



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

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Table of contents

Introduction.....	p.3
Task 1.....	p.3
Task 2.....	p.5
Task 3.....	p.6
Task 4.....	p.6
Task 5.....	p.7
Task 6.....	p.8
Task 7.....	p.9
Task 8.....	p.10
Bibliography.....	p.11

Introduction:

This portfolio will aim to demonstrate the validity and reliability of the created exercises and activities. I will take you through the key concepts in practise, a present issue in health and social care, a self reflection of group work using reflection models, a small case study analysis of a UK innovation, research in a different problematic area of health and social care, exploring digital innovation, understanding the NHS leadership framework and concluding with self reflection on my understanding of creativity, innovation and value creation throughout this module.

Task 1:

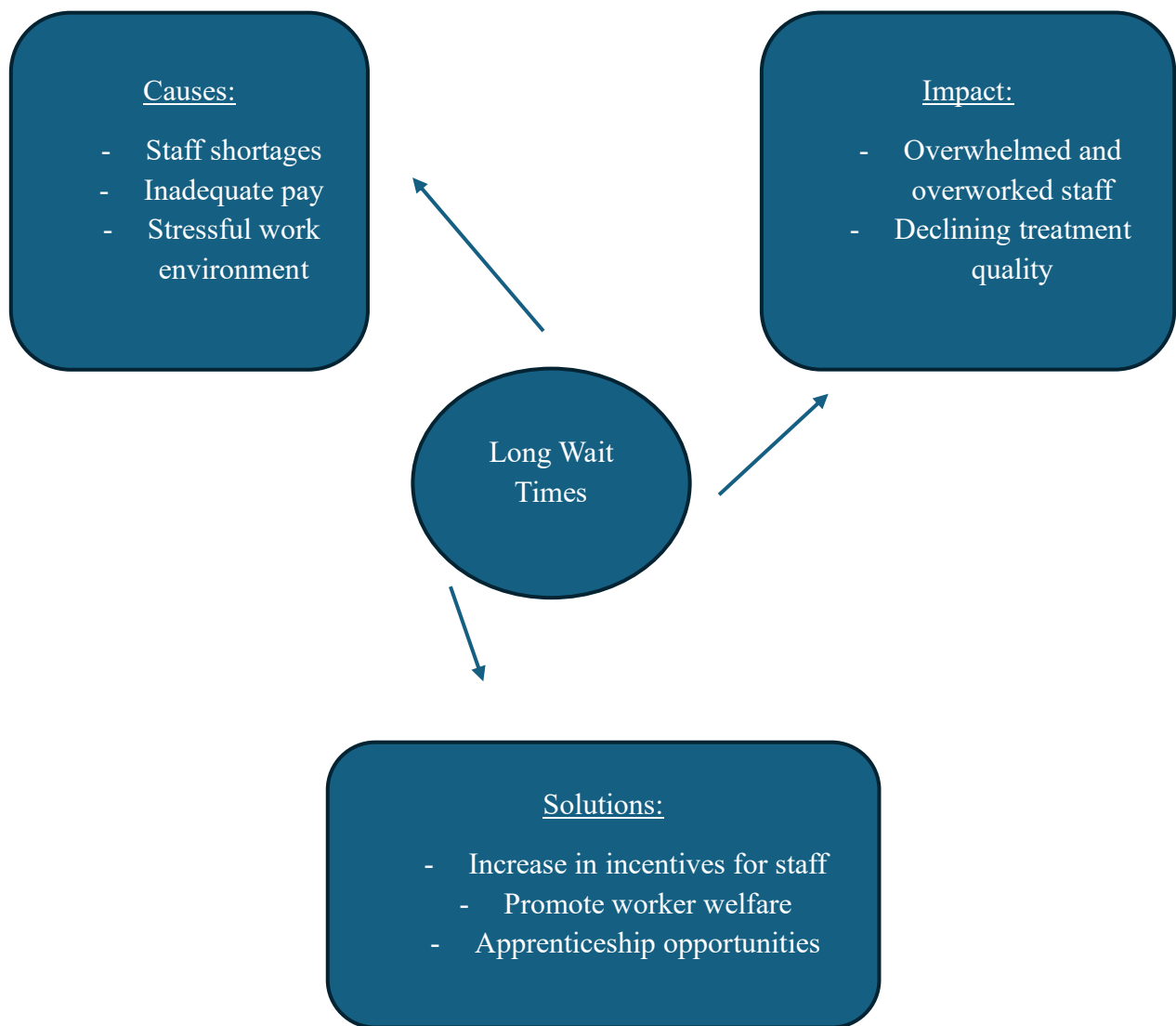
The health and social care industry is ever changing, to be able to adapt to these changes innovation, creativity, value creation change are important concepts to be able to adapt. According to Cambridge Dictionary, innovation refers to “a new idea or method. Or the use of new ideas and methods.” For example, the development of blood transplant has been a development that has improved the quality of care received by patients. Rogers’s diffusion of innovations theory explains how new ideas and practises are passed onto the population through time (Rogers 2003). The risk of trying out a new idea and it becomes an implemented practice in the field is the positive impact that innovation has by diffusing into the population. For example, the UK government has introduced a funded new practice of using artificial intelligence (AI) to help clinicians diagnose lung cancer (GOV UK 2023). The government diffusing this practise indicates that there are positive confirmation and it should continue to be used. However, AI continues to face criticism, and this questions its reliability.

Creativity refers to the ability to produce original and imaginative ideas (Cambridge Dictionary 2024) Teresa Amabile’s Componential Theory of Creativity explains that in order to create a new and imaginative idea, the individual needs the knowledge, creative means and

the motivation to actualise their ideas (Amabile 2012). Creativity is important in health and social care because it reimagines various aspects of the industry such as diagnosis methods and treatment processes. For example, patients who face mental health challenges, creative outlets become crucial in providing a tangible space to express or navigate their emotions. According to South West Yorkshire Partnership (2011) “creative activities have shown to increase self esteem, provide a sense of purpose, develop social skills” and these support the role creativity plays in health and social care by providing an outlet to those who face mental barriers.

Michael Porter’s framework explains that in healthcare value is placed upon the outcome of the patient’s health rather than the cost it took to deliver the care (2005). Value creation as a different approach to ‘value’ in healthcare is significant because it encourages the industry to become more patient centred by providing quality care in spite of the monetary implication. Kurt Lewin’s Change Management model refers to the three-step process that allows for industries to smoothly make these improvements that come from innovation, creativity, and value creation (2023). In the 1940s Lewin developed the unfreeze, change, and refreeze process to fluidly adopt new changes with a focus on breaking down old habits slowly whilst slowly adopting the improvements.

Task 2:



This is a prevalent problem as reveals how “43% of staff are dissatisfied with their level of pay,” and “42% of staff have felt unwell in the past 12 months due to work related stress, and 30% often feel burnt out from work,” (Saoirse Mallorie 2024). Supporting the claim that staff

shortages are due to staff dissatisfaction which would impact the remaining staff who choose not to quit with an overwhelming workload. This has a knock on effect on patients as the rush, pressure, and stress of an environment such as health and social care would lead to an equally rushed and inadequate care. Increased pay and employee benefits such as days off would act an incentive for staff to continue working in the field. As well as offering apprenticeships which would allow individuals to work while studying directly in the field to increase the number of workers and speed the process of those who are in the process of gaining their qualification.

Task 3:

Convergent thinking narrows the thoughts to one correct answer, whereas divergent thinking strives to have as many outcomes to one idea. Convergent is to the point and divergent is free flowing, despite these stark differences they can both work together creatively to divertedly use the imagination to form as many possible options and convergent lay shortlist the ideas. Using Gibb's self reflection model to reflect on the group project, there was a lot of quietness on my behalf, and the group took over on their own. Despite feeling discouraged at first I decided to make an attempt to say at least one point. That did not go badly, and my group encouraged me to speak more. To better my situation I could've prepared ahead by looking at the slides earlier on, but this is the action plan for future classes, to vaguely prepare myself to immerse myself more into group discussion more confidently. (McLeod 2025)

Task 4:

January 2026 NHS launched AI screening to spot lung cancer, it promises to detect "hard to detect cancers earlier with fewer invasive tests." The problem this innovation tackles is the inability to detect growing cancer early enough in some patients. NHS is using the fast development of AI to use it as a helpful tool in healthcare, it is creative in a divergent way where instead of using simply for research it takes a more active role in forms of scans as a "biopsy tool" (NHS 2026). The value creation is that NHS (2026) expects to be able to invite

“1.4 million people for a lung cancer check next year alone,” this supports Porter’s value creation as this innovation seeks to improve patient’s services by getting them at least one step ahead of the process of a fatal illness. With the rise of AI and its dependence Roger’s diffusion of innovation will take place where the “programme is expected to diagnose up to 50,000 cancers by 2035,” this anticipated success rate will ignite the change among the healthcare industry to rely on AI diagnostics. However, it is fair to mention that although it benefits patients in accessing earlier diagnosis and alleviates waiting times, this innovation places much constraint on the workforce who will be replaced by AI and be made redundant.

Task 5:

The impact of waiting times for patients and workers. The official NHS website provides information for the public about waiting times. On the app to see your place on the waiting list, the NHS notes that it can take two weeks for spot to be made visible, may not show if healthcare has not provided the information and that not all waiting lists are displayed on the app. For patients, the app presents fragmented and unreliable information. Not only will this raise panic amongst patients this will actively put individuals at risk who may not be aware how dire their condition may be. Alternatively, for workers, the waiting times also apply for them which the article by Marvin Onumonu (2026) reveal that workers are likely to miss work because they cannot access healthcare. This becomes problematic for workers who have to take time off work and place further strain on waiting times, but also for the business itself where productivity and engagement will suffer. Both these articles together help to understand both sides of the same parallel. Not just the patients struggle with the waiting times but the workers do too, this therefore creates an unhealthy cycle that will persist without further government intervention.

Task 6:

A benefit of using wearable technology to support the management of chronic health conditions is that it supports the person centered caregiving approach. This type of approach personalises the care to the individual which typically involves partnership with the patient, involving them in their own care process. A smartwatch is perfect to enable the partnership aspect of person centered care because the patient has the autonomy to monitor and manage their condition. For example, the vitals app on an Apple Watch tracks body temperature, heart rate and breathing rate during a sleep cycle which can be useful information when dealing with chronic flare ups. This ensures the patient has the dignity and privacy they are entitled as per The Health and Social Care Act (2008).

Electronic health records (EHRs) improve communication and collaboration between healthcare providers by providing data that wouldn't be able to be recorded otherwise. The advantage of personal smartdevices is that it can record EHRs that the caregiver wouldn't be able to have access to. The EHRs log data that can be used to analyse spot, patterns and anomalies that can be treated by the caregiver in a timely manner. It's a great advantage to the patient to have this data as it furthers the partnership between both parties and this collaboration aids the person centred approach to help the patient feel confident in understanding their own conditions.

Digital technology can support preventative care and health promotion in most cases including in cases of dementia. Dementia, a deterioration in the memory, can interfere with daily life. Decline in problem solving, memory loss, confusion and trouble speaking can turn dangerous quickly especially among senior citizens. Their likelihood to wander around memory loss can create unfavourable situations. Digital technology, for example trackers like an Apple Air Tag can be useful to locate a patient who has wandered away and alerts can be sent to the primary device (that would ve with the caregiver) once they've wandered past a certain point. On this same idea, within homes, smart home appliances have sensors that can also alert of a possible crisis. This is useful to manage daily life and reduce the potential accidents by having a second alert where the eyes can't reach.

Task 7:

The NHS Leadership Framework is a framework that is made of 3 elements. The leadership and management code of conduct including the behaviours and principles that should be exhibited of every leader, leaders and managers are also supported in this through access to professional development to support to ensure they are trained to fulfill the code. There is a set of national standards that is applicable to every managerial or leadership role at all levels. A national curriculum that outlines the expectation of each leader at their respective level. This is important for a high stakes environment like health and social care, hierarchies help to maintain boundaries and respect within the industry, and this maintains order in a job that is emotionally and physically demanding. The framework adequately equips the leader with the methods to prepare or manage a team especially at time of stress.

Evaluating information is a great leadership trait to encourage creativity because the ability to problem solve is also indicative of divergent thinking. By evaluating the significance of information this promotes divergent thinking where a patient could be anxious find a perfect correct answer a leader will encourage wider thinking like finding new patterns and anomalies which could lead to developments that have the potential to help other patients in a similar situation.

Throughout this module, I have learnt about the interconnectedness between creativity and value creation. Before this, it was easy to believe that most innovation was created solely for the benefit of the businesses and little to do with the patients and the workers. But with the added help from AI to creatively use it for more than computer research and use its capabilities to make diagnosis show just the tip of the iceberg for the creative uses of AI in health and social care. As of 8th June 2026, “500,00 NHS staff to get new artificial intelligence tools to help free up more time for patients,” (NHS 2026a). This shows the overwhelming support that’s to come from AI that 76% key workers support for AI in patient diagnostic and treatment options. Innovation has just reached a new era, and this module has highlighted how the development of new technologies has value creation towards the patient’s wellbeing and improvement in reliability and quality of care.

Task 8:

The group discussions have motivated a curiosity to engage in more divergent thinking. The variety of examples and situations that was discussed in groups taught me to think in new perspectives that could hopefully allow me to open up more about my opinions. Going back to my Gibbs reflection model goal, my aim is to come slightly more prepared to have insightful conversations to have innovative moments with my colleagues.

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