

Defining Key Concepts in Practice

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1. Innovation

According to Bason (2018), innovation is the structured process of identifying areas of need and introducing new

ideas that meaningfully improve the quality, experience and accessibility of public services. In health and social

care, innovation is not simply about technology, but about redesigning systems so that people receive care in a way

that is timely, human, safe and efficient. Innovation creates space for systems to evolve, and it ensures that

professionals have the tools and information they need to deliver excellent support.

In my view, innovation means moving forward. Many services in the past depended heavily on paper forms, repetitive

manual work and long administrative processes that led to delays and mistakes. When a health service becomes

overloaded with outdated practices, patients experience long waiting times, missed appointments and poor communication.

Professionals feel exhausted because the system is not designed to support them. Innovation improves this reality by

reducing barriers, improving workflows and creating environments where both patients and staff experience dignity and

clarity. Innovation ensures that health systems stay relevant and responsive in a rapidly changing society.

2. Creativity

Creativity, in my understanding, is the ability to transform the world into a better, safer and more inclusive space.

Runco and Jaeger (2018) highlight that creativity involves producing something both new and meaningful. In health and

social care, creativity is essential because every patient arrives with unique needs, cultural backgrounds, and levels

of understanding. A creative mindset allows professionals to meet these diverse needs with flexibility, empathy and

innovation.

Amabile (1996) explains that creativity depends on three components: expertise, motivation and the environment. This

means that creativity is not accidental – it is developed through learning, emotional engagement and supportive

settings. When we apply creativity in health care, we find ways to make access easier for immigrants, people with

disabilities, vulnerable families and individuals who do not speak English. Creativity allows us to remove barriers,

improve communication and build services that feel safe and welcoming.

3. Value Creation

Value creation refers to the process of turning ideas into real improvements that positively impact patients and

professionals. For example, a multilingual panel inside a hospital would provide patients with immediate access to

their preferred language. This reduces anxiety, prevents missed appointments and improves understanding. Porter and

Lee (2013) argue that value in health care is created when services improve outcomes, reduce complications and support

patients in making informed decisions.

Value creation also includes designing digital services for deaf and mute individuals, developing clear visual guidance

for blind patients, and ensuring that immigrants receive culturally sensitive communication. By creating environments

that respond to different needs, health systems become more inclusive and effective. This type of value leads to

reduced stress, fewer mistakes and a more human experience.

IDEA CENTRAL: BARRIERS TO ACCESSING HEALTH CARE

Language Barriers:

- Patient does not speak English
- Difficulty booking appointments
- Confusion during calls
- Cancelled appointments
- Long waiting times

Lack of Accessibility:

- Deaf users cannot use phone services
- Mute users cannot request help
- Blind users lack visual guidance
- No adapted navigation systems
- Insufficient disability support

Creative Solutions:

- Multilingual digital panels
- Clear visual directions
- Online services for deaf users
- Staff trained in sign language
- Language selection options at reception

Positive Impact:

- Reduced stress

- Improved communication
- Fewer errors
- More human and welcoming services
- Inclusion of immigrants and vulnerable groups

4. Change

Change, in my view, is an organised adaptation in response to the evolving needs of a system. Kotter (2012) emphasises

that real change requires identifying a problem, creating urgency and implementing structured steps towards

transformation. In health and social care, change is necessary because systems are complex and must continually evolve

to meet new challenges. Populations grow more diverse, diseases change, technology advances and expectations increase.

If a system does not adapt, it becomes outdated and harmful.

The importance of change in health and social care is reflected in how quickly inequalities can grow when systems fail

to respond. Lack of change results in poor access, increased errors, long waiting times and frustration for both staff

and patients. When change is implemented effectively – such as introducing electronic health records – the entire

service improves. Communication becomes clearer, information becomes centralised and patients receive safer and faster

care. Similar improvements occur when services adopt inclusive communication systems for vulnerable groups.

Change is the pathway through which systems become more human, more efficient and more equitable.

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