



2019 CDDFT Staff Innovation Culture Survey



Why conduct an Innovation Culture Survey?

- Ideas submitted to the cddft.ihaveanideas@nhs.net have significantly reduced since April 2018
- Lack of engagement from staff with the Innovation Forum
- Staff confuse innovation with other initiatives and departments e.g 70 for 70
- CDDFT is a large trust that is geographically vast covering 1000 sq miles, with 7,000 staff so dissemination of information is difficult and slow
- We cant find solutions if we don't know the problems
- We want to be THE MOST innovative NHS trust in the North East!



Pre- Survey Presumptions

Reasons for reduced staff engagement:

- Staff have little knowledge of the innovation department
- Poor understanding of the issues surrounding IP and the importance of disclosure
- Size of organisation and vast geographical area causes barriers to innovation
- Release from clinical duties is a main factor in lack of engagement/awareness

Survey Considerations:

- The results may not be reflective of the staff population – those who are already engaged with innovation may be more likely to respond to the survey.
- Response rate may be low
- Lack of release from clinical duties may result in a poor response rate
- Staff may not be honest with their feedback



Overview and Survey Questions

- We were very specific about the questions we asked
- It took 5 weeks to construct the survey
- CDDFT communications team constructed the survey via survey monkey
- Staff were given 1 month to complete
- We continually prompted staff to complete the survey via the Staff News Bulletin, flyers, posters, emails
- We asked 17 questions allowing for both qualitative and quantitative data
- The survey results were anonymous
- Incentivised



Findings – The Good

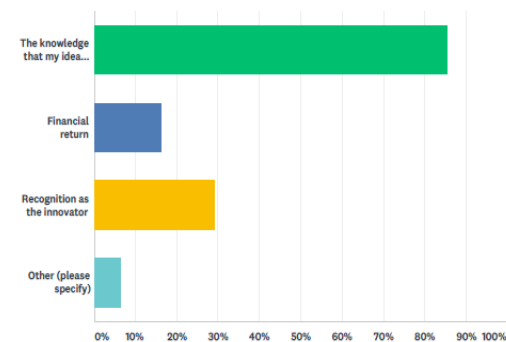


- 368 staff response rate
- Good understanding of the term innovation
- 73% of respondents deem themselves to be innovative thinkers
- 100 additional comments from staff 😊
- 241 respondents identified ‘the knowledge that my idea has helped to improve patient or staff care, experience or safety’ as their main encouragement for submitting innovative ideas
- Great suggestions from staff on how to generate new ideas

#TeamCDDFT Innovation Culture Survey 2019

Q10 What would encourage you to innovate?

Answered: 282 Skipped: 89



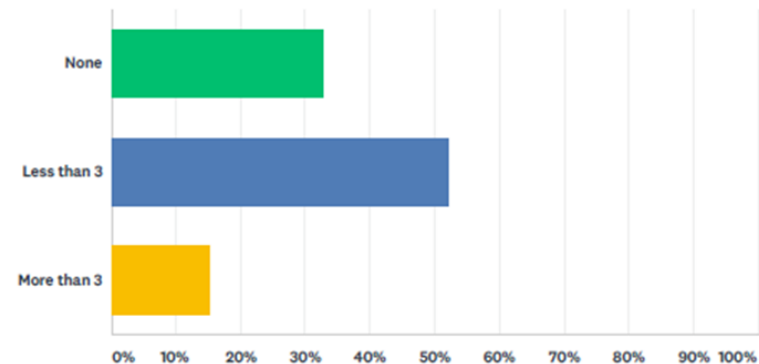
Findings – The Not So Good



- Over 55% of those surveyed do not know where the R&I dept. is located!
- Time restraints identified as barrier to engagement
- General consensus that there is a lack of feedback on CDDFT innovation and ideas
- Only 15% of respondents are aware of 3 or more CDDFT developed innovations...there are MANY more!
- 46% of respondents have no understanding of IP

Q9 How many successful innovations, such as new products and services developed by staff at CDDFT are you aware of?

Answered: 290 Skipped: 81



Recurring Themes

- Staff feel that they don't have the time to innovate- out of 18 additional comments, 7 identified time as a barrier
- Innovation needs to be inclusive e.g non-clinical, community teams
- More feedback on successful innovations and ideas to boost staff morale
- Staff require more support and encouragement from their line managers and senior staff
- Poor understanding amongst staff of the services provided by R&I



Some Qualitative Feedback

Emphasis needs to be placed on empowerment and employees feel able to be empowered to try new things, put ideas forward

Small innovations that simply improve daily work practices could be valued more. They might not bring in visibly large sums of money but they can certainly add much-needed value to the reputation of CDDFT as being a successful and well-respected Trust.

No time allowed for innovation-pressure is to deal with the present problems

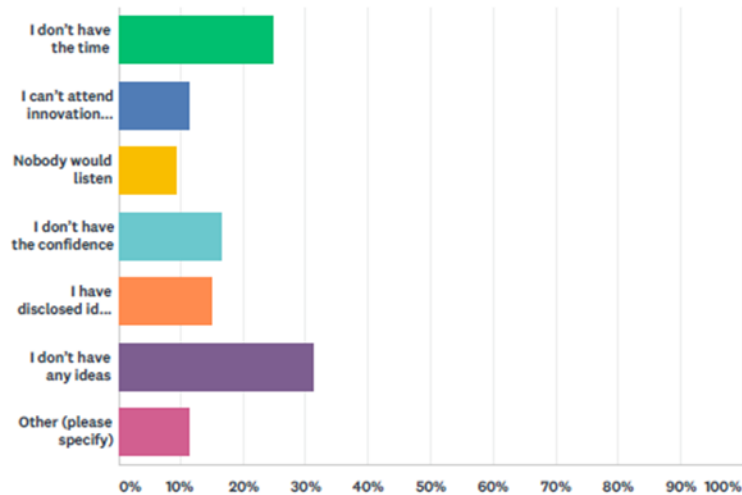
Innovation and service improvement are key to colleagues feeling engaged in the workplace and therefore is an area I value



You Said, We Did

Q4 What prevents you from telling us your great ideas?

Answered: 325 Skipped: 46



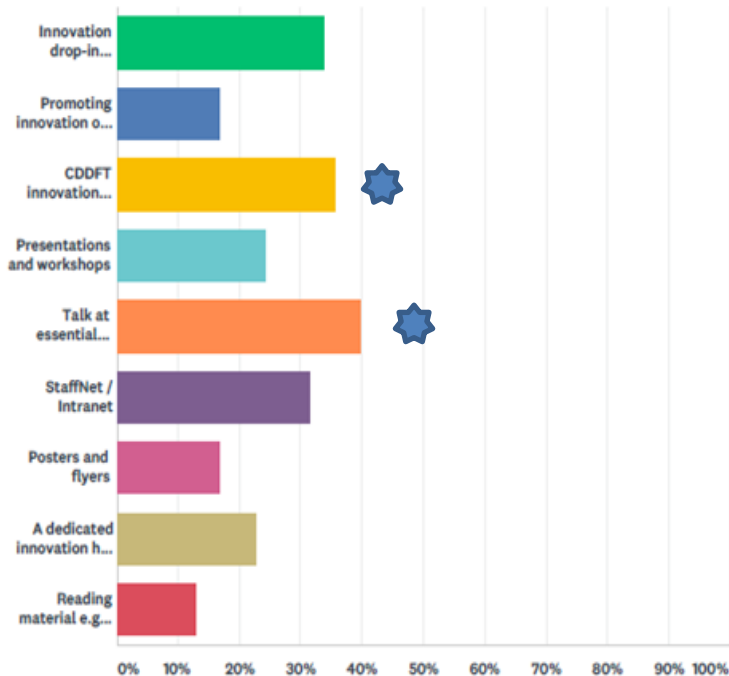
- Launch of Crowdcicity , an ideas management platform where staff can submit and collaborate on ideas at any time using desktop or mobile app
- Innovation Links to be deployed throughout the trust
- Monthly innovation drop in sessions at all 7 hospitals and local hubs
- Greater focus on challenges to encourage and harvest innovative ideas and thinking
- Educate staff on the importance of IP/disclosure



You Said, We Did

Q6 Which of the below do you feel would help you to understand innovation within CDDFT better?

Answered: 304 Skipped: 67



Promoting the Innovation Service

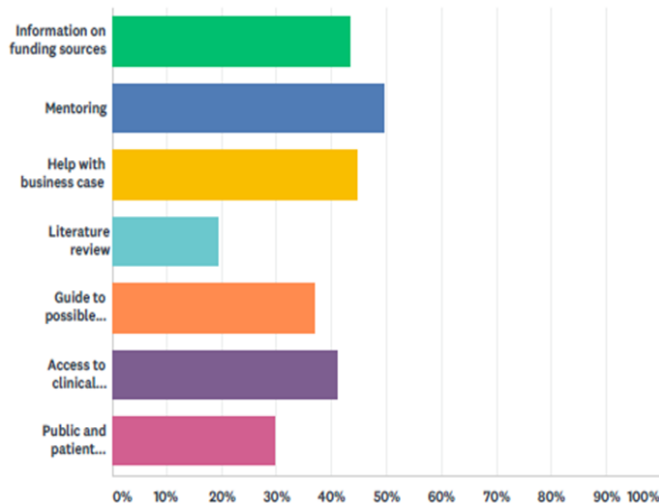
- Innovation brochure/presentations
- Drop in sessions and innovation team presence at all trust hospitals
- Crowdicity to expand as virtual innovation hub
- More promotional material circulated throughout the trust e.g lecture theatres, libraries, corridors



You Said, We Did

Q7 If you have a good idea, how do you want the innovation team to help you?

Answered: 276 Skipped: 95



Creation of Innovation Hub

- Define and expand our most useful services as part of our 2020-2022 strategy
- Build a network of senior champions to support non-commercial innovation and its implementation throughout the trust
- Produce a clearer pathway for commercial and non-commercial innovations
- Showcase our successful ideas more regularly
- Provide greater clarity on how innovation differs from the staff engagement and service improvement teams and highlight how these can complement each other



safe • compassionate • joined-up care

How Will We Measure 'You Said, We Did?'

- Sign up rates/E of I to Crowdicity Hub
- Sign up to innovation Links role – log ideas resulting from links
- Number of submissions to cddft.ihaveanidea@nhs.net mailbox: Aug 2019 – Aug 2020
- Re-visit survey after 1 year to assess if outputs have improved innovation culture amongst staff
- Number of CDDFT Innovation Case Studies generated
- More work in defining culture

