

5 Step Approach to Spread and Adoption of Workforce Innovation

To find out more about the HEE Framework for Spread and Adoption of Workforce Innovation, please visit hee.nhs.uk/transformation



05. Sustain the innovation

The final step involves activities aimed at sustaining the innovation so that it becomes an **integrated or mainstream way of working**. In healthcare, factors that affect sustainability can be assessed under three themes: **staff, process and organisation**.



04. Adapt and implement

Generally, an original innovation will not be directly adopted but will need some degree of **adaptation to meet local needs**. Successful implementation is more likely if new adopters have **continuing access to expertise, support and networking/collaboration opportunities** to assist them. Establishment of a multidisciplinary project team is recommended as this will also improve the likelihood of success.



03. Get ready to adopt

Once the message has reached potential adopters, they will make a decision about whether to adopt the innovation. The decision will be influenced by **the type of individual adopters** involved and the **readiness of their local system**.



02. Spread the message

The second step creates the conditions for spread of innovation outside the original system by **raising awareness** to convince potential adopters. A combination of **dissemination and diffusion** approaches is recommended, as both can be effective. Dissemination, via vertical hierarchies, is effective for cascading down information and decisions. Whereas diffusion, via horizontal social networks, is effective for spreading peer influence and reframing meaning. **Influential individuals** can make spread easier across boundaries, as can **incentives and pressure** from patients, professionals and policy requirements.



01. Analyse the original innovation

The first step involves reflection on the innovation itself, which can be a change in practice or a new product or tool. Successful spread and adoption of innovation is affected by certain **attributes** such as **benefits** to potential adopters and relevance to the **adopter's local context**. Once the innovation is embedded and evaluated, the next step is spreading the message.