

Innovation for Health & Wellbeing



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The story

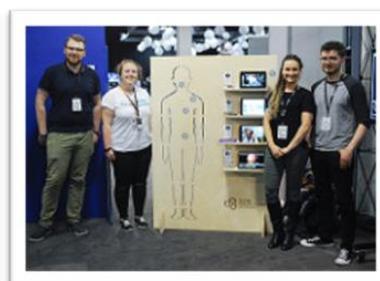
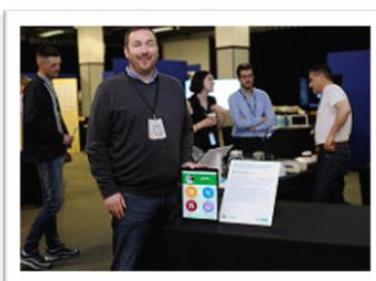
It was late December when the request came via Scottish Government to do something innovative on the NHS at the TEDx Glasgow. Gurjit Singh Lalli the TEDxGlasgow curator convinced me we could make some magic happen with, and for, the 4,500 attendees they were expecting over the two events TEDx Youth and TEDx Glasgow. And so, with no team, no budget, no ideas and (no) pressure I blindly accepted the challenge.

“How could we showcase what we’re doing? Capture insights of a large public crowd on future needs? Demonstrate how we are all collaborating to innovate in health and wellbeing to improve the health of our nation while simultaneously growing the economy through support of SME growth?”

Eight weeks later I had sponsors on board (financial and in kind) from a range of organisations working on innovation and health. Some ideas of how we might do this were also starting to form.

Another 4 weeks passed and I had recruited an innovative band of volunteers from all different organisations and the ideas of what we could do really started to flow. It was clear we all wanted to do something different, not a typical conference stand. It was also clear this was a collaborative effort across Government, NHS, innovation centres, academia and SMEs. We also had Young Scot on board to ensure what we did would appeal to young people and align with “Year of Young People 2018”.

And so Co-Lab (orate) was born.

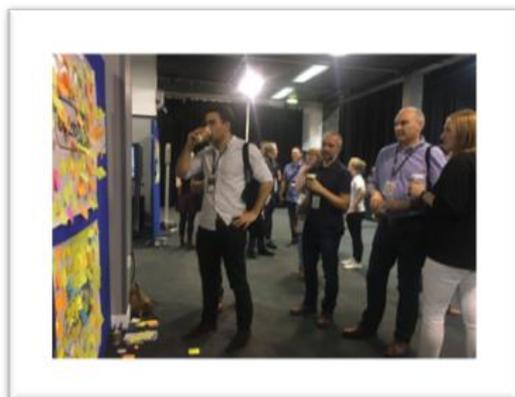


- ✓ A **collaborative** across organisations demonstrating how we are collectively innovating for health and wellbeing.
- ✓ A pop-up **laboratory** demonstrating interactive prototypes for innovative solutions to our health and wellbeing challenges
- ✓ And **storytelling**. What do we want our future to look like and what are the stories of positive impact we can tell today?



<https://bit.ly/2t2al2P>

The Pop-up



The Journey

Visitors started their journey in the 16th century understanding the significant impact Scotland has had on medical and health innovations in the last 500 years. They were then teleported into the future, developing personas (our older selves and future generations) and their expected digital needs for health and wellbeing. This was followed by the interactive laboratory showcasing current innovations.

The Lab

11 organisations, 15 prototypes, 20+ stories

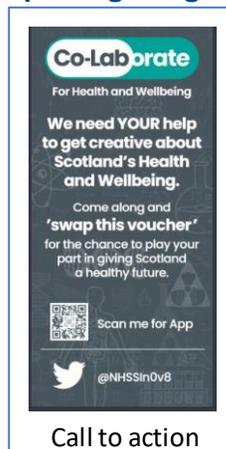
From 3D printed organs (that even had the smell of human organs) to food allergen apps to help individuals when they are out and about. From sight test apps for children to nurses working virtually to develop national solutions to key challenges. From recording patient outcomes following cancer for tailored support to wearables for measuring patient vitals when in hospital.

Additional information was also captured in a mobile web app for those unable to visit the pop up: bit.ly/NHSCoLAB

The People

- 6 sponsors
- 20+ collaborators
- 15 volunteers including 3 young people from Young Scot.
- And an estimated **1000+** guests over the 2 days

Capturing Insight:



Call to action



Insight Boards



Future Personas

#Health: top 3 for TEDxGlasgow



“Thinking more positively equals healthy mind”

“Healthy Food Drive-thru”

TEDx Youth

Let’s be open minded about health, care and wellbeing. What might we, you and society do differently both now and in the future (+10 years) to make Scotland healthy?

Emerging Themes

- ✓ Mental Health – more early years support, more therapies and more use of psychologists in rehabilitation (not just physical)
- ✓ Decreased costs of healthy foods (but not at expense of junk food) and more education on diet
- ✓ Free access for sporting activities, swimming, free bikes for young people
- ✓ Gamification to encourage uptake of activities, celebrity endorsement, peer challenges
- ✓ Make better use of green spaces for public benefits, safe areas to encourage kids to play outdoors
- ✓ Free buses to reduce cars and better segregation of cycle lanes
- ✓ Cheaper housing
- ✓ Focus on preventative health care to reduce costs
- ✓ Close the pay gap

TEDx Glasgow

How might we all Re-think our approaches to health, care and wellbeing both now and in the future (+10 years) to make Scotland healthy?

Emerging Themes?

- ✓ Health begins with us and we need education, services and a holistic approach to enable us to manage our health and not rely on the NHS
- ✓ Mental Health is a key priority to tackle (access to services, types of service, self management)
- ✓ Tackling food poverty, and access to low priced healthy food is key for future generations
- ✓ A need to start working differently in the NHS and challenging long-term norms
- ✓ And Data. More uses of data, more open data, let the citizens access data so we can all benefit from the potential value held by the data

“This is incredible, raise the profile of these innovative activities, make the information more accessible”

“Support our society to become more self-aware and confident”

Feedback and Benefits

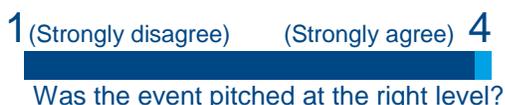
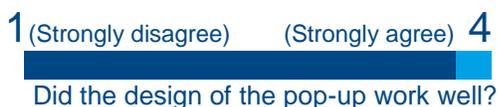
Those presenting said....

TEDx in a nutshell....

“Fabulous, exciting, entertaining and innovative”

“A great learning experience”

“Awesome”



- Created much broader awareness of the benefits of our service
- Discussed with some key influencer / decision makers in a relaxed, hands on environment.
- Has developed our thinking about how we can use these sorts of visualisations with local partners
- It was really interesting getting feedback from the public
- It's great motivation to hear positive feedback on our work and we received some very interesting ideas and made some new contacts
- A great learning experience
- Great exposure in a mixed space
- Powerful, full of energy, confidence building
- Focus on informing, engaging and learning with the public (not about selling)

Overall Benefits

The collaborative was purposefully not branded NHS to encourage conversations and ideation in an informal and relaxed environment as a result:

- ✓ Lots of insight from the public on their reactions to the innovations, approaches and perceived needs of what we need to do to ensure Scotland has a healthy future. Insight cuts across all aspects of health & wellbeing rather than focusing solely on the NHS
- ✓ Those demonstrating indicated the level of engagement they received will support them in further developing and improving their innovative solutions. By listening and seeing how young people and adults integrated with their prototypes they were able to test their own ideas and develop them further. They also indicated they were provided with new ideas on what else they might do.
- ✓ Wider raising of the innovation landscape for health with both wider public, with NHS professionals and with other potential collaborators.
- ✓ Number of new connections and follow ups to improve, ideate, pilot and scale up of health and wellbeing innovations
- ✓ Collaborative team across health, government, industry, academia and innovation centres to achieve this event and show the art of the possible through collaborative working across boundaries.
- ✓ Combined knowledge of NSS, and Governments CSO and Life Sciences departments in identifying the content of the showcase
- ✓ Pop-up designed to be re-used at any number of events to help raise the profile of innovative activities for health & wellbeing
- ✓ Legacy and ability for post event activities & communities created through pre and post event Blogs (CanDo), Twitter (@CanDoScotland & @NHSSIn0v8) and webapp bit.ly/NHSCoLAB

Acknowledgements

Volunteers

- Prof Angus Watson – NHS Highlands
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- Lorna Jackson – NSS ISD
- Alastair Philp – NSS ISD
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- Rachael McCully – Young Scot
- Lara McDonald – Young Scot
- Mairead Reid – Young Scot
- Zoe Thomson – Young Scot



Planning team

- Dr Tammy Watchorn – NSS
- Amanda Sammarco – IHDP
- Steph Wright – Cancer Innovation Challenge
- David Cline – Scottish Government
- Jamie Steed- Scottish Government
- Selina Stephen – Scottish Government
- Kevin Ditcham – Young Scot
- Andy Gasiorowski – NSS ISD
- David Brand – SHIL

- Design work: Steven Scott – TwoFifths Design
- Video: Jakub Tansey – Product Forge
- Web app: Andy Gasiorowski – NSS ISD

Collaborators

Co-Laborate
For Health and Wellbeing

Scan me for App | @NHSSin0v8

IN COLLABORATION WITH
