full control over the process.</td>
<td>Shared control.</td>
</tr>
</tbody>
</table>
Cumbria Rural Health Forum

Jae-Llane Ditchburn
Research Fellow
Cumbrian Centre for Health Technologies
University of Cumbria

13th May 2015
HSCI Seminar Series, Teesside University
Cumbria Strategy for Digital Technologies in Health and Social Care

- Practical hands-on study led by UoC, completing by end March 2015
- Aim is to assess how digital technologies can contribute to good rural health
- The strategy covers the population of Cumbria and their health and social care requirements.
- Primarily address organisational and professional skill needs, rather than technical issues.
Two guiding principles:

1. We will selectively develop scoping and planning in areas that can quickly lead to implementation within Cumbria

2. We will select themes where we can influence decision makers in Cumbria and nationally

“What does good rural health look like?”
Forum Membership

Action with Communities in Cumbria, AHSN (North East-North Cumbria Academic Health Science Network), Care Innovations, Carlisle City Council (Healthy Cities), Carlisle College, Closer Care, Copeland Borough Council, Cumbria GPs, Cumbria Clinical Commissioning Group, Cumbria County Council, Cumbria CVS, Cumbria Health On Call, Cumbria Healthwatch, Cumbria Neurological Alliance, Cumbria Partnership NHS Foundation Trust, Cumbria Public Health, Cumbria Rural Housing Trust, Cybermoor, Diabetes Complete Care UK, Eden Housing Association, MSD (Merck), Great North Ambulance Services, Impact Housing, Lancashire Care, North Cumbria University Hospitals Trust, NHS Confederation North West Infrastructure Service, Northumbria Trust Director of Health Informatics, NW Ambulance Service, Royal College of General Practitioners Cumbria, Riverside Housing, Penrith & Borders MP (Rory Stewart's office), Settle Townhead GP, Tunstall Healthcare, University of Cumbria, Values Based Commissioning Ltd, Vilistus Ltd, University Hospitals of Morecambe Bay NHS Foundation Trust, Cumbria Health & Wellbeing Board, Better Care Together Programme, Shap Medical Practice
Theme: Digital technologies to support remote consultations, telehealth & telecare.

1. Map existing digital activities
2. Understand rural health issues
3. Identify needs & opportunities for use of digital technologies
4. Develop roadmap for implementation within Cumbria
1. Map
2. Understand
3. Identify
4. Develop roadmap
Sept 2013 • Ideas on rural health work

Dec 2013 • Funding call
• Types of remote tech
• Known projects / good practice
• Identify gaps

Feb 2014 • Outline of plan to submit bid
• Discuss Cumbria Strategy

March 2014 • Won bid from AHSN – NE & N.Cumbria

Jul 2014 • Start work on tasks / initiatives • Lit review
| Workshop 1  | Sept 2014 | GP practices needs analysis  
|            |          | Data from practice managers  
|            |          | From there – studies on GP and LTCs  
|            |          | Activity – categorise/cross link mapped items  
|            |          | + presentation (s) |
| Workshop 2  | Dec 2014 | Joined Twitter @cumbriaRHF  
|            |          | Launched website  
|            |          | Described studies to Forum  
|            |          | Activity – work on 3 themes  
|            |          | Improve health outcomes for those with LTCs, support more to self-manage  
|            |          | Explain, clarify, share good/bad practice, assess impact and value  
|            |          | + presentation (s) |
| Workshop 3  | Feb 2015 | Update Forum – website, twitter  
|            |          | Discuss plans for CRHF Phase 2  
|            |          | Activity – implementation planning exercise – for the *Rurals*, how can we design digital services for them?  
|            |          | + presentation (s) |
Networking Meeting
Feb 2015

- Discussion of Forum, benefits, what has worked well
- Plans for the Future year
- Activity – member survey

March 2015
Start monthly Twitter #CRHFchat on technology

June 2014
Telecare Enabled Care Round Table and Event

Our current progress:

Studies to support the development of the Digital Roadmap – writing up

GP studies (n = 11)

People with long term conditions (n = 25)
Thank you
Personal experience

Out in Open Space

Lessons in work experience

Time management!

Learn to work/write fast!

Find the best way to work – the one that really works

Learn new skills – website, social media, networking, be assertive

Breathe and carry on!
Thank you