



Introducing a national conversation

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Mega trends

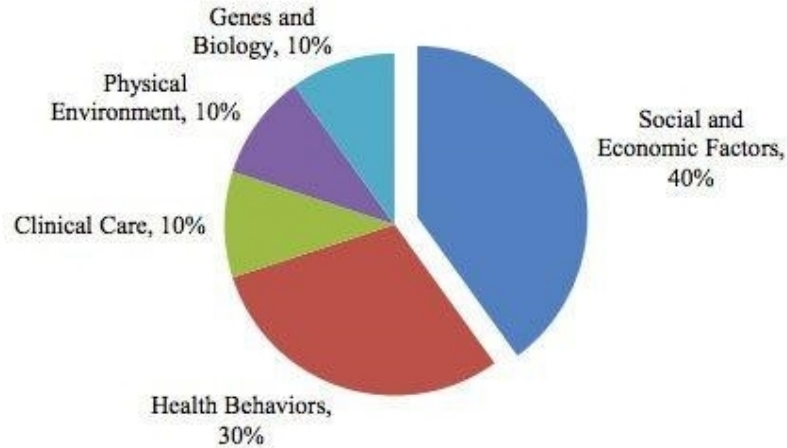


- The real influencers of health
- More holistic vision - cells to society
- New roles / models + new tech

What if we embraced the “real influence” of our health services?



Health services are not the biggest drivers...

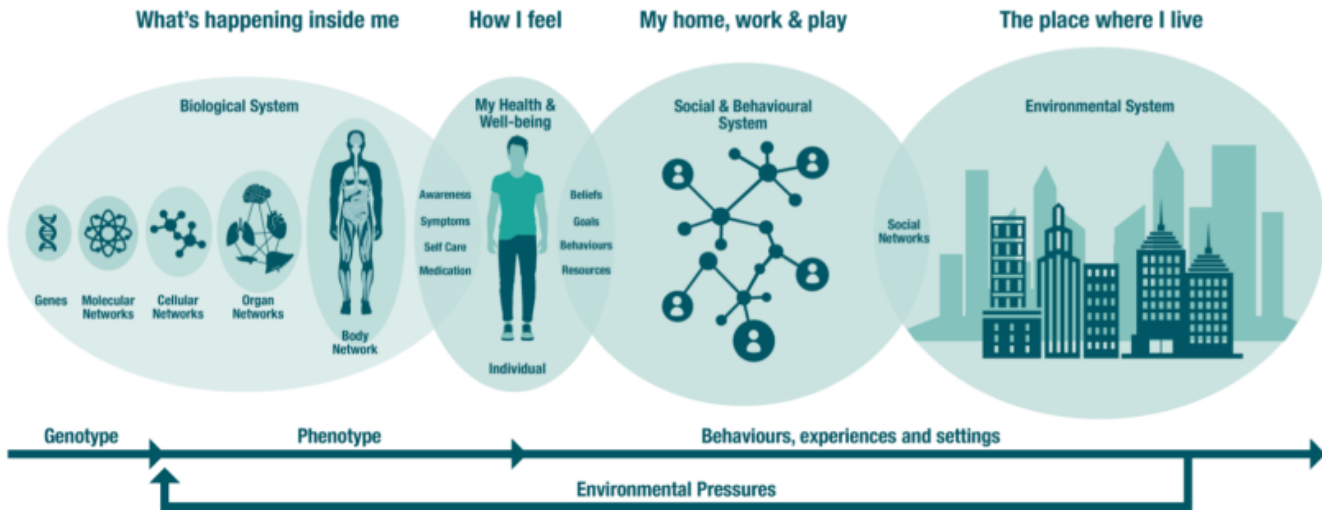


Non-profit quarterly (2017)

What if we think about health and care from “cells to society”



We can see there's a huge space to optimise and innovate



Royal Free (2018)

What if tech and workforce innovations shift focus and impact?



We see five shifts occurring

New roles and
models of working



Personalised
Predictive
Preventive
Participatory
Productive



New technologies and
ways of working

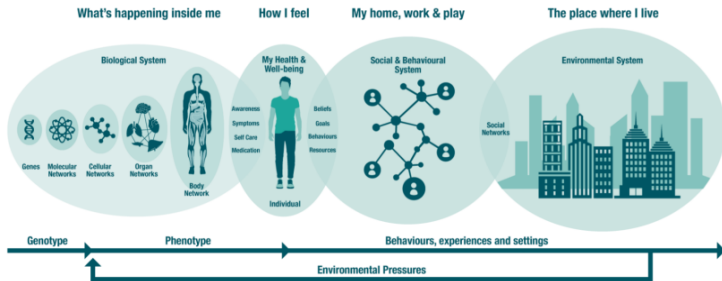
Topol Review (2019)



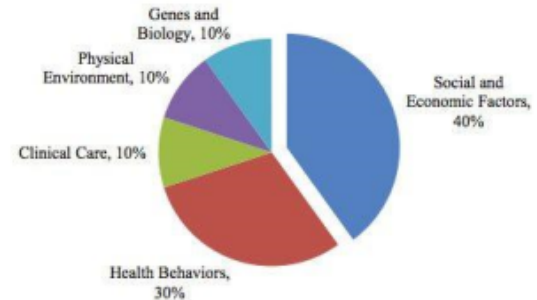
What does this mean for us?

This suggests two calls:

*the need to continue the shift towards a bio-psycho-social model
the need for a bigger, joined-up role for psychological professionals*



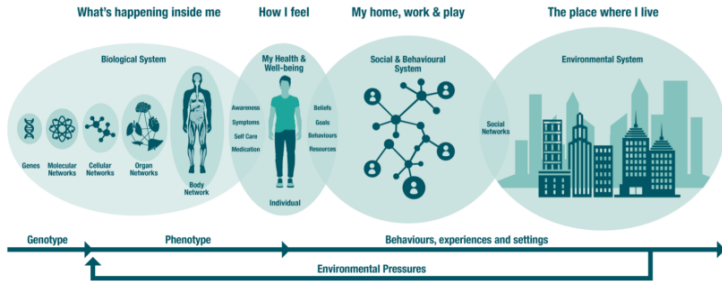
**Personalised
Predictive
Preventive
Participatory
Productive**



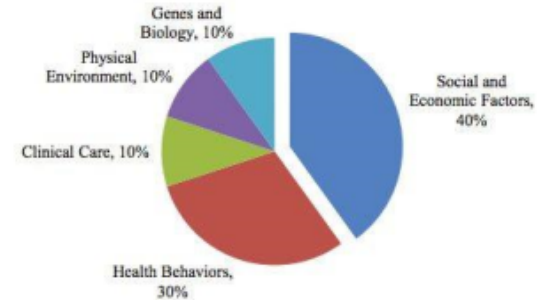


What does this mean for us?

This suggests three steps:
clear joined-up vision
clear commitments
clear requests for support



**Personalised
Predictive
Preventive
Participatory
Productive**





What does this mean for us?

This suggests three steps:

clear joined-up vision

clear commitments

clear requests for support



THIS HAS BEEN DONE BEFORE...

Galvanising health professionals, an example

England's AHPs working together to crowdsource a new national strategy.



Step 4: Insight turned into an **actionable** new strategy and an AHP movement #AHPsIntoAction.



Step 1: We helped national AHP leaders to agree a **mandate**: the need to create a new national strategy for all AHPs.



Step 3: 16,000 ideas, comments and votes thematically analysed and triangulated with policy and other data sets to reveal new **insight**.

Theme of conversation	% Total Contributions within each challenge question			
	Delivering a good patient experience	Delivering effective services	Delivering safe services	Grand Total
Communicate effectively with service users	24%	10%	14%	16%
Continuous improvement	38%	7%	3%	18%
Design and follow standard processes	3%	3%	24%	9%
Effective leadership	16%	43%	28%	28%
Maintain, develop and use professional knowledge and skills	6%	15%	4%	8%
Respect for personal privacy and confidentiality	2%	0%	0%	1%
Speak about concerns - reactive improvement	3%	5%	24%	9%
Work in partnership with others	9%	17%	4%	10%
Grand Total	100.00%	100.00%	100.00%	100.00%

Step 2: Our comms strategy generated **interest** from 4,000+ AHPs



Mandate



We designed and hosted a physical workshop for the Chief Officers of every AHP professional body and the national Chief AHP Officer to help them to discover and agree shared needs – this created a new national mandate.



AHPs need to:

1

Assert & demonstrate the transformative power of AHPs to the health and social care system

2

Co-create a:
> new framework for AHP development
> a shared plan for ALL

Inform & inspire

Showcase innovative practice

MANDATE

Interest



We co-created a multi-channel comms campaign to reach as many AHPs as possible.

INTEREST
02

How we generated interest

We designed a communications campaign

Online 

In print 

In person 



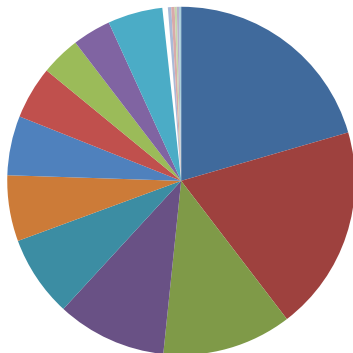
JOIN THE CONVERSATION
HELP SHAPE THE STRATEGY

How AHPs will transform care: a mandate for change
ahp.clevertogogether.com

Interest



4,000+ AHPs visited our site, 1,949 people directly shared 16,128 ideas, comments and votes.



How participants heard about the project



They logged in from everywhere

Insight



Ideas comments and votes were shared in response to our carefully crafted challenge questions.

Co-creation is possible: safe, transparent process + open leadership is key, along with some simple technology:

- En-masse anonymous conversations **give everyone a voice**. Even the quietest person in the room can be heard
- **people can 'buy into' change because they play a role in shaping it**; innovation happens from the ground – up
- **People across the nation brought together** to work collectively towards goals
- **Well analysed and facilitated** en-masse conversations can be used to **create, refresh or validate specific strategic assets** or even entire strategies.



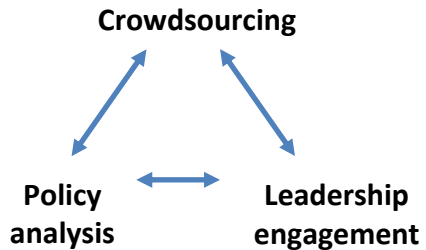
Insight



Our semantic analyses triangulated with other data sources revealed a first draft strategy.

The crowd discussed:

1. the collective potential and impact of AHPs,
2. what do they need to start, stop, or differently to realise this potential, and
3. where we they already doing this.



The first draft framework

AHPs Into Action



We invited AHPs to validate the results to produce a new national strategy for the nation's AHPs.

#AHPsIntoAction:

designed to signal responsibilities for:

- England's Chief Allied Health Professions Officer
- system leaders
- AHPs themselves

#AHPsIntoAction:

designed as a clear response to our mandate for change:

- a co-created view
- a spotlight on innovative practice
- a co-created framework to help enhance delivery

AHPs into Action

Using Allied Health Professionals to transform health, care and wellbeing.



Impact of the effective and efficient use of AHPs for people and populations.

- 1 Improve the health and well-being of individuals and populations.
- 2 Support and provide solutions to general practice and urgent and emergency services to address demand.
- 3 Support integration, addressing historical service boundaries to reduce duplication and fragmentation.
- 4 Deliver evidence based/informed practice to address unexplained variances in service quality and efficiency.

Commitment to the way services are delivered.

- 1 Commitment to the individual.
- 2 Commitment to keep care close to home.
- 3 Commitment to the health and well-being of populations.
- 4 Commitment to care for those who care.

Priorities to meet the challenges of changing care needs.

- 1 AHPs can lead change.
- 2 AHPs skills can be further developed.
- 3 AHPs evaluate, improve and evidence the impact of their contribution.
- 4 AHPs can utilise information & technology.

The final strategic framework following our crowdsourced validation

#AHPsIntoAction



We've turned the traditional strategy into a national movement (check out #AHPsIntoAction on twitter)



#PPsIntoAction

@petethomond

@clever_together

cleverttogether

#AHPs Into Action



We've turned the traditional strategy into a national movement (check out #AHPsIntoAction on twitter)

 **AHPs4PH** @AHPs4PH · 3h
This week we're doing a renewed focus on the 'every mind matters' campaign recently launched by @PHE_uk. the campaign encourages adults to be more aware of their mental health and helps them discover simple steps to look after their mental health and wellbeing. #AHPsintoaction

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 **SYaB AHP ICS** @SYB_ICES_AHPs · Nov 12
Good to see that the Place-Based model for the AHP forum has evolved with @AhpBarnsley and @BarnsleyAHPs coming together to support the development of patient services in Barnsley. #AHPsintoAction

 **NHS England and NHS Improvement** @NHSEngland · Nov 12
See how @westlondonnhs improved retention of their allied health professionals and significantly reduced high vacancy rates by looking at own data and implementing tailored development plans. #NHSRetenti #AHPsIntoAction improvement.nhs.uk/resources/impr...

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 **Scott Austin Kemp** @ScottAustinKemp · Nov 14
Have you seen the @NHSEngland Allied Health Professions #AHPs LinkedIn page yet? 🙄

Follow / re-tweet / join in! 👍

@cntwahp @NUH_AHPs @WeAHPs @alliedhealth

#AHPsIntoAction 🙌



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 **Ursula MacFarlane OT** @UKMacFarlane · Nov 12
First joint Barnsley AHP Forum today. Great to have @suzanne_bolam from @SYB_ICES_AHPs and @MurphyJaxie Director of Nursing @barnshospital with us.

Representation from AHPs @barnshospital and @allofusinmind along with Lynne Richards from @nhsbarnsleyccg #AHPsintoAction



A journey for Psychological Professions?

Might your PPN and others benefit from a similar journey?





A journey for Psychological Professions?

Might your PPN and others benefit from a similar journey?

4. Action

Such a journey could:

- provide an action plan for the established and emerging PPNs and strengthen the PPs community;
- create shared sense of purpose and collective commitments for PPs;
- produce a rich resource to lobby or influence national bodies;

3. Insight

We could set up the right blend of tools – customised crowdsourcing platform, survey and physical event to capture ideas and reveal new insight into the challenges posed by your mandate.



1. Mandate:

Is there a need to.

- Create a shared vision for the collective potential of PPs, if used to fullest extent, and assert this value?
- Understand the commitments that PPs would need to make to realise this potential?
- Understand the barriers that PPs face?

2. Interest

Could we help you to:

- Create a call to arms that would attract PPNs to a regional/national debate?
- Build a digital destination online workshops and community building?
- Invite all PPs to have their voice heard?



A journey for Psychological Professions?

Might your PPN and others benefit from a similar journey?



- **Shared vision for our collective potential of**
- **Understand the commitments that PPs need to make**
- **Understand the barriers that PPs face and the support we need**



Triangulation with policy and desk research

Warm-up
national
network

Regional
physical
workshops
(Today, and 28th
November NW)

Comms and
social

Launch
event
15th January

**National online workshop
Session #1 (Jan – Feb)**

To **co-create** a shared
sense of PPs collective and
potential **value &
impact**.

**National online workshop
Session #2 (Feb – Mar)**

To **co-create** and dive
deeper into (a) a shared
understanding the
commitments PPs ought
to make and (b) a shared
sense of the collective
support PPs need to
realise their collective value.

**National online workshop
Session #3 (Apr)**

To **confirm,
challenge and
enhance** the
conclusions.

Data analyses, desk research and synthesis

To reveal insight from workshop and survey data.

**Celebrate
& launch
findings**
May – June

Our request...



Our request of you is that you act as ambassadors for this project:

- **Talk to your colleagues** about why it's important that they join your online workshops to make sure their voice is heard.
- **Explain it's a safe and anonymous** space where PPs can share their ideas and insights.
- Keep asking colleagues if they've heard about #PPsIntoAction, and if they know how to join in.
- Let people know as well as sharing their own ideas, they can read, comment and vote on what other psychological professionals have shared
- **Help to make sure they know that all psychological professionals are welcome to join.**



**CROWDSOURCING:
ON-LINE WORKSHOP
DIGITAL SUGGESTION BOX
PULSE CHECK
SURVEY**

**BRING THE
VOICE OF YOUR
PEOPLE TO THE
CENTRE OF
CHANGE**

Our unique proposition



Clever Together's crowdsourcing:

- a method for engagement and improvement;
- galvanise the power of the many, in person and via technology, to discover, to align, to innovate and to create movements.

Crowdsourcing is:
a *capability* to listen,
engage and act.

Crowdsourcing is not:
a technology.



Our unique proposition



You can think of Clever Together's crowdsourcing as a blend of safe online workshops or summits, supported by focus groups and surveys, where your people:

- openly share their ideas regarding a small number of powerful "challenge questions",
- rate and comment upon the ideas of others,
- work together, with our smart analytics and follow-up methods, to quickly co-create consensus, insight and solutions,
- are supported to take action, with backing from their peers and leaders.



Our unique proposition



Our methods offer:

- **engagement at scale and pace with better costs**
- **adaptability to your ambition and resources**
- **a blend of analytical and creative approaches to deliver outcomes**

We are disrupting traditional consulting and research business and helping our clients to build capability:

- we use tech instead of expensive consultants in one-off interventions,
- we give our clients the skills, resources and training to do this for themselves, too (instead of leaving clients dependent).



Our collaborations apply a proven method



Our core method helps our clients to solve problems and create movements through a blend of “crowdsourcing” and “surveys” in digital and face-to-face settings.

Step 4: Turn your insight into action.

We help you to quickly turn your new insight into practical action - a **strategy document, an action plan or a toolkit of advice, recommendations and solutions**. You can be sure this has buy-in, as your audience will have provided much of the the content. We also help you get into action with some quick-wins. And, if you want, we can embed our methods in your organisation so you can repeat the process.

Step 3: Turn ideas, comments and votes into new insight.

We design and facilitate one or more three-week online workshops, deploy smart semantic analyses to make sense of the conversational data, and triangulate this with business intelligence, relevant physical group sessions and survey results, to reveal new insight that can be used to **solve your challenge or build collective insight**.



Step 1: Agree a clear mandate to engage.

We help leaders to build and align with a narrative regarding **the a need for big conversation to solve a challenge** – agreeing the pain-points they face and the promise they can make should their “crowd” engage in en-masse discussions.

Step 2: Generate interest from your target audience – your “crowd”.

We help you to use your mandate to develop smart communications and outreach approaches that **invite your target audience** to one or a series of on-line workshops. We often support these online events with face-to-face focus groups, deliberative inquiry or empathic design sessions and/or survey methods.