Innovation and entrepreneurialism: learning from a new generation of health leaders
The best way to build smart solutions is to try
Social change happens \textit{with} people – not to them, for them or at them.
Start with assets
Engaging the disengaged
HOW CAN ASSETS BE USED WITHIN EXISTING SERVICES?

- For self-directed support
- For early intervention
- As a communication tool
Connect the dots
The power of connection
Data-driven decision making
Communities are Key
“Health care as an instrument of social change – partnering with communities to confront the social, economic, environmental, and political circumstances that so powerfully shape the population health status of the disadvantaged and marginalized” - Jack Geiger
Community Walking for Health
(v.) To lace up our sneakers and walk each day as a declaration of self-care!
(v.) To heal our bodies, inspire our daughters, and reclaim the streets of our neighborhoods.
(v.) To reestablish walking as a healing tradition in Black communities as tribute to those who walked before us.
(n.) A health movement organized by volunteers across America to inspire one million by 2018.
More digital, more human
Tech can sometimes make things worse.
What does “more human” even mean?

Homo Economicus

- Highly rational
- Perfect memory
- Very similar wants and needs to everyone else
- Always prefers an extra option to choose from
- Can process and understand large amounts of information

Homo Sapiens

- Inconsistent revealed preferences
- Might forget appointments unless reminded
- Sometimes needs help with decision making
- More choice is sometimes confusing
- Finds it difficult to understand complex subjects.
How can digital make the NHS more ‘human’?

The way the service is presented to patients

What the patient is trying to do

Mental gap

Health service

Patient
Health service

+ value the service
+ know when to seek care
+ know where to seek care

Mental gap

Patient

Informed

Health service

Mental gap

Patient
An intuitive health service

- Easy to access tools for self-care
- Can access care conveniently
- Care fits around your life
Enterprise drives innovation
HOW CAN SOCIAL ENTERPRISE DRIVE INNOVATION IN SOCIAL CARE?

● Start-ups are built to test
● Enterprise responds quickly to local needs
● Social enterprise cuts across sectors
START-UPS ARE BUILT TO TEST
ENTERPRISE RESPONDS QUICKLY TO LOCAL NEEDS
SOCIAL ENTERPRISE CUTS ACROSS SECTORS
How can digital enable more human services?
What role does social enterprise play in reimagining health and social care?
How can health services create the best conditions for innovation from the inside?
Choose your group:

- How can digital enable more human-centred services?
- What role does social enterprise play in reimagining health and social care?
- How can health services create the best conditions for innovation from the inside?
Let’s hear your thoughts