



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Changemakers: Creativity and Value Creation

Professions (BMHP5014)

Component 1: Online portfolio of set exercises

Student name: Luize Kludzina

Student number: 2422963

Lecturer's name: Laila Surani

Table of contents

Introduction:.....	2
Task 1- Defining Key Concepts in Practice (350 words)	3
Task 2 - Mind Map (130 words).....	5
Task 4 – Case Study Analysis of a UK Innovation (200 words).....	8
Task 5 - Research Task (200 words).....	9
Task 6 - Exploring Digital Innovation in Health and Social Care	10
Task 7 - Understanding the NHS Leadership Framework (350)	12
Task 8 – Self-Reflection Journal Entry (150 words)	13
REFERENCES	14

Introduction:

This assignment focuses on defining four important concepts and their importance within health and social care settings; innovation, creativity, value creation, and change. These fundamental concepts are crucial for further development and improvement within the health and social care sectors. Due to the advanced innovations, the healthcare sector is improving, allowing professionals to manage increasingly complex health issues, improving outcomes of patients. Moreover, creativity and value creation allows healthcare professionals to approach problems and solve them with the best outcome for society. Furthermore, the sector is advancing due to innovations, but many organisations change their approach within health and social care, due to the increasing patient needs and evolving medicine and due to the evolving social values.

This assignment will focus on defining each of these concepts, using academic literature, explaining the importance of health and social care practice, provided by relevant practices and theories.

Furthermore, this portfolio will cover various concepts of new innovations adopted by the NHS.

Also looking within how the leadership practices work within the NHS. Lastly, this portfolio is finished by a personal reflection using Gibbs (1988) reflective cycle and Kolb's (1984) Experiential Learning Cycle.

Task 1- Defining Key Concepts in Practice (350 words)

Innovation is a combination of developing and implementing and lastly spreading new ideas.

Within health and social care, it involves creating new products, care pathways, or practices which improve the lives of people. Efficient innovations are characterized by their usefulness and success implementing within the care plan. (Kelly, Young, 2017). This can be applied to the framework of The Diffusion of Innovation theory (Rogers, 2003), which he explained, how new ideas and technologies spread through organisations and then later are adopted by staff.

As an example, introducing AI scans, (lung, brain, heart), which allows physicians to quickly find diseases and prevent them as fast as possible, improving outcomes of the patient. Earlier diagnosis as well means an effective treatment plan. (NHS, 2023).

Creativity is the ability to produce ideas that are both original and useful (Runco and Jaeger, 2012).

According to Amabile's Componential Theory of Creativity, creativity occurs when individuals combine their knowledge, skills, and motivation to generate valuable new ideas (Amabile, 1996). In health and social care, creativity is important because it enables professionals to develop person-centred approaches, improve care plans, and find effective solutions to complex problems. For example, some care homes use dance and art therapy for people living with dementia as an alternative or complement to medication. These creative interventions can improve mood, encourage communication, reduce agitation, and enhance overall wellbeing, demonstrating how creative approaches can improve the quality of patient care. (Hayes, 2011)

Value in healthcare means improving patient health outcomes and experiences while making the most efficient use of available resources. As the NHS is funded through taxpayers' money, it is essential that these resources are used responsibly to provide high-quality care without unnecessary spending. This requires balancing cost-effectiveness with the delivery of safe, effective, patient care. (HFMA, 2025)

Value creation focuses on identifying fair and sustainable ways to improve healthcare outcomes while reducing unnecessary costs. According to Porter (2010), value in healthcare is determined by the health outcomes achieved for patients in relation to the cost of delivering those outcomes. This approach encourages healthcare organisations to improve quality while ensuring that resources are used efficiently.

Change in health and social care refers to the process of introducing new ways of working, services, technologies, or policies to improve the quality, safety, and efficiency of care. Effective

change helps organisations improve patient outcomes, enhance staff performance, and deliver more sustainable services. (NHS, 2018) Lewin's Change Management Model (1951) explains that successful change occurs in three stages: unfreezing existing practices, implementing the change, and refreezing the new way of working so it becomes part of everyday practice. An example is the introduction of electronic health records in the NHS, which has improved communication between healthcare professionals, reduced paperwork, and increased patient confidentiality.

Display replies in nested form

Settings



What are the innovations in Health and Social Care

by Luize Kludzina - Thursday, 11 June 2026, 10:24 AM

There has been new innovations in digital health, for example, new implants, drugs and devices and new procedures - new surgical techniques. These innovations help to increase life span and quality of life.

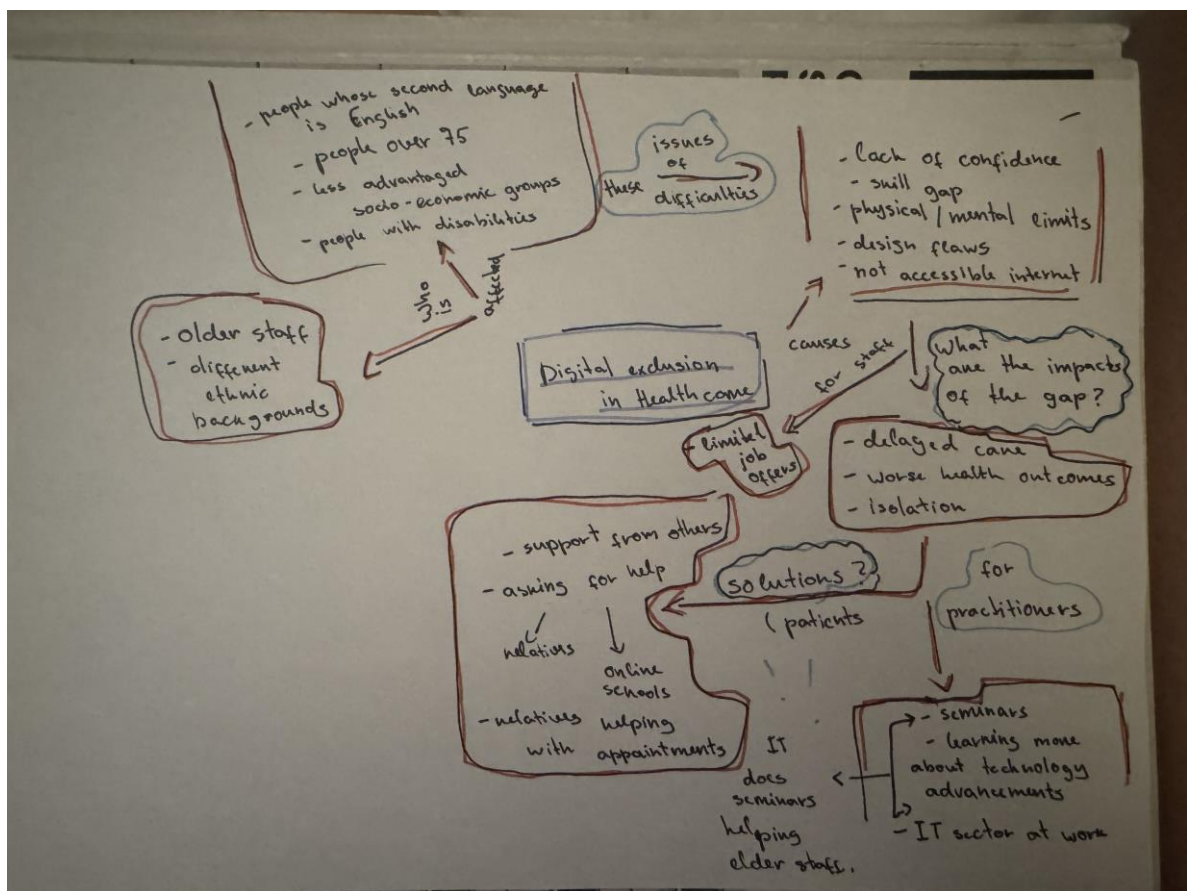
[Permalink](#)

[Reply](#)

[Export to portfolio](#)

Task 2 - Mind Map (130 words)

Digital exclusion is a real issue in Health and Social care. As technologies advance further, everything slowly is turning increasingly digital. The mind map below shows the interconnected issue, which affects a lot of people around the UK. According to NHS (2023), around 7% of households don't have access to internet and around 30% consider NHS websites the most difficult to use. Using the The Thinking Systems (Meadows, 2008), mind map was created to show these issues and causes and how this can be solved. The primary issues were lack of skill due to the old age, disability which affects possible mobility or lack of understanding of English, so therefore user cannot use the app. Of course, not only the patients are digitally excluded, but it also affects the older staff and staff whose first language is not English, so therefore their management can offer IT learning courses.



**Convergent and Divergent thinking.**

by Luize Kludzina - Wednesday, 29 July 2026, 2:12 PM

Used divergent thinking, such as narrowing solutions how to popularise vaccinations amongst Gypsy Roma communities. For instance,

- looking for solutions how to introduce vaccines amongst the community
- looking for translators,
- looking for extra staff so they can be able to handle the population
- asking for more vaccines

Task 4 – Case Study Analysis of a UK Innovation (200 words)

One important digital innovation within the NHS is the Electronic Prescription Service (EPS). It was introduced in 2019. To reduce medication errors associated with handwritten prescriptions, improve patient safety, and make the prescribing process more efficient. Traditional paper prescriptions could be difficult to read, become lost, or contain false information, increasing the risk of prescribing errors. (NHS)

Creativity contributed to this innovation by replacing paper-based prescription, with a secure digital system. This requires healthcare professionals to rethink traditional prescribing methods and develop a more efficient approach which reduces delays, improves communication between GP practices and pharmacies, and enhances patient convenience. According to Rogers' Diffusion of Innovation Theory (2003), innovations are more likely to be adopted when they provide clear benefits and improve existing practice.

The Electronic Prescription Service has created value for patients, healthcare professionals, and the NHS. Patients no longer need to collect paper prescriptions and can choose a pharmacy that is most convenient for them, reducing waiting times and the risk of losing prescriptions. As despite the benefits from this system, for some groups of people it creates a challenge, mostly, for people lacking digital skills or within a few cases not owning a phone or preferring a physical copy, therefore, it means not everyone can access the system equally.

As innovation is successful and it has been implemented successfully, some challenges still do persist.



how innovations has changed the world?

by Luize Kludzina - Wednesday, 29 July 2026, 1:09 PM

Innovation has made life easier and makes a positive change within society and helps more people around the world receive the best case possible.

As for example- Chat GPT (AI), new technology in healthcare.

Task 5 - Research Task (200 words).

The NHS is one of the largest employers in the United Kingdom, employing approximately 1.5 million people. Due to the size of its workforce, levels of work-related stress are high and remain a significant concern (Ravalier, McVicar and Boichat, 2020). As the NHS is primarily funded through taxation, there is continuous pressure to use public resources efficiently and reduce expenditure. Consequently, cost-saving measures have at times been associated with increased workloads and reduced investment in staff wellbeing. Ravalier, McVicar, and Boichat (2020) argue that financial pressures and workforce shortages have contributed to increased stress and poorer working conditions for healthcare professionals.

The Health and Safety Executive (HSE) defines work-related stress as the adverse reaction people experience when excessive workplace demands exceed their ability to cope. Research has shown that prolonged exposure to these pressures can result in stress-related illnesses, burnout, and reduced job satisfaction. Harding et al. (2025) further reported that NHS psychologists were among the professional groups most vulnerable to burnout, highlighting the substantial emotional demands placed on mental health professionals. Overall, the literature suggests that while cost-efficiency is necessary within a publicly funded healthcare system, achieving financial savings at the expense of staff wellbeing may ultimately reduce workforce resilience, increase sickness absence, and negatively affect the quality of patient care.

Maslach's Burnout Theory (1996) was used to assess the frequency and severity of burnout among healthcare professionals. Harding et al. (2025) applied this framework to examine the prevalence of burnout within NHS staff and to identify the professional groups most affected.

The two articles complement each other by examining the issue from different perspectives. Ravalier, McVicar and Boichat (2020) focus on how financial pressures and cost-saving measures within the NHS contribute to increased workplace demands, whereas Harding et al. (2025) explore the consequences of these pressures on staff wellbeing, particularly, the high levels of stress and burnout experienced by NHS psychologists. Together, the studies demonstrate that organizational and financial pressures can have a significant negative impact on the mental health of healthcare professionals.

Task 6 - Exploring Digital Innovation in Health and Social Care

Wearable health monitoring devices provide a convenient and effective way for individuals to monitor their health and manage long-term conditions. One example is the continuous glucose monitor (CGM), which enables people with diabetes to monitor their blood glucose levels in real time. This innovation has significantly improved patient safety, promoted independence, and enhanced quality of life by reducing the need for frequent finger-prick blood tests.

A CGM consists of a small sensor that is attached to the back of the upper arm or the abdomen. The sensor measures glucose levels in the interstitial fluid beneath the skin and wirelessly transmits the data to a compatible receiver or smartphone application. The application provides continuous glucose readings, alerts users when glucose levels become too high or too low and notifies them when the sensor requires replacement (NHS.2024).

Within the NHS, continuous glucose monitors are routinely available to individuals with type 1 diabetes. People with type 2 diabetes may also be eligible if they meet specific clinical criteria, such as requiring multiple daily insulin injections, experiencing recurrent severe hypoglycemia, or needing frequent blood glucose monitoring that cannot be effectively managed using traditional finger-prick testing (NHS,2024). This innovation demonstrates how wearable technology can improve self-management, support inclusive healthcare, and reduce the burden of living with chronic conditions.

Electronic Health Records (EHRs) are digital systems that enable healthcare professionals to securely access, store, and share patient information across different healthcare settings. By replacing paper-based records, EHRs improve communication between healthcare providers, reduce administrative burden, and ensure that patient information is available when and where it is needed. This allows NHS staff to make more informed decisions while improving the continuity and efficiency of patient care. (NHS)

A complete electronic health record should provide a comprehensive account of all interactions with a patient, including consultations, treatments, referrals, prescriptions, and other care-related activities. Maintaining accurate and up to date records is crucial for ensuring patient safety, supporting multidisciplinary work, and supporting care.

A practical example of this is the NHS App, which enables patients to book GP appointments, order repeat prescriptions, access their health records, and receive important healthcare information. The

app reflects the Technology Acceptance Model (Davis, 1989), as its simple interface and useful features encourage people to engage with digital healthcare services. By allowing patients to complete many routine tasks online, the NHS App reduces administrative workload for healthcare professionals, shortens waiting times, and improves the efficiency of healthcare delivery. In addition, the digital system allows patient information to be accessed and updated more efficiently, supporting better communication between healthcare providers and improving continuity of care. Overall, the NHS App demonstrates how digital technology can promote preventative care and improve access to healthcare by providing convenient and easy access.

Display replies in threaded form



Hypothesis

by Luize Kludzina - Wednesday, 29 July 2026, 1:41 PM

Question: Does the blood pressure increases during the exercise or it decreases?

Hypothesis : During an exercise blood pressure increases, but when the exercise is over, it decreases and goes back to normal.

Evidence used: Studies from health related journals, evidence based research, NHS website.

Task 7 - Understanding the NHS Leadership Framework (350)

The NHS Leadership Framework is built around nine leadership dimensions that describe the behaviours and skills required to deliver high-quality care. These include leading with care, sharing the vision, inspiring, shared purpose, influencing results, evaluating information, engaging the team, developing capability, holding to account, and connecting our service (NHS Leadership Academy, 2025). Each dimension focuses on a different aspect of effective leadership. For example, leading with care emphasises creating a supportive and compassionate environment where staff feel valued and able to perform effectively. Sharing the vision encourages leaders to communicate a clear and inspiring direction for the future, while *inspiring*, shared purpose promotes behaviours that reflect the values and principles of the NHS and a commitment to improving patient care. (NHS Leadership Academy, 2025) The framework highlights that leadership is a shared responsibility rather than a role limited to those within management positions. It encourages all members of staff, regardless of their role, to demonstrate leadership behaviors, contribute ideas, and work collaboratively to improve services. By promoting strong leadership, teamwork, and continuous improvement, this framework aims to maximize staff potential and ensure that patients receive safe and proper care.

One leadership behaviour that can encourage creativity and improve patient care is leading with care. Leaders who create a supportive, respectful, and psychologically safe environment encourage staff to share new ideas without fear of criticism or failure (NHS Leadership Academy, 2025). This openness promotes creative thinking and continuous improvement, allowing healthcare professionals to develop innovative solutions to challenges within clinical practice. Edmondson (1999) argues that psychological safety enables employees to speak up, learn from mistakes, and contribute ideas that improve team performance. For example, a ward manager who regularly asks staff for suggestions to improve patient discharge processes may identify more efficient ways to reduce delays, enhance patient experience, and improve continuity of care. By valuing staff wellbeing and encouraging collaboration, leaders can foster innovation while improving the quality and safety of healthcare services.

Task 8 – Self-Reflection Journal Entry (150 words)

Within this reflective task, I will be using Kolb's (1984) Reflective Cycle. Throughout this module, my understanding of creativity within health and social care has developed significantly. Before starting the module, I expected it to be like previous modules. However, as the weeks progressed, I realized how creativity plays an important role in solving problems and improving patient care.

One of the most valuable experiences during this module was contributing to the discussion forum. This activity gave me the opportunity to share my ideas, consider the opinions of others, and work collaboratively with my peers. Reflecting on this experience, I realized that discussing different viewpoints helped me develop my critical thinking skills and encouraged me to think more creatively, particularly by using divergent thinking to explore a range of possible solutions rather than focusing on a single answer.

This experience helped me to understand that creativity is not limited only to generating new ideas, but also involves working with others, being open to different perspectives, and finding practical ways to improve health and social care practice. It also increased my confidence in expressing my own ideas and participating in group discussions.

In the future, I will apply what I have learned by encouraging open communication with colleagues, sharing ideas confidently, and using creative and collaborative approaches when solving problems in practice. This will help me contribute more effectively to a multidisciplinary team and improve the quality of care provided to patients.

REFERENCES

Amabile, T. (2012). componential theory of creativity. [online] Harvard Business School. Available at: <https://www.hbs.edu/ris/Publication%20Files/12-096.pdf> [Accessed 30 July 2026].

Badr, J., Motulsky, A. and Denis, J.-L. (2024). Digital health technologies and inequalities: A scoping review of potential impacts and policy recommendations. *Health Policy*, [online] 146, p.105122. doi:10.1016/j.healthpol.2024.105122.

Edmondson, A.C. (2018). *The Fearless Organization: Creating Psychological Safety in the Workplace ...* . [online] Google Books. Available at: https://books.google.co.uk/books?hl=lv&lr=&id=5dZYEAAAQBAJ&oi=fnd&pg=PR1&dq=edmondson+leadership&ots=DOXgufuY5r&sig=6jxgl-fQR35zLc3lu17_q8E26Xc&redir_esc=y#v=onepage&q=edmondson%20leadership&f=false [Accessed 31 July 2026].

Harding, A., Ooi, J., Stinton, M., Russell, R. and Parke, S. (2025). Levels of stress and burnout in trainee and qualified NHS psychological professionals: A systematic review and narrative synthesis. *Mental Health & Prevention*, pp.200453–200453. doi:10.1016/j.mhp.2025.200453.

Hayes, J. (2011). *The Creative Arts in Dementia Care*. [online] Google Books. Available at: https://books.google.co.uk/books?hl=lv&lr=&id=63zkDyvjZAwC&oi=fnd&pg=PA2&dq=related:LgYVcBvIzXQJ:scholar.google.com/&ots=OLwNx00voA&sig=pGVvCHGWlA0T9jSP22jsGb8LJ6E&redir_esc=y#v=onepage&q&f=false [Accessed 30 July 2026].

HFMA (2025). *What is Value-Based Healthcare?* [online] HFMA. Available at: <https://www.hfma.org.uk/healthcare-value-institute/what-is-value-based-healthcare> [Accessed 30 July 2026].

Hommel, B. (2012). *Cognitive search*. [online] Google Books. Available at: <https://books.google.co.uk/books?hl=lv&lr=&id=reHxCwAAQBAJ&oi=fnd&pg=PA221&>

[dq=convergent+and+divergent&ots=xlZ2jdHCWX&sig=lf2syg1C9XnD_6wjsVdvMt_kRgc&redir_esc=y#v=onepage&q&f=false](#) [Accessed 29 July 2026].

Kelly, C.J. and Young, A.J. (2017). Promoting innovation in healthcare. *Future Hospital Journal*, 4(2), pp.121–125. doi:10.7861/futurehosp.4-2-121.

Marikyan, D. and Papagiannidis, S. (2022). Technology Acceptance Model Theory Factsheet. [online] Available at: <https://open.ncl.ac.uk/theory-library/technology-acceptance-model.pdf> [Accessed 31 July 2026].

Meadows, D. (2008). *Thinking in systems*. [online] Google Books. Available at: https://books.google.co.uk/books?hl=lv&lr=&id=CpbLAgAAQBAJ&oi=fnd&pg=PR9&dq=the+systems+thinking+donella+meadows&ots=LBrdn6sES3&sig=VIxxWkcuMKPhT6K9h9Y8CYyb3dM&redir_esc=y#v=onepage&q&f=false [Accessed 29 July 2026].

NHS (2024). *Continuous glucose monitoring and hybrid closed loop for diabetes*. [online] *nhs.uk*. Available at: <https://www.nhs.uk/tests-and-treatments/cgm-and-hcl-for-diabetes/> [Accessed 31 July 2026].

NHS (n.d.). *Electronic Prescription Service*. [online] *Digital.nhs.uk*. Available at: <https://digital.nhs.uk/services/electronic-prescription-service/enabling-eps-for-your-service/eps-for-secondary-care> [Accessed 30 July 2026].

NHS England (2023). *Inclusive digital healthcare: A framework for NHS action on digital inclusion*. [online] *NHS England*. Available at: <https://www.england.nhs.uk/long-read/inclusive-digital-healthcare-a-framework-for-nhs-action-on-digital-inclusion/> [Accessed 30 July 2026].

NHS Leadership Academy (2023). *Leading with Care – Leadership Academy*. [online] *www.leadershipacademy.nhs.uk*. Available at: <https://www.leadershipacademy.nhs.uk/healthcare-leadership-model/explore-the-healthcare-leadership-model/leading-with-care/> [Accessed 31 July 2026].

NHS Leadership Academy (2025). *Explore the Healthcare Leadership Model*. [online] *NHS Leadership Academy*. Available at:

<https://www.leadershipacademy.nhs.uk/healthcare-leadership-model/explore-the-healthcare-leadership-model/> [Accessed 31 July 2026].

Ravalier, J.M., McVicar, A. and Boichat, C. (2020). Work Stress in NHS Employees: A Mixed-Methods Study. *International Journal of Environmental Research and Public Health*, [online] 17(18), pp.1–13. doi:<https://doi.org/10.3390/ijerph17186464>.

Rogers’ Theory - an overview | ScienceDirect Topics. (2019). [online] www.sciencedirect.com. Available at: <https://www.sciencedirect.com/topics/nursing-and-health-professions/rogers-theory> [Accessed 30 July 2026].

Runco, M.A. and Jaeger, G.J. (2012). The standard definition of creativity. *Creativity Research Journal*, [online] 24(1), pp.92–96. Available at: <https://www.tandfonline.com/doi/abs/10.1080/10400419.2012.650092> [Accessed 30 July 2026].

Rydzewski, P. (2026). *View of digital inequality and sustainable development*. [online] Pollub.pl. Available at: <https://ph.pollub.pl/index.php/preko/article/view/6691/4914> [Accessed 29 July 2026].

Underwood, S. (2024). Redefining leadership within the NHS’ complex adaptive system. *Future Healthcare Journal*, [online] 11(1), pp.1–3. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC11025063/> [Accessed 30 July 2026].

What We Learned from Users. (2022). [online] *NHS Digital*. Available at: <https://digital.nhs.uk/services/nhs-app/nhs-app-pilot-research-report/what-we-learned-from-users> [Accessed 31 July 2026].