

Questions and Guidelines for Assessment Component 1



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: Corazon Gallardo Parayno

Student number: 2427265

Lecturer's name: Brian Mashumba

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Introduction

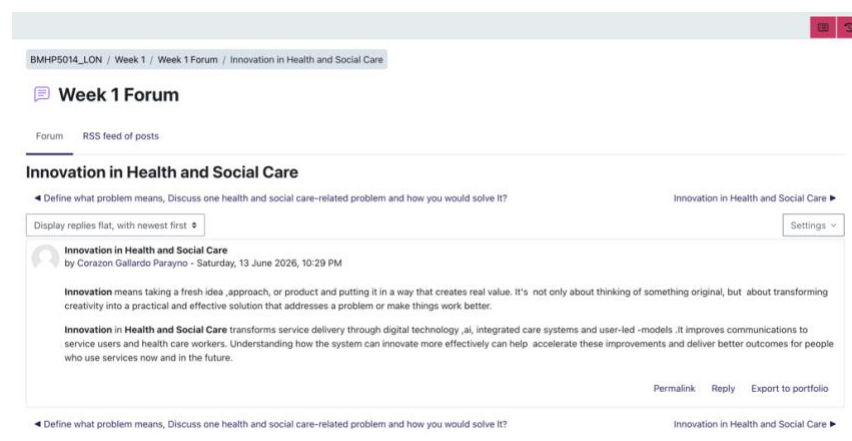
This portfolio explores the importance of creativity, innovation, value creation, and change in health and social care. It demonstrates how these concepts contribute to improving patient outcomes, service quality, and organisational effectiveness. The portfolio applies relevant theories to practical examples, including NHS virtual wards, digital health technologies, staff wellbeing, leadership, and public health challenges. It also includes reflective activities that highlight the value of teamwork, evidence-based practice, and continuous professional development. Overall, this portfolio shows how innovation, collaboration, and reflective practice to ensure the provision of secure, effective, and person-centred care.

Task 1: Defining Key Concepts in Practice: *Innovation, Creativity, Value Creation and Change*

Recent research defines innovation as a context-specific, collaborative process that addresses societal challenges through inclusive co-creation with communities and stakeholders.

Inclusive innovation emphasises equitable benefit sharing, local empowerment, and the active participation of disadvantaged groups. However, studies highlight a persistent gap between innovation investment and the achievement of social inclusion outcomes, underscoring the need to better align innovation with local priorities. According to Morales et al. (2025) recent research applies Rogers' DoI theory to diverse fields, refining measurement tools, identifying key predictors of adoption, and suggesting theoretical extensions to accommodate new innovation contexts. However, Rogers' theory assumes innovation follows a predictable process, whereas healthcare innovation is also influenced by organisational culture, leadership, and available resources. Therefore, successful innovation requires effective change management as well as staff engagement.

Figure 1- Innovation in Health and Social Care



Creativity is the ability to generate new ideas or solutions to problems. In health and social care, it supports person-centred approaches that meet individual needs. Recent research shows that **Amabile's Componential Theory of Creativity** has been applied to support the development of creativity in health professionals and educators. By integrating motivation, relevant skills, and creative thinking, the theory promotes innovative practice, continuous learning, and improved outcomes in health and social care (Yang et al., 2023).

Value creation is the process of producing meaningful benefits for service users, professionals and organisations. In health and social care, it focuses on improving outcomes while using resources effectively. Porter's healthcare value framework states that value is achieved when better outcomes are delivered relative to resources used. An example is remote monitoring for people with long-term conditions, enabling earlier intervention and reducing unnecessary hospital admissions (NHS England, 2022).

Figure 2- Value

Research Topic : Value (Group work)

◀ value creationValue: mental health ▶

Display replies flat, with newest first ⌵Settings ▾

**Research Topic : Value (Group work)**
by Corazon Gallardo Parayno - Saturday, 4 July 2026, 5:12 PM

Topic: Improving Mental Health Support for Young People

This research focuses on improving mental health services for young people by identifying barriers for accessing support and evaluating effective interventions. The aim is to reduce anxiety, depression, and other mental health challenges while promoting early interventions and wellbeing. The findings can help healthcare providers, leading to healthier individuals and stronger communities.

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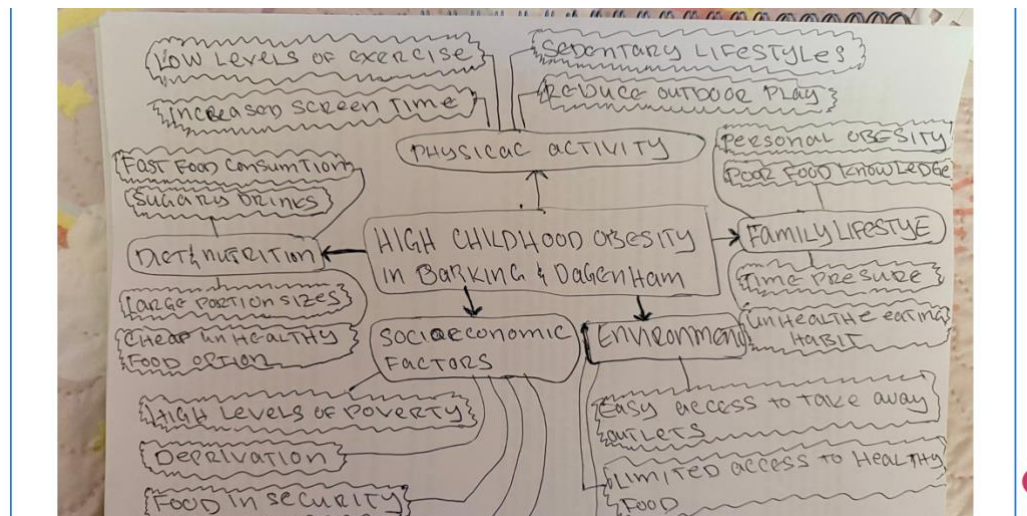
◀ value creationValue: mental health ▶

Change is the process of improving practices, systems or behaviours. In health and social care, it enables services to respond to new evidence, technologies and patient needs. Lewin's Change Management Model describes change as preparing people, implementing new practices and sustaining improvements. Leadership and staff involvement are essential for successful change (Harrison et al., 2021). For example, introducing electronic health records requires staff training and changes in practice to improve patient care.

Task 2: Mind Mapping in Health and Social Care Problem

A mind map for (problem definition in Health and Social Care) is a visual tool used to identify the main problem and explore its contributing factors, impacts, and possible solutions.

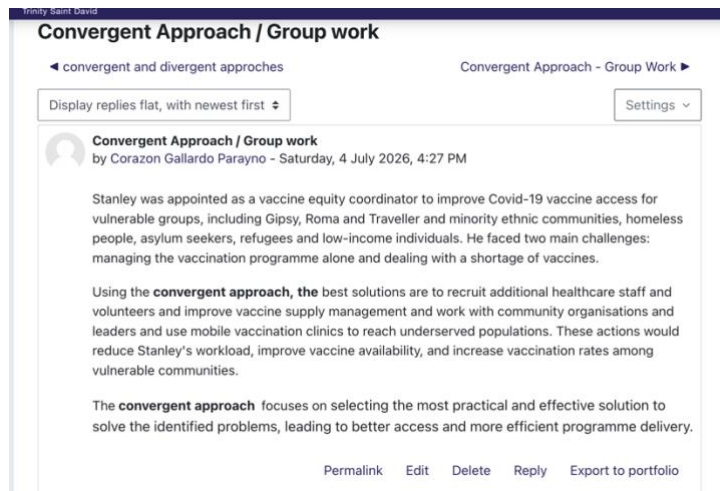
Figure 2. Mind map showing factors contributing to high childhood obesity in Barking and Dagenham.



Childhood obesity in Barking and Dagenham is closely linked to socioeconomic deprivation and the complex health and social needs of children and young people (CYP), particularly those in care. A 2021 clinical audit identified obesity as one of the most common health conditions among CYP, with the borough recording the highest childhood obesity rate in London. Psychological distress alongside adverse childhood experiences such as abuse, domestic violence, and substance misuse, further increase obesity risk. The borough also experiences service gaps, including the lack of a paediatric obesity clinic, limited social prescribing, and insufficient youth health services, reducing opportunities for early intervention. According to Nazi (2023), tackling childhood obesity requires integrated, multi-agency approaches that address health inequalities, improve access to support services, and promote early prevention for vulnerable children and young people. However, healthcare interventions alone cannot solve childhood obesity. Long-term improvement requires collaboration between healthcare services, schools, families, and local authorities.

Task 3 - Reflection of Group Activity

Figure 3- Group Activity on using convergent approach



Self-Reflection with Gibbs' Reflective Cycle

Recent studies suggest that **Gibbs' Reflective Cycle (1988)** develops reflective, critical, and creative thinking through structured reflection. During our group activity, we first used **divergent thinking** to generate a range of ideas without judgement before applying **convergent thinking** to evaluate and select the most suitable solution. Mulling this over using Gibbs' model helped me recognise the importance of balancing creativity with critical analysis, while improving my teamwork, communication, and decision-making skills for future collaborative practice (Trimasse, 2024).

Description and Feelings: During the activity, our group initially engaged in divergent thinking to brainstorm different ideas without judgement. I felt confident sharing my thoughts and valued the opportunity to hear different viewpoints from my peers. The open discussion encouraged creativity and allowed everyone to contribute without fear of criticism.

Evaluation and Analysis: After generating ideas, we used convergent thinking to evaluate each suggestion and agree on the most suitable solution. This helped me realise that creative ideas become more effective when they are carefully analysed. I also recognised the importance of listening actively, respecting different opinions, and working collaboratively to reach a shared decision. Gibbs (1988) explains that reflection helps individuals identify strengths and areas for improvement.

Figure 4 - Self-Reflection

The screenshot shows a forum interface with a header 'Week 6 Forum' and sub-navigation for 'Forum' and 'RSS feed of posts'. The main title is 'Storytelling in H&S Care'. Below the title, there are navigation links '◀ Storytelling in HSC' and 'storytelling ▶'. A dropdown menu shows 'Display replies flat, with newest first'. The post itself is titled 'Storytelling in H&S Care' by 'Corazon Gallardo Parayno - Saturday, 18 July 2026, 2:18 PM'. The content describes a personal experience in a hospitality setting where the user helped an elderly guest with a menu. The post concludes with a reflection on the importance of listening and communication. At the bottom right, there are links for 'Permalink', 'Reply', and 'Export to portfolio'.

Conclusion and Action Plan: This experience showed me that balancing creative and analytical thinking leads to better decision-making and stronger teamwork. Next time, I will contribute more actively during discussions and encourage quieter group members to share their ideas, helping create a more inclusive and productive team environment.

Figure 5- Evaluation and analysis

The screenshot shows a forum interface with a header 'Self-Confidence' and sub-navigation for 'Forum' and 'RSS feed of posts'. The main title is 'Self-Confidence'. Below the title, there are navigation links '◀ Self confidence' and 'Self Confidence ▶'. A dropdown menu shows 'Display replies flat, with newest first'. The post itself is titled 'Self-Confidence' by 'Corazon Gallardo Parayno - Saturday, 18 July 2026, 2:37 PM'. The content lists several benefits of self-confidence, such as making decisions more easily, improving communication, and building positive relationships. The post concludes with a statement on how self-confidence helps people believe in themselves and become more independent. At the bottom right, there are links for 'Permalink', 'Reply', and 'Export to portfolio'.

Task 4 – Case Study Analysis of a UK Innovation

NHS Virtual Wards are an innovative healthcare model that enables patients requiring hospital-level care to receive treatment safely at home through remote digital monitoring and multidisciplinary clinical support. Introduced to reduce pressure on hospital capacity and

deliver more personalised care, they demonstrate how innovation can transform healthcare services (NHS England, 2023).

Creativity was central to the development of virtual wards because healthcare professionals redesigned traditional care pathways by integrating digital technology with multidisciplinary teamwork. **Patients benefited** through greater comfort, increased independence, and earlier identification of patient deterioration and improved coordination of care, while **the NHS benefited** through reduced bed occupancy and more efficient use of resources.

Implementing virtual wards required organisational change, including staff training and new ways of working. (Harrison et al. 2021) research can determine that Lewin's model focuses on guiding change management in healthcare, while Rogers' Diffusion of Innovation theory helps explain the adoption and dissemination of innovations, taking into account the unique challenges of healthcare environments. Although virtual wards have improved patient care and system efficiency, challenges such as digital exclusion. Despite these challenges, virtual wards can improve patient outcomes when supported by appropriate staff training and equal access to digital technology. Addressing these barriers is essential impartial to access and the long-term sustainability of this NHS innovation.

Task 5 – Research Task: Staff Stress

Staff stress is a significant issue in health and social care because it affects employee wellbeing and the effectiveness. Huhtala et al. (2021) found that high job demands, including heavy workloads, time pressure and ongoing workplace changes, are major causes of burnout among healthcare professionals. These pressures reduce staff wellbeing and can negatively affect patient satisfaction. The study supports Maslach Burnout Theory, which explains that prolonged workplace stress can lead to emotional exhaustion, depersonalisation and reduced personal accomplishment.

Similarly, Boland et al. (2023) used the Maslach Burnout Inventory to examine burnout among UK and Irish palliative medicine physicians during the COVID-19 pandemic. The study found that 39.2% of participants met the criteria for burnout. Burnout was associated with longer working hours, lower levels of clinical support, higher depressive symptoms and lower resilience, suggesting that both workload and organisational support influence staff wellbeing.

Both studies identify excessive workload as a key cause of staff stress. However, Huhtala et al. focus on the impact of daily job demands on individual staff, whereas Boland et al. also highlight the importance of organisational support in preventing burnout. In practice, staff stress result in sickness absence, high staff turnover, reduced morale and an increased risk

of errors, which may reduce excellence and safety of patient care. Overall, these findings suggest that reducing burnout requires organisational support alongside individual resilience, making leadership and workforce planning essential.

Task 6 – Exploring Digital Innovation in Health and Social Care

Benefit of Wearable Health Technologies:

Question 1: Discuss one benefit of using wearable health technologies (e.g. smartwatches) to support the management of chronic health conditions. One benefit of wearable health technologies, such as smartwatches, is their ability to support the management of chronic health conditions through continuous health monitoring and personalised care (Hosseini et al., 2023). These devices can follow pulse monitoring, physical activity and sleep patterns, allowing individuals to better understand and manage their health while enabling healthcare professionals to monitor patients remotely. For example, a person living with cardiovascular disease can use a smartwatch to detect irregular heart rhythms and seek medical advice promptly, potentially reducing the risk of serious complications. The Technology Acceptance Model (Davis, 1989) explains that people are more likely to adopt digital healthcare technologies when they perceive them as useful and easy to use. As wearable devices provide real-time health information and encourage self-management, they can improve patient engagement and support clinical decision-making. However, successful implementation also depends on user confidence, training and the reliability of the technology.

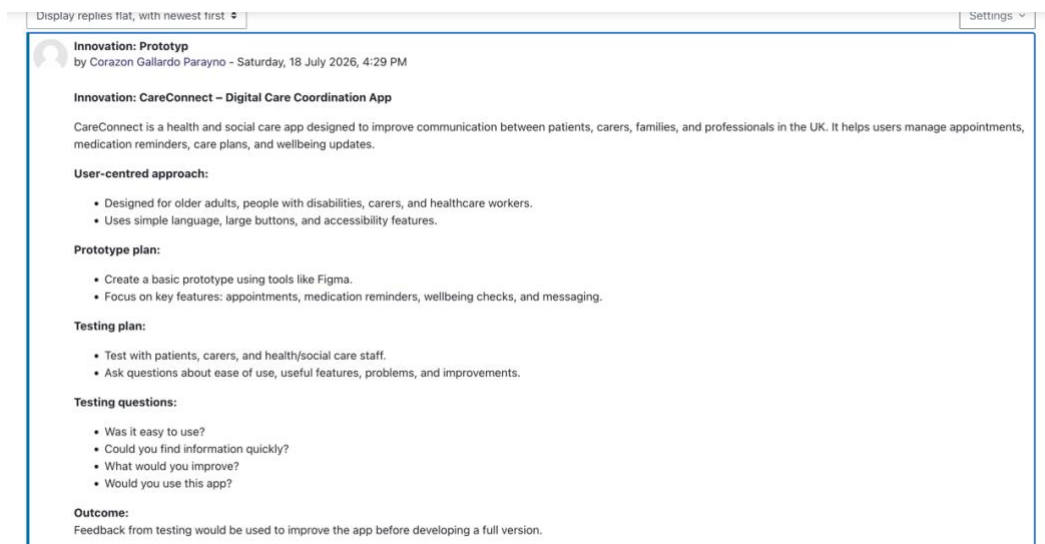
Question 2: Describe how electronic health records (EHRs) improve communication and collaboration between healthcare providers.

NHS England (2023), Electronic Health Records (EHRs) improve communication and collaboration by providing healthcare professionals with secure, real-time access to a patient's medical information. This enables doctors, nurses and other multidisciplinary team members to view the same records, reducing duplication, improving care coordination and supporting informed clinical decisions. For example, when a patient with diabetes is admitted to hospital, both the GP and hospital team can access the patient's medication history, allergies and previous test results, ensuring continuity of care and reducing the risk of medication errors. EHRs also improve efficiency by minimising paper-based documentation and enabling faster information sharing across healthcare settings. Although concerns about data security and system interoperability remain, effective staff training and robust governance can help maximise the benefits of EHRs while maintaining patient confidentiality and quality improvement.

Question 3: Explore how digital technology can support preventative care and health promotion, using a real or hypothetical example.

Digital technology supports preventative care and health promotion by helping individuals monitor their health, access reliable information, and adopt healthier lifestyles. Mobile health apps, wearable devices, and telehealth services encourage healthy behaviours and enable healthcare professionals to identify health risks early. For example, a weight management app can provide personalised feedback to reduce the risk of obesity, type 2 diabetes, and cardiovascular disease while supporting early intervention. The Technology Acceptance Model explains that successful adoption depends on perceived usefulness, ease of use, and organisational support (Wang, Zhang and Asan, 2024). However, digital technologies should complement rather than replace face-to-face care to ensure equal access, person-centred support, and effective health promotion.

Figure 6- Digital Innovation in Healthcare



Task 7 - Understanding the NHS Leadership Framework

The NHS Healthcare Leadership Model is a nationally recognised framework that identifies nine leadership behaviours needed to deliver safe, effective, and person-centred care (NHS England, 2022). It encourages collaboration, compassionate leadership, evidence-based decision-making, and continuous improvement. By promoting these behaviours, the framework strengthens teamwork, enhances organisational culture, and helps healthcare services respond effectively to changing patient needs and improve patient outcomes.

Leadership Behaviour: Inspiring Shared Purpose

Inspiring a shared purpose requires leaders to align staff values with organisational goals while fostering collaboration and trust. NHS System Leaders CEO Sir Julian Hartley demonstrate how authentic engagement and shared vision motivate staff and support

continuous improvement. Transformational leadership also encourages innovation, effective communication, and teamwork, helping healthcare professionals work together to deliver high-quality, person-centred care despite challenges such as organisational change and integrated working (James, Hartley and Stroud, 2024).

Reflective Journal Entry

This module has strengthened my understanding of creativity, innovation, and leadership in health and social care. I now recognise that innovation involves improving existing services through collaboration, evidence-based practice, and effective leadership, rather than simply introducing new technology. Analysing NHS virtual wards and digital innovations demonstrated how creative approaches can improve patient outcomes and organisational efficiency. In my future career, I will embrace innovation, work collaboratively with colleagues, and contribute to continuous service improvement to deliver high-quality, person-centred care.

Task 8 – Self-Reflection Journal Entry

Using Gibbs' Reflective Cycle (1988), I reflected on how this module has influenced my professional advancement. It reinforced the importance of reflective practice, collaboration, and evidence-based decision-making in delivering safe, effective care. I have become more confident in contributing ideas for service improvement and adapting to change within healthcare settings. In future placements and my career, I will continue using reflection to evaluate my practice, identify learning opportunities, and support innovations that improve outcomes for patients and healthcare organisations.

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