Health Innovation
Yorkshire & Humber

A Framework for Driving Innovation Adoption Through Patient Insight

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Part of the
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Local change, national impact

NHS

Office for
Life Sciences

About this guide

This practical framework aims to support innovation product leads to accelerate the adoption and spread of innovations using patient insight and experience.

Accelerated adoption improves patient access to innovations and improves patient health and wellbeing outcomes. However, the rate of uptake of The National Institute of Health and Care Excellence (NICE) recommended innovations has not always met the forecasted expectations. Patient insight and experience are not routinely incorporated into spread and adoption plans for healthcare innovations.

This resource outlines an approach to gather and apply patient experience data to improve uptake. It examines the actions that various stakeholders can take, focusing on what matters most to patients throughout their care journey.

It also facilitates greater collaboration and co-production between stakeholders. This approach will enable more equitable spread and adoption of innovation locally, regionally, and nationally.

In this resource you will discover a framework including four practical steps to:

1. understand what patient insight and information already exists about an innovation.
2. illustrate how these insights can guide the responsibilities of each stakeholder.
3. inform practical activity each stakeholder can take to support patients through important stages of their care journey.
4. create an evidence-based and coproduced action plan.

Additionally, you will find a list of:

- High impact actions that innovation project teams can take to ensure that patient insight and experience is used to accelerate the adoption and spread of innovations.
- Suggested activities for key stakeholders throughout the patient journey.
- An appendix with a suite of actionable insights, organised into key themes, derived from the development of this framework.

The framework has been developed following a desktop review of related literature and using ‘real world’ insight collected from patients through structured interviews. An analysis of their experiences with the rollout of innovations was documented at each stage of their care pathway. To authentically develop the framework, the project focused on learning from five very different MedTech Funding Mandate (MTFM) or Rapid Uptake Product (RuP) innovations, therefore it can be applied to most innovations entering the health and care system. You can access the associated project delivery report here.

The Patient Care Journey

Patients often progress through our healthcare system along a care pathway that may start with presentation of a concern, an issue identified during ongoing clinical treatment or as a result of screening. Once this happens, many patients follow a care pathway which we have separated into seven stages.

This approach enables the framework to be applicable to a wide range of innovations and enables clear and specific patient-centred actions to be identified. The stages are not always consecutive or linear as there may be different entry points. Some stages may be revisited and repeated depending on the diagnosis and treatment options. For acute care these stages may be compressed into very short timeframes.

Stage 1 **Open and honest conversation regarding patient-led concerns or issue**

Stage 2 **Initial diagnosis and options discussed and understood**

Stage 3 **Expectations and potential issues clearly discussed, and treatment started**

Stage 4 **Patient experience on initial treatment shared and listened to**

Stage 5 **Alternative ‘innovation’ introduced based on shared decision – access and barriers resolved**

Stage 6 **Innovation reviewed to assess degree of patient satisfaction**

Stage 7 **Agreed decision on long-term care plans, patient feels hopeful about their future health**

Getting Started

Successful adoption of innovation requires a system-wide, collaborative approach. Before implementing the four practical steps outlined in this framework, it is essential to convene a meeting with the key stakeholders who will support the adoption of the innovation. The introductory meeting should include a presentation and discussion of this framework so that all stakeholders understand their roles and 'buy-in' to adopting this structured, patient-centred approach.

The framework sets out a structured approach, showing:

- how to gather relevant patient experience and insight data through desktop reviews and patient engagement to understand their experiences.
- how to apply these insights to encourage the principal stakeholders (including patients, service providers, suppliers and commissioners) to work collectively and effectively to address patient-centred priorities that enable better adoption and spread of innovations.
- what Health Innovation Network Project Teams should focus on to engage and encourage principal stakeholders to develop a fully collaborative action plan with clear, shared and agreed adoption goals informed by patient feedback and insight.

Practical steps

Step 1

Gather patient insight and data

Step 2

Map data to 'what matters to patients' and to 'stakeholder responsibilities'

Step 3

Align stakeholder responsibilities across the patient journey

Step 4

Create an action plan

Step 1

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Step 4

Create an action plan

Why	Who	Actions	Outcome
To achieve a baseline understanding of the innovation and related patient experience to ensure a common understanding across all stakeholders (page 10*).	Health Innovation Network leads, innovators, commissioners, and providers should undertake an initial assessment of the patient experience and insight relating to the innovation to understand its current adoption, access, any barriers to access, visibility, and reputation (page 10).	Use suggested approaches to gather relevant data and identify any gaps in the data. If new patient insight needs to be collected to fill critical gaps in knowledge, suggested approaches are on page 11.	This step is completed when current knowledge and insight is gathered, shared, documented and agreed with stakeholders (page 10).

*Click these page numbers to discover more about these points.

Step 1
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Map data to 'what matters to patients' and to 'stakeholder responsibilities'

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Create an action plan

Why	Who	Actions	Outcome
Mapping the gathered intelligence to what matters most to patients (for each specific innovation) and cross referencing this with the roles of key stakeholders enables everyone involved to identify actions that each stakeholder can take to improve innovation adoption. **Patient care journey** (page 3)	Key stakeholders (including clinicians, commissioners, service providers, patients and the Health Innovation Project Teams) should work together to agree the main opportunities for action.	Ensure that the gathered data is mapped to the three themes that patients indicated mattered most to them: • **Theme 1 - Support** • **Theme 2 - Communication** • **Theme 3 - Impact** Then structure the mapping to consider the roles and responsibilities of the different stakeholders involved in supporting the spread and adoption of the innovation **(page 12)**.	This step is completed when each stakeholder understands what actions they might take to address what matters most to patients in the rollout of the innovation. This should be clearly documented and agreed.

Step 1

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Align stakeholder responsibilities across the patient journey

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Create an action plan

Why	Who	Actions	Outcome
This step identifies actions at each different stage of the patient journey to improve the adoption of the innovation. It also shows how the action of one stakeholder impacts on or influences the other at each stage of the patient journey.	Each stakeholder will need to explore gaps in knowledge and actions that they can take across the patient pathway.	Use the mapping data from Step 2 to align the identified actions for each stakeholder across the patient pathway to better understand where actions have interdependencies, and which should be prioritised. This is critically important for the development of a robust, well-informed action plan (page 15).	This step is completed when a) each stakeholder understands and agrees what their responsibilities will be in the final plan and b) they understand and agree with the responsibilities that each of the other stakeholders is accountable for delivering.

Step 1

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Align stakeholder responsibilities across the patient journey

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Create an action plan

Why	Who	Actions	Outcome
Through organised and structured insights, stakeholders will be able to see the important and most impactful actions to leverage patient insight and better meet the needs of patients. This will drive improved adoption of innovations.	The action plan must be co-produced with stakeholders and led by the Health Innovation Network Project Teams.	Focus on these three recurring themes which are critically important for enabling patients to contribute effectively from different communities and backgrounds. • **Theme 1 - Support** • **Theme 2 - Communication** • **Theme 3 - Impact**	An innovation driving delivery plan with milestones and deliverables that will enable patients and carers to have an empowered role in the adoption and spread of new innovations regardless of where they live, their background or their additional and potentially complex needs **(page 24)**.

Step 1: Gather Patient Experience Data

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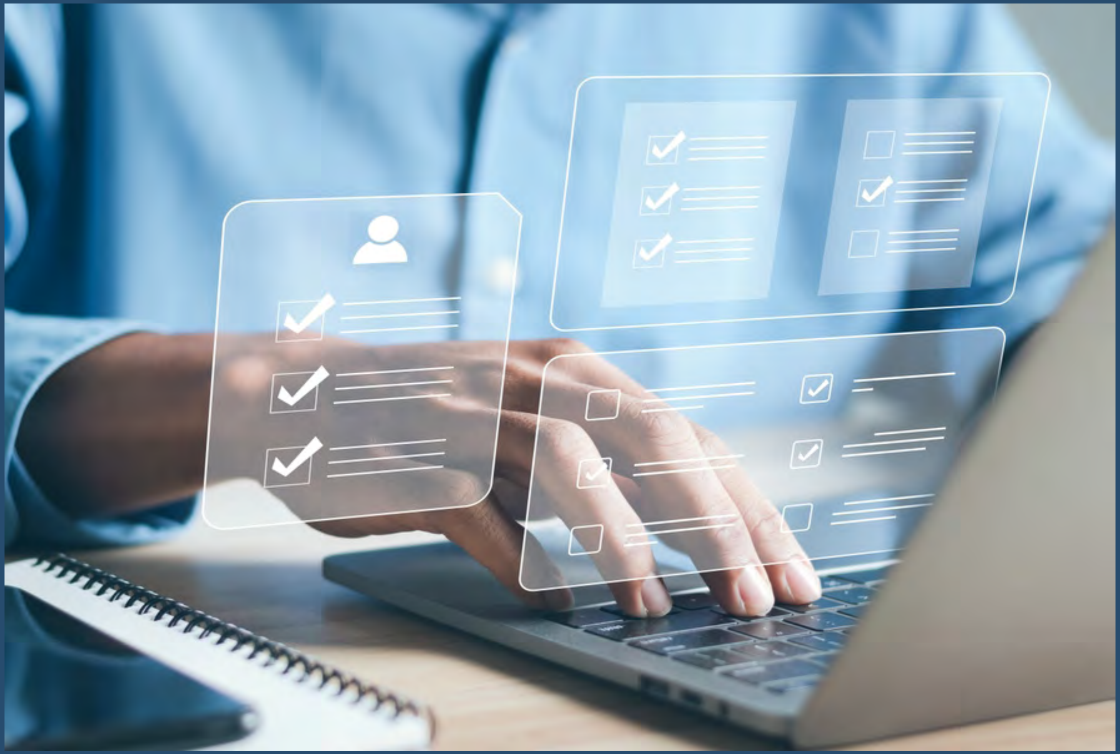
This step comprises information gathering on what is already known about patient experience of the innovation followed by data gathered directly from patients and carers who have a relevant diagnosis or are using the innovation.



Health Innovation Project Teams will guide innovators, commissioners, and providers through an initial assessment to determine the following about the innovation:

- Is it currently widely adopted or not? If so, how easily can patients access it?
- Is access limited? Or does this access come with challenges?
- If access is limited, is it possible to define where these barriers are?
- What actions could be undertaken to overcome the barriers?
- Is it well known with patient groups or healthcare providers currently?
- Is it well regarded by these groups?

Step 1: Gather Patient Experience Data

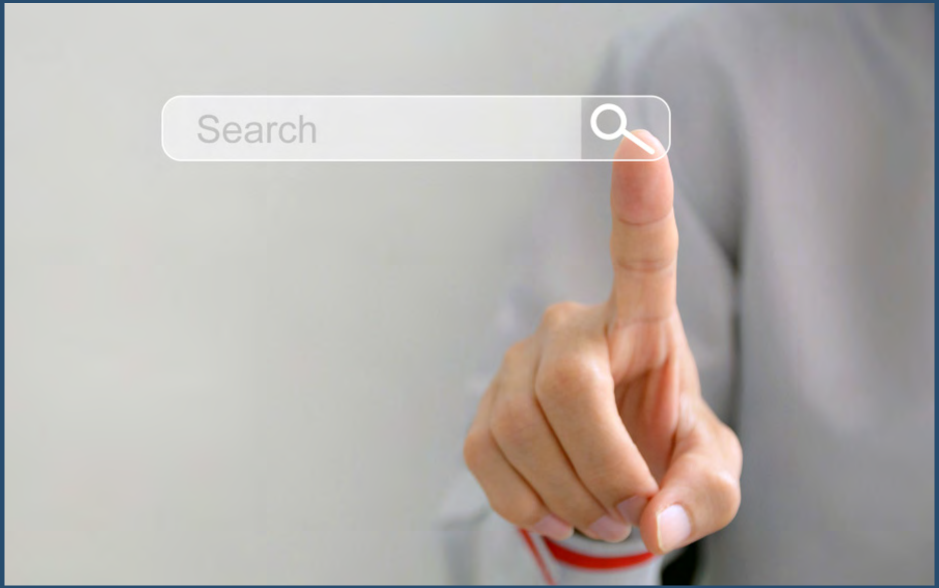
Methods to collect current knowledge and insight can include:

- Identify existing published patient experience data from the design and testing phases.
- Identify any available user testing information.
- Search for intelligence from health condition specific patient organisations.
- Discover where there is any patient insight already collected from innovations with similar characteristics.
- Search for feedback through social media and patient peer-to-peer networks. Patient communities often share their views, commonly using social media, patient networks, online chat groups, blogs and vlogs and other outlets. What are patients saying about the innovation to each other? Are there any elements of their experience that significantly improve their quality of life outside of the clinical benefits that should be captured elsewhere? Improved quality of life indicators can form an important 'patient pull' factor for innovation adoption.
- Locate any clinical insight into reported patient experience.
- Search for other sources of patient experience information including reports from patient organisations, NICE technology appraisals, disease specific charities or forums and community networks.

Gathering experience data from patients and carers directly may be required to fill specific gaps in patient experience knowledge. The most appropriate approach should be selected from a range of approaches including surveys, focus groups and interviews. The detailed mechanism to collect this data will be determined by the clinical situation, resources and the practical opportunities being created to gather insights.

To authentically inform this work, insights from patients were gathered through semi-structured interviews. Examples of the questions and how these followed the patient care journey are set out in Appendix C in the full report.

☑ **Step 1 is completed when current knowledge and insight is gathered, documented, shared, and agreed with stakeholders.**



Step 2: Map to stakeholder roles and responsibilities

The information gathered in Step 1 can be organised and reviewed under the key themes that emerged from the study, namely support, communication, and impact across the care pathway. This requires clinicians, commissioners, service providers, patients, and Health Innovation Leads to work together to agree the main opportunities for patients to make a positive or negative difference to outcomes.

The three themes identified through the framework development that mattered most to patients are:

Theme 1:
Availability of support
(page 27)

Theme 2:
Communication and understanding information (page 31)

Theme 3:
Understanding the impact of innovations
(page 35)

Step 2: Map to stakeholder roles and responsibilities

The table below shows how to organise the information in a way that aligns with patient priorities and what this means for each of the stakeholders.

This helps spread and adoption planners identify patient insight that will guide and inform the adoption plan. The approach enables identification of gaps in knowledge and understanding. Based on these findings specific activities can be developed to enhance what and how patients can further contribute to the spread and adoption of innovations that may benefit them.

Stakeholder/Key Themes	Patients/Carers	Supplier/Innovator	Service Provider	NHS Commissioner
1. Availability of support for patients and their carers	Identify what patients need	Identify what can be provided and developed	Practicalities of making support available and when it should be offered	Inclusion of patient and care support services in commissioning arrangements
2. Communication and understanding of the innovation	Help patients to better understand their options	Provide the relevant and appropriate tools	Requirements for effective consultations including follow up	Consider additional costs or specification
3. Impact of the innovation on patients and their carers	How to feedback information about the impact to innovators and providers	Gathering and dissemination of evidence	Making provisions to minimise harm/ or scale up usage if successful	Take the impact fully into account - consider wider population needs

Step 2: Map to stakeholder roles and responsibilities

There are dependencies between the involved stakeholder groups, and these must be documented and understood before they can be realistically addressed in planning activities for adoption and spread.

To maximise spread and adoption, the collaboration between stakeholders can be more efficiently managed by working to agreed common goals with shared and agreed measures of success.

☑ **Step 2 is completed when each stakeholder understands the main opportunities for patients to make a difference to outcomes.**

Step 3: Align to stages of the patient care journey

This step makes explicit and clear how each stakeholder can take action at each stage of the patient journey to improve the adoption of the innovation.

In the development of this framework, the project team worked from a patient, rather than a system, perspective to identify seven common stages, typical of a patient care pathway (further details are provided within the project report). These stages describe interactions between patients and healthcare professionals as they progress from first contact to clinical diagnosis, treatment and ongoing care and review.

The tables over the next few pages describe the stages of the patient journey and suggest responsibilities and roles for the key stakeholders.

These stages are not always consecutive or linear as there may be different entry points and some stages may be revisited and repeated depending on the diagnosis and treatment options (for example if an innovative treatment is introduced at initial diagnosis, stages 3 and 4 are skipped).

Taking the gaps in knowledge identified and potential actions from Step 2 and aligning this information across the patient journey helps teams to document how the action of one stakeholder impacts or influences others. This is critically important for the development of a robust action plan with highlighted interdependencies.

It also enables spread and adoption plans to focus on the stages that are most appropriate for the clinical pathway of that innovation.

Most importantly this enables a rigorous approach to incorporating the patient insight into ongoing planning review and refinement to drive faster and more effective product uptake across the NHS.

Stage 1	**Open and honest conversation regarding patient led concerns or issue**
Stage 2	**Initial diagnosis and options discussed and understood**
Stage 3	**Expectations and potential issues clearly discussed, and treatment started**
Stage 4	**Patient experience on initial treatment shared and listened to**
Stage 5	**Alternative 'innovation' introduced based on shared decision – access and barriers resolved**
Stage 6	**Innovation reviewed to assess degree of patient satisfaction**
Stage 7	**Agreed decision on long-term care plans, patient feels hopeful about their future health**

Stage 1

Stage 1	Patients/Carers	Supplier/Innovator	Service Provider	NHS Commissioner
Open and honest conversations regarding concerns and worries	• Present, discuss and be honest • Discuss any anxieties regarding changes in treatment options	• Work with clinician to raise awareness of the innovation • Raising public and patient awareness of the innovation, including through collaborations with condition-specific charities • Ongoing and accessible patient information available	• Local policy support to identify and support the adoption of innovation • Clinician awareness of options • Local learning and development strategies that include training around new innovations	• Horizon scanning for new technologies and innovations • Core priorities defined

Stage 2

Stage 2	Patients/Carers	Supplier/Innovator	Service Provider	NHS Commissioner
Initial diagnosis and options discussed and understood	• Access to information on diagnosis and treatments • Understand and appreciate the likely treatment steps	• Understands where the innovation should be sited within the pathway • Works with stakeholders to improve awareness with other stakeholders up and downstream in the pathway • Appropriate product information accessible for each stakeholder	• Clinicians aware of and can access information on the full range of treatment options to discuss with patients • Awareness of organisational systems and support for patients in their adoption of technology and innovation	• Funding mechanism is in place and functional • Awareness of the needs of the population • Supports training needs of healthcare professionals to adopt innovation

Stage 3

Stage 3	Patients/Carers	Supplier/Innovator	Service Provider	NHS Commissioner
Expectations and potential issues clearly discussed, and treatment started	• Adhere to treatment regime prescribed • Be mindful of any adverse effects of treatment and seek medical advice	• Understanding issues and challenges for patients that can be solved by their innovation • Seek and share robust evidence regarding product positioning	• Discuss with patients balance of benefits and possible risks • Agreed measures of success	• Widely accessible endorsement of national guidelines, for example NICE • Stakeholder engagement to determine demand and efficiency where appropriate

Stage 4

Stage 4	Patients/Carers	Supplier/Innovator	Service Provider	NHS Commissioner
Patient experience on initial treatment shared and listened to	• Clear shared discussion on what was effective • Share insights on failures to meet expectations	• Methodology in place to hear authentic patient views and insights • This insight is incorporated into information and resources in a range of formats	• Seek feedback from their patients on initial treatments • Signposting to further reliable information on treatments	• Supporting accessible information • All stakeholder engagement to determine what patient outcomes should be measured

Stage 5

Stage 5	Patients/Carers	Supplier/Innovator	Service Provider	NHS Commissioner
Alternative 'innovation' introduced based on shared decision - access and barriers resolved	• Contribute to the personalised treatment plan where possible • Individual barriers to treatment have been discussed and (where possible) resolved	• Accessible information available to clinicians and patients to ensure introduction of the innovation is well supported • Signposting to novel proven technologies	• Encourage and support authentic shared decision making • Gaining patient/ carer agreement to start and continue with the treatment followed by discussion to identify and address any barriers to treatment	• Where appropriate encourage local monitoring of efficiencies, efficacy and experience • Horizon scanning and communications with clinicians

Stage 6

Stage 6	Patients/Carers	Supplier/Innovator	Service Provider	NHS Commissioner
New treatment reviewed to assess degree of patient satisfaction	• Attendance at treatment review • Open and honest conversation on how they are progressing with treatment	• Accessible and appropriate information to troubleshooting issues for clinicians • Plan how to gather, understand and share user experience	• Planned treatment review • Support patients/carers to give honest feedback on experience of using treatment and share the findings with the implementation team	• Request full review on innovation experience • Determine demand and efficiency and revise plans accordingly

Stage 7

Stage 7	Patients/Carers	Supplier/Innovator	Service Provider	NHS Commissioner
Agreed decision on long term care plan	• Shared decision and agreement on future care plan • Potential worries and barriers addressed	• Plan how to gather and understand full user experience • Barriers and access to treatment resolved	• Support patient/ carer to make decision on future care plan • Set up continuous process to gather user experience and outcomes and disseminate results • Use this information to inform treatment planning for patients and disseminate to commissioner	• Review outcome of implementation of innovation and guide/ inform future funding decisions • Work with others to address any barriers to access

Step 3: Align to stages of the patient care journey

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Step 3 is complete when each stakeholder

(a) understands what actions they can take at each stage of the patient journey to create the right conditions for accelerating adoption and spread and

(b) understands where there are actions for other stakeholders with interdependencies. By collaborating, they will be able to identify the synergies that will help to minimise duplication of effort and minimise the chance of any missed opportunities.

These agreements and responsibilities must be clearly recorded as a reference document for the project. This document forms the basis for the action plan (Step 4, page 24) and is the responsibility of the Health Innovation Network Project Teams.

Step 4: Develop an Action Plan

The next step is to agree the priority actions and to set out the details of delivery in a clearly documented plan.

Adopting the steps in this framework to develop this detailed plan ensures that:

- It prioritises and targets activity that matters most to patients.
- Stakeholders are better able to work collaboratively towards a shared goal of accelerated adoption and spread.
- Each stakeholder is clear about the actions that they must take to achieve the greatest positive impact.
- Interdependencies across the patient journey are clearly identified, supporting a clear sequencing of necessary activity.

As with all good action plans, it should include clear deliverables, milestones and resourcing agreements from each stakeholder. Routine project management tools and activities should be introduced to ensure the project stays on track to deliver the agreed outcomes, that delivery is within the agreed budget, and the agreed goals of the project are achieved.

The plan should also include:

- Assumptions (for example positioning in NICE guidelines).
- Financials (including ongoing management).
- Milestones and deliverables, routine monitoring and driving timely delivery.

Step 4 is complete when all stakeholders have agreed the detailed action plan. These agreements and responsibilities must be clearly documented as a reference document for the project. This plan forms the basis for delivery. It should be co-ordinated by the innovation project teams.

High impact actions for Health Innovation Project Teams

In summary, this practical framework will enable Health Innovation Network project teams to use valuable patient insights to accelerate the adoption and spread of innovations. While more actionable insights are detailed under key themes in the Appendix, below are seven high impact actions that innovation project leads can take to improve innovation uptake.

High Impact Actions

1. Develop a multi-stakeholder working group, include patients with lived experience.
2. Where appropriate involve patient organisations in gathering insight and in addressing gaps identified within the project mapping and action planning.
3. Clearly document any gaps in patient experience data and be prepared to undertake supplementary insight research.
4. Work with clinical staff, patients, families and carers to identify what support will be needed to enable patients to understand and use the innovation.
5. Ensure that information, training and education resources (for staff, patients and carers) have been co-produced with people with lived experience – this greatly improves the relevance and value of the resources.
6. Understand variation between patient populations impacted by inequities in access and usage. Work with patient organisations to identify and address barriers to adoption.
7. Collect holistic information on how the innovation impacts patient's well-being and quality of life (for example return to work, ability to spend more active time with family). These insights can be shared with patient communities to create patient support for new innovations.

Appendix

A Suite of Actionable Insights

Analysis of this work highlighted three core themes, and a number of sub-themes, that mattered most to patients when discussing adopting healthcare innovations:

Theme 1:
Availability of support
(page 27)

Theme 2:
Comunication and understanding information **(page 31)**

Theme 3:
Understanding the Impact of Innovations
(page 35)

The following section summarises key learning points and suggested actions across these themes and sub-themes for supporting Health Innovation Network staff in their spread and adoption planning.

Theme 1

Availability of support.

Variation in the availability of support can impact uptake and spread.

Sub theme	Theme	Learning	Actionable Insights
1.1	Patients described limited or lack of support from health professionals, particularly in the early stages of diagnosis, initial treatment and care provided post-treatment which resulted in different decision-making regarding uptake, adherence and confidence in the suggested treatment option.	• It is vital to consider what support a patient (and their carers) might need to access and use an innovation, and how they will access this support. • It is important for healthcare professionals to have up to date knowledge and understanding. • It is important to consider the support necessary for colleagues in primary care.	1) **Coproduce patient information resources.** This requires all stakeholders to contribute and participate in this development work. 2) **Support healthcare professionals** to build an understanding of the patient perspective of an illness and relevant new treatment options. 3) **Improve the sharing** of knowledge and experiences of innovations through stronger links between primary and secondary care for example.

Sub theme	Theme	Learning	Actionable Insights
1.2	Throughout their patient journey, but particularly in the early stages of diagnosis, participants reported the inconsistency in support provided by healthcare professionals.	• Support networks are valuable and helpful to patients. • Social media platforms and charities play a key role in information sharing for those with ongoing health conditions.	1) **Information signposting:** Make it easy for patients to access support in relation to their condition the innovation supports. 2) **Involve local and national patient groups:** Where healthcare providers and patient organisations work collaboratively there are mutual benefits in terms of understanding what support patients need, what is currently available from different sources, developing a consistent and accurate information and understanding gaps in support.

Sub theme	Theme	Learning	Actionable Insights
1.3	Patients indicated that it could be difficult to access new treatments.	- NICE approved innovations require local system policy agreement on supply of innovations. The local approach needs to be communicated clearly to patients and healthcare professionals. - MTFM and RUP policies support stronger approaches to adoption and spread of proven innovations.	1) **Review NICE guidance:** To understand where innovations complement the national guidance. 2) **Support innovation rollout:** engage with national adoption and spread policies, drawing on support from innovation partners, such as local health innovation networks. 3) **Project engagement:** Shift the emphasis from a reduction in product costs to consider technologies that can influence a reduction in total costs within the patient care pathway. 4) **Seek patient organisation support:** Promote patient understanding of rights and choice in regarding innovations. 5) **Seek patient organisation support**: Seek to understand if specific patient groups are impacted by inequities in access.

Theme 2

Communication and understanding information.

Variation in quality and quantity of communication can impact uptake and spread.

Sub theme	Theme	Learning	Actionable Insights
2.1	Patients reported that they didn't always feel listened to or understood by healthcare professionals. Conflict between experts through lived experience and experts through professional experience.	• MedTech innovation aims to address a specific health need, therefore it is important patients are listened to, with their needs acknowledged and understood. • Everyone involved in the care pathway needs to be adequately informed, whether in relation to understanding the patient's health condition and how this is impacting their quality of life, or suitable treatments available that they could benefit from.	1) **Identify existing patient insights:** Providers and commissioners can undertake a search of existing PPIE documents to better understand patients' views about their lived experience and access to related innovations, and their benefits (e.g. improved quality of life). 2) **Seek patient feedback:** Suppliers, providers and commissioners can discover whether patients value the innovation. Do they feel it is right for them? Have they any concerns about using the innovation?

Sub theme	Theme	Learning	Actionable Insights
2.2	Inconsistencies in the provision and availability of information.	• How, when and at what level information is communicated to patients is an important consideration. • People require information to be developed and made available in a variety of accessible ways to reflect the communication needs of diverse populations. • Providing patients and carers with information at the right time, in a format easy to understand, can help reduce delays in when the patient may receive treatment. This is clearly of benefit not only to the patient, but to the providers as well reducing the need for further patient follow ups and consultations.	1) **Co-production:** Suppliers, commissioners and providers could facilitate patient focus groups to coproduce patient information. This includes determining what information is important to them, the level of information required, and decide how best to present this information i.e., leaflet, videos etc. 2) **Information provision:** Providers should review when information is provided to patients throughout their care pathways to determine whether there are gaps. Can patients be provided with information prior to consultation with health and care providers where an informed decision on treatment may be expected? Is there an opportunity to provide feedback following the treatment? 3) **Utilise other information sources:** Suppliers, commissioners and providers could signpost patients and carers to further sources for information, such as those available through charity websites, forums, etc.

Sub theme	Theme	Learning	Actionable Insights
2.3	Delegation of decision making.	• There is a need for good communication between patients and healthcare providers, underpinned with the appropriate information, to address gaps or understanding regarding a patient's condition, diagnosis, or treatment options. • It is key that a patient is listened to. As they start their patient care journey, supportive information, and open communication with healthcare providers around their health condition and possible treatment options, will enable and foster informed decision-making.	1) **Provide information at the right time:** Provision of information at significant points, directed by patient touch points within a care pathway, e.g. BPH treatment information such as those found in the British Association of Urology Surgeons once prostate symptoms have been diagnosed. 2) **Allow patients time to process information:** Healthcare providers should determine whether they allow patients enough time to decide how best to proceed and provide new information if necessary.

Theme 3

Understanding the impact of innovations.

Improving clarity about the impact of the innovation on the health and wellbeing of the participants can impact uptake and spread.

Sub theme	Theme	Learning	Actionable Insights
3.1	Patients wanted to understand the potential impact of an innovation on improving health and quality of life.	• The positive or negative impact of innovations on patients' health and wellbeing is important to consider. • Having access to lived experience which describes the impact of an innovation helps to make informed decisions about its suitability and raise awareness in general about conditions which can support the adoption and spread.	1) **Data collection:** Ensure that the collection of data about the impact on patients' wider well-being and quality of life is included in the evaluation planning. 2) **Create an informed decision-making process:** Enable planning and ongoing review of adoption and spread including the feedback from the patient (and carer) perspective.

Sub theme	Theme	Learning	Actionable Insights
3.2	Experience of using an innovation.	• The impact of using an innovation on patient outcomes and on the experience of healthcare providers should not be underestimated. • The interest in and continued use of an innovation can be influenced by service user experience. Use may be discontinued if user experience fails to meet expectations. It is also important that patients understand what alternatives are available if the innovation that they are currently using is not right for them.	1) **Poor patient experience:** Understand any poor experience around the use or access of an innovation to inform how this may impact long term or widespread use. 2) **Learning materials:** Suppliers and innovators should invest adequate time to understand what learning and training materials patients need. All materials should be developed through a co-production approach to ensure they are fit for purpose. 3) **Potential for change in practice:** Guidance, instruction, and training needs to be provided by the innovators to support patients and healthcare providers as well as an acknowledgment and understanding that a change in practice or a learning curve may be involved.

Sub theme	Theme	Learning	Actionable Insights
3.3	A Teaching and Learning Process.	• There is a need for more effective management of patient expectations in understanding health conditions and subsequent treatment success rates. • Healthcare providers and patients may need to engage in training/learning.	1) **Training and development:** The requirement for additional materials and information that can be used by clinicians and patients must be thoroughly researched and the findings actioned.
3.4	Wider changes to care pathways.	• It is important that care pathways are regularly reviewed, particularly when an innovation is introduced. • When a medical innovation is adopted, it may create opportunities or a need to make wider care pathway changes.	1) **Regular pathway review:** Whatever the change or impact, the introduction of the innovation should prompt a review of the care pathway it features and/or others it may impact. This will also highlight other factors such as impacts on healthcare professionals involved within the pathway and the need to collaborate across primary and secondary care and amongst clinical teams impacted by the changes.

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