

Changemakers: Creativity and Value Creation

Online Portfolio of Set Exercises

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INTRODUCTION

This portfolio explores key concepts such as innovation, creativity, value creation, and change within health and social care. These concepts are important because they help improve services and support better outcomes for patients. The portfolio includes practical activities, reflections, and examples of how creativity and leadership can be applied in real-life situations. It also explores how digital technology and innovation are transforming health services.

The aim of this portfolio is to demonstrate understanding of the module content and apply it to real-world challenges in health and social care. It also demonstrates the application of theory to practice within real health and social care contexts.

Task 1: Defining Key Concepts

Innovation

Innovation is the process of introducing new ideas to improve services and outcomes. Rogers' Diffusion of Innovation Theory explains how new ideas are gradually adopted by organisations (Rogers, 2003). In health and social care, innovation is important because it helps improve efficiency and patient care. For example, electronic health records reduce errors and improve communication between professionals. Innovation ensures services remain effective and responsive to patient needs.

Creativity

Creativity is the ability to develop new and useful ideas. According to Amabile's Componential Theory, creativity depends on knowledge, skills, and motivation (Amabile, 1996). In health and social care, creativity helps professionals respond to diverse patient needs. For example, using visual communication tools for non-English speakers improves understanding and inclusion.

Value Creation

Value creation focuses on improving outcomes while using resources efficiently. Porter (2010) explains that value is created when patient outcomes improve relative to the cost of care. In health and social care practice, this can include reducing waiting times or improving access to services. For example, digital booking systems help reduce missed appointments and improve overall service efficiency.

Change

Change is the process of improving systems to meet new demands. Lewin's Change Model suggests that change occurs in three stages: unfreeze, change, and refreeze (Burnes, 2017). In health and social care, change is necessary to improve services. For example, introducing online consultations improves

access for patients who cannot travel. These concepts are closely linked, as innovation and creativity support change, while value creation ensures that improvements lead to better patient outcomes.

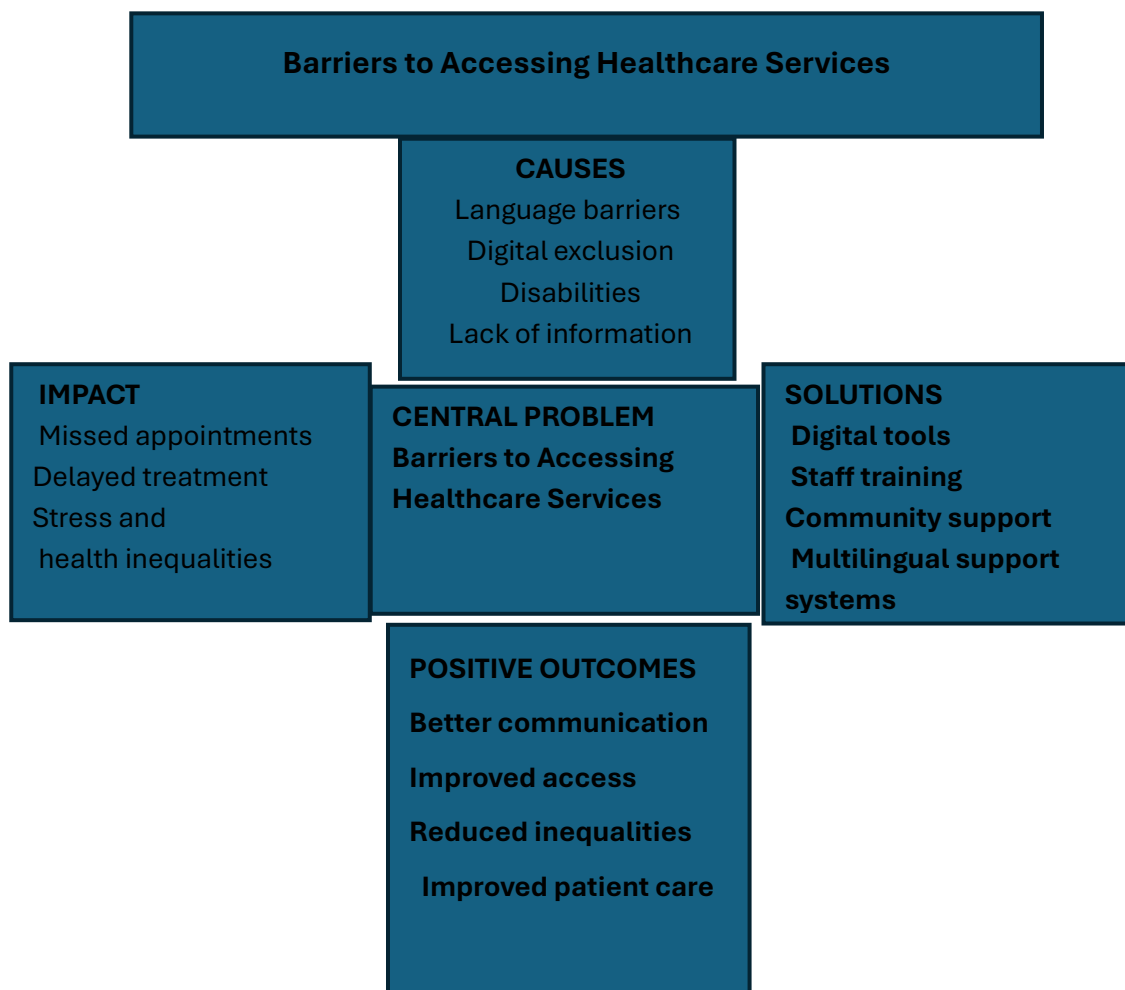
Task 2: Mind Map

The chosen problem is barriers to accessing healthcare, particularly language barriers and digital exclusion. This issue is significant as it impacts patient safety, effective communication, and equity of care.

The mind map illustrates how different factors are interconnected. Causes include lack of language support and limited digital skills. These lead to impacts such as missed appointments, delayed treatment, and poor understanding. As a result, inequalities in healthcare increase, particularly for vulnerable groups.

Solutions such as multilingual systems, digital tools, and staff training can help reduce these barriers. A systems thinking approach explains that these issues are interconnected and require coordinated solutions across services (Meadows, 2008).

This diagram illustrates the relationship between barriers, impacts, and solutions in accessing healthcare services, using a systems thinking approach (Meadows, 2008).



Task 3: Reflection

This reflection is based on Gibbs' Reflective Cycle (1988). During the group activity, we used both convergent and divergent thinking. Divergent thinking involves generating multiple ideas, while convergent thinking focuses on selecting the most appropriate solution.

During the activity, I felt more comfortable using divergent thinking, as I enjoyed sharing ideas. However, I found convergent thinking more challenging because it required decision-making. When our group disagreed, I suggested listing advantages and disadvantages to support the decision-making process. This improved communication and teamwork.

I learned that both thinking styles are important and must be balanced. According to Kolb (1984), reflection improves learning through experience. In the future, I will improve my confidence in decision-making and contribute more actively when narrowing down ideas. This experience also highlighted the importance of listening to different perspectives within a team.

Task 4: Case Study

One example of innovation in the UK is the use of virtual wards in the NHS. These allow patients to receive care at home using digital monitoring. The main problem addressed is hospital overcrowding and long waiting times.

Creativity is demonstrated by combining technology with patient care. According to Rogers (2003), innovations are adopted when they provide clear benefits. Virtual wards reduce hospital admissions and improve patient comfort. NHS England (2023) reports improved outcomes and reduced pressure on hospitals.

This innovation creates value by improving patient outcomes while reducing system costs (Porter, 2010). However, challenges such as digital access and patient confidence with technology must be considered.

Task 5: Research Task

One major issue in healthcare is staff burnout. Maslach and Leiter (2016) argue that burnout is caused by high workload and emotional stress. Similarly, West et al. (2020) highlight that lack of support and poor working conditions contribute to burnout.

Both studies show that burnout negatively affects staff wellbeing and the quality of patient care. In practice, burnout leads to staff shortages and reduced patient satisfaction. This demonstrates the need for systemic solutions, including better management and support systems.

While both studies identify similar causes, West et al. (2020) focus more on organisational culture, whereas Maslach and Leiter (2016) emphasise emotional exhaustion.

Task 6: Digital Technology

Wearable Technology

Wearable devices, such as smartwatches, help monitor health conditions like heart rate and activity levels. This supports patient self-management and early detection of health issues (NHS England, 2023).

Electronic Health Records

Electronic health records improve communication by allowing healthcare professionals to access patient data quickly. This reduces errors and improves coordination between teams (NHS England, 2023).

Preventative Care

Digital applications support patients in managing their health and preventing illness. For example, fitness apps promote healthier lifestyles. The Technology Acceptance Model suggests that people are more likely to use technology when it is useful and easy to use (Davis, 1989).

However, it is important to ensure equal access to digital services, particularly for vulnerable groups, to avoid increasing health inequalities.

Task 7: Leadership

The NHS Leadership Framework highlights behaviours such as working together, leading with care, and improving services (NHS Leadership Academy, 2013). Leadership is essential in supporting teamwork, innovation, and patient-centred care.

One important behaviour is “leading with care”. Leaders who support staff wellbeing create positive environments where creativity can develop. Transformational leadership suggests that leaders inspire and motivate teams to improve performance (Bass and Avolio, 1994).

This module has helped me understand how leadership supports innovation. I have learned that effective leaders encourage new ideas, support staff development, and respond to challenges. These skills will support my future career in health and social care.

Task 8: Final Reflection

This module has changed my understanding of creativity and innovation in health and social care. Previously, I believed creativity was only about generating new ideas. However, I now understand that it also involves solving real-world problems.

The activities helped me recognise the importance of leadership, teamwork, and critical thinking. I have learned how to apply theory to practice and reflect on my experiences. According to Gibbs (1988), reflection is essential for continuous learning.

Overall, this module has strengthened my confidence in applying theoretical knowledge to real-life situations. I now feel more prepared to contribute to improving health and social care services.

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