



ASSESSMENT 2 – WRITTEN ASSIGNMENT (PROJECT OUTCOME)

BMHP5014- Changemakers: Creativity and Value Creation

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1. Introduction

In this essay the four units learned through the module of “*Changemakers: Creativity and Value Creation*” will be discussed as in Unit 1 - Ideas and Values the importance of innovation in the society, Health and Social related. In Unit 2 - Creative Solutions in terms of Creativity solutions by analysing the Healthcare industry and the creative market. In Unit 3 - Mobilising support, establishing a supportive network by describing social mobilisation and aid of the government in terms of mobilising support. Lastly in Unit 4 – Evaluation, skills and attributes will be explained in terms of skills and attributes to produce a successful evaluation.

2. Unit 1 – Ideas and Values

2.1 Innovation and society:

During Unit 1 I have learned that Innovation is a fundamental mechanism for expressing ideas and beliefs. For a sector, acceptance and distribution can be described as innovation. Anything in healthcare can be considerate innovative, such as radical concept, technology, resources, or method of treatment that offer clear benefits above existing practices. The most successful ideas share two characteristics: they both are practical and compelling (Voorberg *et al.*, 2015). The NHS and its partner organisations have previously been at the forefront of creating and testing potential breakthroughs around the world. There are, however, still complications. It might be difficult to establish that innovations should be embraced as recommended practice and quickly and successfully applied throughout the healthcare system. Further analysis of innovation in this sector is if ideas are more successful and wealthier at home overseas, but that's been the case in the past. If we want our patients to realise the benefits of innovation directly, we must improve our surrounded environment. Accessible to adequate sources of finance is critical for new inventions to thrive and expand the scale.

Though public funds remain limited and understanding among NHS personnel of what is available should be strengthened, there is an improving range of both public and private financing sources in the UK (Taillard *et al.*, 2014).

There are different ways to make the changes through innovation in the health and social care sector. Previous, we can see that, the innovation can be seen as it took ages for technological innovations, such as electricity, telephones, and computers to build up (Sanders and Stappers, 2008). Therefore, the years of age for mobile phones, radios and the internet exceed 30% of users' expectations.

Some sectors, on the other side, have made more progress in developing smarter, quicker, and cheaper goods than healthcare. Large entrepreneurs discover which one of their users wants before innovating the basis of the findings. They determine the key pain points and work with the customers, other influencers, and specialists to solve the problem, establish acceptance and dissemination strategies, and implement the right strategy. Employees have profited from a culture of continuous improvement that has been developed and maintained in such organisations.

The UK's healthcare entrepreneurial and private investment sectors are maturing, and the government's business investment plan tax relief to start-up investors continues to draw capital and talent from around the world. Deep technology accelerator programs like Entrepreneurships First, which help take innovative technologies from academic concepts to a viable business firm, have benefited from innovations developed by the UK's best universities and heart education.

3. Unit 2 – Creative Solutions

3.1 Creative solutions; Healthcare industry and creativity

During Unit 2 I have learned the value of change and creativity. The healthcare industry is at a deficit of innovation. Though this may appear to be a broad statement, in over twenty years in the sector, I've seen what is considered conventional in commercial business-to-consumer marketing to be considered revolutionary, hazardous, and disrupting in the market efforts sphere (Lepak *et al.*, 2007). Even though businesses are closely related and the role of innovation in each is vastly different.

In the healthcare industry, creativity is devalued. It isn't considered to be of crucial significance or value, which, while I recognize the complexities of the situation, is a tremendous error. I've seen countless times again that innovation is essential to a good marketing campaign, and the healthcare industry, more than ever, requires it.

Our health-care industry has been dominated by left-brain individuals who are methodical, informational, and logical. These would be the doctors, physicians, and attorneys who base their decisions on facts and data. This is a respectable ability that is critical in their day-to-day work, but it does not easily apply to marketing. People are more receptive to big ideas than too small details, and that is why the healthcare businesses need to modify their strategy.

A protagonist visual and array of features and minutiae are frequently used in healthcare device marketing. In many cases, ten attributes are listed; this ensures that if the first three don't grab your interest, numbers 8 to 9 will. People from different places like the creative information-based marketing in the health and social care service. Data is a supplementary message, not generally understood to refer to , and no one can relate to a campaign in this way (Namisango *et al.*, 2020). What's needed is a fusion of product and audience, which healthcare marketing typically fails to produce due to the dominance of facts and a lack of ideas.

Marketing that is innovative is important. Neurofuran vs pharmacy-owned ibuprofen is a prime illustration of this in the consumer world.

4. Unit 3 – Mobilising support

4.1 Establishing a supportive network; Social mobilisation & aid of the government

In the course of the learning of Unit 3, I have learned and studied how to establish a supportive network and also learned about how to mobilise support & coming to the aid of the government.

Mobilising support or coming to the aid of the government, and other key players can take a variety of forms. From one half, there are more confronting activities such as sit-ins or protests, as well as opposition forces and violence. Altering the Game is opposed to all forms of violence. Instead, it encourages civilised society and public officials to work together, and it provides training in a variety of skills and methods, such as how to pattern the media or file a complaint. Participants who started with little or no knowledge of the subject matter will have learned how to apply for appropriate policies implementation at the local level and cooperate with local governance systems on an issue that is of direct concern to them after completing the whole course on mobilizing support.

Social mobilization is the process of bringing together all available cross-functional and cross partners and supporters to participate in development activities (Prahalad and Ramaswamy, 2004).

It expands on technical experts' efforts and emphasizes the talents and roles of social allies around the world, especially community members. Employees within an organization are empowered to recognise their demands, rights, and duties, modify their values, and opinions, and mobilize the human, material, financial, and other resources essential for

socio-economic development through social mobilization. Heads of government, public agencies and departments, the development partners, society including

- Religious organizations (Nimfa et al., 2019)
- Culture organizations
- Non-profit groups

Political as well as traditional leaders, families, and individuals at all levels, particularly the global, national and district levels may all play a crucial role in social mobilization.

Social mobilization is considered one of the best methods of promoting health in the area of health development. It is a way of providing knowledge and skills to individuals and groups, as well as negotiating between divergent interests to build settings that encourage and enhance health. In the health sector, social mobilization is integrated with and supports other health development processes such as:

- Service delivery
- Infrastructure and capacity building
- Preventative interventions
- Health advocacy (Codignola, 2016)

Social mobilization makes a significant contribution to improving health by increasing the participation of many stakeholders, resulting in more knowledge, management, and responsibility for health treatments.

5. Unit 4 – Evaluation

5.1 Skills and attributes; Successful evaluation

In the course of the last unit, Unit 4, I have learned the importance of personal evaluation and how to evaluate success by measuring the right skills and attributes.

I have learned that a project's evaluation is a process that evaluates it objectively. It involves gathering and interpreting data on the operations, features, and outcomes of a program. The mission is to make program evaluations, improve the effectiveness of the system, and/or guide programming decisions. The evaluation looks like in practice as these sectors work.

Procedures, influences, results, and assessments task are the three different forms of evaluation. One must first establish if the project is being carried out as planned and if it is reaching the target demographic so that you can assess its efficacy (Amitand Zott, 2001).

- Stakeholders to participate.
- Summarise the program in depth.
- Concentrate on the evaluation design.
- Collect conclusive sources.
- Findings must be validated.
- Ensure that one is using and communicating the lessons he/she has learned.

To evaluate means to assess someone's or something's worth or value. When an instructor evaluates work in possible to allocate a grade, this is an example of evaluation. To assess the importance, efficiency, or value of something (Fonseca Braga, 2016). Evaluated the effectiveness of the instructor.

The evaluation of such pathfinders was essential to the project's objective: encouraging widespread adoption of innovative care models that largely facilitated' health and well-being, the value and equity of care they receive, and the overall system's effectiveness.

Furthermore, as part of the assessment plan, it was emphasised that results should be disseminated quickly among the pioneers and disseminated throughout the NHS. This parallels a relatively new phenomenon in healthcare: a rapid process of evaluation.

For the Durham EHCH pioneer, a regional evaluation was undertaken to quantify the vanguard's effect in terms of impact and reasonable price. This evaluation was carried out in less than two years of the vanguard's adaption as part of a strategy for quick evaluation and learning all across the health and social care industry.

A second evaluation was undertaken using a significantly larger set of data with much more before and after intervention data points, in addition to the first. The purpose of this work is to discuss and compare the findings of the two assessments, as well as to look into the consequence of employing interrupted time-series data (ITS) methods for rapid evaluations (Harryson, 2008).

6. My learning

Human components of healthcare are core beliefs, effective communication, and so on. These are essential for every healthcare encounter to provide thoughtful, complementary, and ethical relationship-centred treatment. The goals of the study are to outline the evolution of the International Charter for Human Values in Healthcare, which defines core values,

articulates the role of effective communication in enacting these ideals and presentation instances of how the Network's values are translated into actions.

Very minor, low-cost improvements can have a profound impact. As staff personnel, for example, while talking to the wheelchair-bound patients, bending the knees to speak at eye level rather than staring down at them, the patient is engaged and respect is shown. Incorporating prevention into services and processes, as well as understanding the impact of socio-economic factors, including substandard housing, unemployment, and a decrease in social connections, can help health and care organisations contribute to promoting health for their people with chronic conditions (Sanders and Stappers, 2008).

To overcome the culture of uniformity and professional boundaries, I also believe that frontline care workers, such as nurses, should be allowed to speak up. Staff who engage with patients and also have an idea on how to improve their patient care should feel free to speak out, whether it is a doctor or a nurse. What is needed is an organisational structure that allows for innovative and beneficial ideas to thrive and become long-term innovations.

7. Conclusion

Here the conclusions can be made by the four units where each one of the units describes the role of the innovation in health and social care where the new contributions and technological development can be seen in Unit 1 of concepts and values. Unit 2, on the other hand, at creative solutions in the healthcare sector as well as creative marketing where we can see how creativity is devalued from every perspective. The idea of social mobilisation in terms of organising support is discussed as we see that there are different groups and organisations socially developing in these sectors as I have learned in Unit 3. The evaluation of health and social processes, as well as their efficacy, shows that the processes need to be implemented an inadequate evaluation of the strategy in Unit 4. My learning about the module gives an overview of the e-learning about the delicacy and core values in communication and long-term innovations for the health and social care sector.

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