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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 markets¹.

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 Innovation².

Closed research

All the smart people work in our research.

To get the best out of our research we need to discover, develop and supply everything ourselves (internal R & D).

Only if we discover it, will we be able to *shine* in our research.

If our university is the first to get breakthrough results/publish, we will beat our rivals!

If we create the most and best ideas in our research, we will win.

Full control over the process.

Open research

Not all smart people work in our research.

External R & D can create value for our research.

Internal R & D is needed to grasp that value.

We have to be involved in the basic research, but the discovery does not have to be ours.

If we make better use of external and internal ideas and *unify* the knowledge, we will win.

Shared control.

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

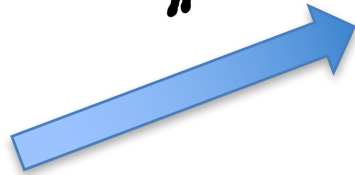
Action with Communities in Cumbria, AHSN (North East-North Cumbria Academic Health Science Network), Care Innovations, Carlisle City Council (Healthy Cities), Carlisle College, Closer Care, Copeland Borough Council, Cumbria GPs, Cumbria Clinical Commissioning Group, Cumbria County Council, Cumbria CVS, 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.

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





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)

Sept 2014

Joined Twitter @cumbriaRHF



Nov 2014

Launched [website](#)



Workshop 2
Dec 2014

- 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

+ presentation (s)

March 2015

Start monthly Twitter [#CRHFchat](#) on technology

June 2014

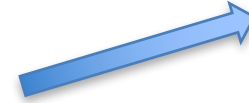
Telecare Enabled Care Round Table and Event

Our current progress:

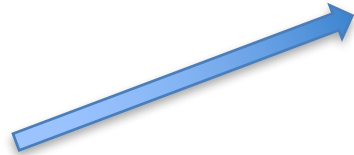
Studies to support the development of the Digital Roadmap – writing up

GP studies (n = 11)

People with long term conditions (n = 25)



1. Map ✓
2. Understand ✓
3. Identify ✓
4. Develop roadmap



Thank you

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Personal experience

Out in Open Space

Lessons in work experience

“People” skills

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

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