

INSPIRATION NOW – Digital solutions for educators.



An external good practice of People's Voice Media

Many organisations have good practice and innovative approaches to deliver a great experience – however, very few co-ordinate their efforts and activities in a systematic way for maximum benefit and sustainability.

In collaboration with our partners and global networks, Inspiration NW, support organisations to build on what they know, working with staff and stakeholders to create solutions focused on continuous improvement in service experience.

This case study shows a number of modern solutions to engage and involve staff and stakeholders. These methods have been used in a number of projects including: dental quality, mental health services for veterans, community acquired pneumonia, community health services, using the net promoter score in the health sector, chronic obstructive pulmonary disease. The methods were used as part of a wider programme of improvement.

Participation on the move.
Real time, systematic method for harnessing personalised feedback and participation using personal mobile devices.

Why we use this method:

Over 97% of the population have a mobile phone, 100% have the capability to do SMS.

SMS remains the most cost effective method for capturing data, analytics and reporting in real time. 90% of SMS messages are read within 1 minute. 70% of responses happen within the first 2 hours.

Mobiles are highly personal, fast, reliable and a daily focus for what people are thinking and feeling e.g. twitter, facebook, linked In. Mobile use is growing in the over 65's at 68% and rising.

How we deliver solutions:

Participants can either opt in to an SMS campaign or providing permissions have been sought, mobile numbers can be pulled down from an organisations' administrative systems.

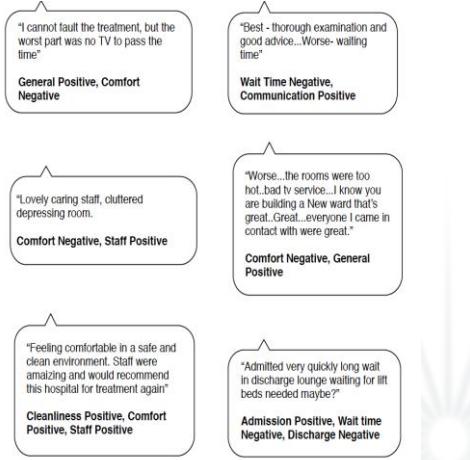
Questions can be managed and changed in real time. Results are instantly reported, in a simple and easy format.

How Far would you Travel for Support



Text Analysis: IDA

To analyse free text, advanced machine technologies are in place using a coded frame for experience of care. IDA looks for meaning and sentiment and is able to seek out positive and negative in one sentence. Provides insight for action and management.



Capturing the authentic voice.

No one method of engagement will suit everyone and the best ideas usually come from those who are seldom heard. We therefore utilise a range of different methods so that stakeholders can get involved at a time and in a way that suits them.



These activities range from one to one conversations, workshops, including Experienced Base Design, World Café, Community Reporting and different methods of Crowd Sourcing.



"People already have within them the wisdom and creativity to confront even the most difficult challenges; that the answers we need are available to us; and that we are Wiser Together than we are alone."

2015 World Café Community Foundation

The focus is always to ask open questions, enabling stakeholders to talk about what matters to them.

Inspirationnw.com



"It was probably one of the most productive hours I have spent with a child. It has completely changed her experience both now and for the future."

Paediatric Respiratory Nurse (using Inspiration NW care cards)

Hearing the authentic voice of those who use services is always a powerful tool but to hear many voices in different ways, whether that is through a digital solution or simply by having a conversation will give organisations all they need to make changes.

"This is about real people, it's given me lots of skills so that I can help."

Community Reporter



March 2016