To find out more

Links to some resources you may find useful:

- **East Midlands AHSN** – an implementation paper on putting innovation into practice:
  www.tinyurl.com/EMAHSNImplementation

- **Innovation Agency** – putting into practice guide:
  www.tinyurl.com/innovationpip

- **Wessex AHSN** – guidelines to apply an evidence-based, systematic approach to accelerating spread and adoption of innovation and best practice:
  www.wessexahsn.org.uk/spread

Your local AHSN will also have details of professional networks, such as Patient Safety Collaborates and The Health Foundation’s Q Community that can link you with other professionals in your area to share experiences.

Contacts for the AHSNs are at www.ahsnnetwork.com

Top tips:
Adopting your change, transformation or innovation

#AHSNs
How we can help

England’s 15 Academic Health Science Networks were set up by the NHS in 2013 to identify and spread innovation – helping the health and care system do things differently, better and cost effectively.

We’ve developed great expertise about what works and what doesn’t: successfully spreading over 200 innovations in more than 11,000 locations throughout England, benefiting 6 million patients and helping create 500 jobs.

This guide summarises our learning into a few simple tips you can take away and apply today – so if you’ve got limited time and resource you can still make a big difference.

If you would like support with developing plans for spread and adoption, business cases for scaling up innovation or evaluating the impact of an innovation (including Return on Investment), get in touch with your local AHSN to find out how we might be able to help – our contact details are at www.ahsnnetwork.com

To look at some of the innovations we’re successfully spreading, visit the Atlas of Innovations website at www.atlas.ahsnnetwork.com

Top tips to getting projects adopted – The 6 Cs

There are lots of reasons why things do, or don’t get adopted, but the success of change, innovation or transformation share some common characteristics; the 6 Cs. These 6 Cs may help with the adoption of your change, innovation or transformation:

• CONTENT: make sure there is a sound evidence base - clinical, economic and user experience is vital when presenting to potential adopters such as commissioners, other clinicians, teams and managers

• CONTEXT: understand the organisation where the implementation is going to happen – their priorities, targets and challenges, experience of change, capacity and capability, and readiness to adopt an innovation

• CHAMPIONS: identify the people who are going to help drive the change – get their support for doing things differently, and capitalise on their formal and informal networks

• CLARITY: make the benefits so obvious that people see it as the only solution. Adoption can be made easier by providing basic guidance such as protocols, job descriptions and procurement documentation

• CONTACT: you can’t do this work by email - you need to meet people and get them on board, then regularly feedback on progress. This ensures key people across the organisation understand how the project is compatible with their objectives. Both process and outcome evaluation is important here

• CO-PRODUCTION: the support and voice of service users is powerful – patients and carers need to be engaged early and often. This helps create patient ‘pull’ which is always better than ‘pushing’ change. Involvement of staff is also vital, particularly those who will use the innovation on a daily basis from the beginning. Involving staff and patients is also crucial to good governance (for example representation on operational and steering groups).

Bill Gillespie
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Dr Liz Mear
Chief Executive, The Innovation Agency

Mike Hannay
Managing Director, East Midlands AHSN

On behalf of the AHSN Network
www.ahsnnetwork.com
To find out more about the East Midlands Academic Health Science Network you can visit our website: www.emahsn.org.uk

We have also written an implementation paper on putting innovation into practice which you may find useful: www.tinyurl.com/EMAHSNImplementation
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