

# Innovators: What is the value of working with people and communities?





## We know that there are challenges with user research and involvement...We have the expertise to support you!

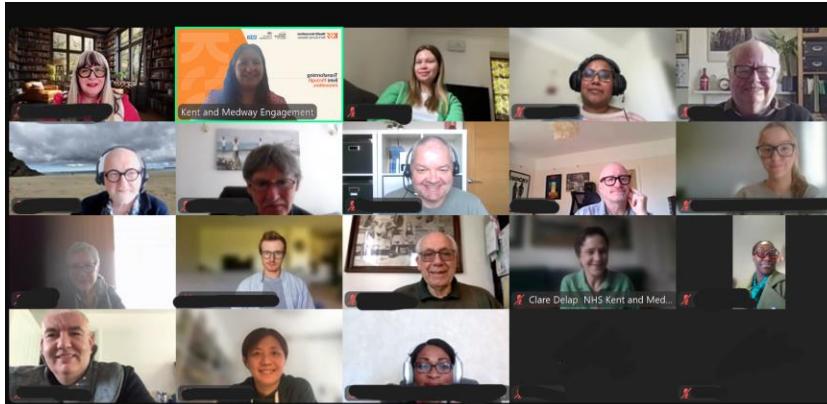
- **Resource:** Delivering meaningful involvement with the public requires additional capacity, specialist knowledge and time - particularly with co-design and co-production.
- **Recruitment and engaging with diverse groups:** It is can be hard to find test users and effectively involve underrepresented communities.
- **Tokenism:** Involving patients, the public and workforce with the sole purpose of meeting funding requirements can result in poor experiences and this negatively impacts on the adoption of new innovations.
- **Lack of evaluation:** Lack of user involvement and evaluation of the impact of user research negatively impacts the value of the study

**How we can help: From ensuring your communications are inclusive to helping you to involve diverse voices, we can help you develop and deliver user research through interactive, co-design methods that align with your goals and budget.**

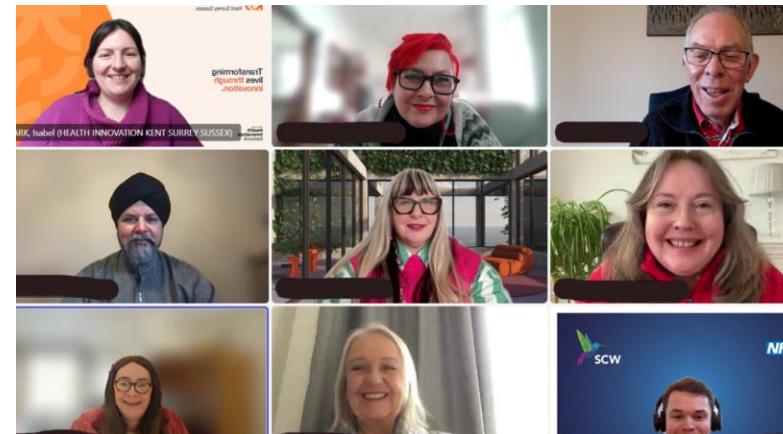
# We champion the active involvement of the public, patients, carers and staff in shaping research and innovation.

As a dedicated team of **involvement specialists**, we bring expertise in embedding **community insights** and **lived experience** at every stage of the research and innovation journey. Our knowledge of the statutory duties in Working with People and Communities, enables partners to fulfil their **legal, social and moral** obligations for genuine community involvement.

Through strong partnerships across Kent, Surrey and Sussex we support our partners to **co-produce inclusive, meaningful and community-led** research and innovation that benefits all.



NHS Kent and Medway Digital and Data Involvement Group



NHS Kent, Medway and Sussex Secure Data Environment  
Public and Patient Advisory Group

“There is a real desire to weave and embed public and patient involvement. But more than that – to build mutual respect. This has made collaboration in this space so much more enjoyable. Our open communication style enables dialogue that is both diverse and expert in nature – ultimately enhancing decision-making. An innovative, valuable and most important method that places people and communities at its inclusive and welcoming core” – Public Member



## Innovators

By listening to insights from people and communities, we help innovators to:

- Understand **user's needs** to ensure new innovations are effective, targeted, accepted and usable.
- Be able to demonstrate to **future commissioners** that the innovation is **designed** around public, workforce and system need, building trust and confidence in its acceptability, usefulness and pathway fit.
- Enable **compliance** with standards such as [Digital Technology Assessment Criteria](#) and mitigate digital exclusion.

### We do this by:

- Developing and delivering **user research** from the start and throughout the innovation process, **using interactive, co-design methods** that align with your goals and budget.
- Working with users to **re-design** workflows and optimise implementation, and adoption.
- Helping you to involve underrepresented and marginalised communities and hear from users experiencing **health inequalities**.
- **Communicating clearly** by ensuring your materials are inclusive, accessible, and written in plain language.
- **Evaluating the impact** of innovations from an end-user perspective.
- Building **user trust** on the design, development, implementation, adoption and evaluation of new innovations.

# Case study – Accessible digital technology

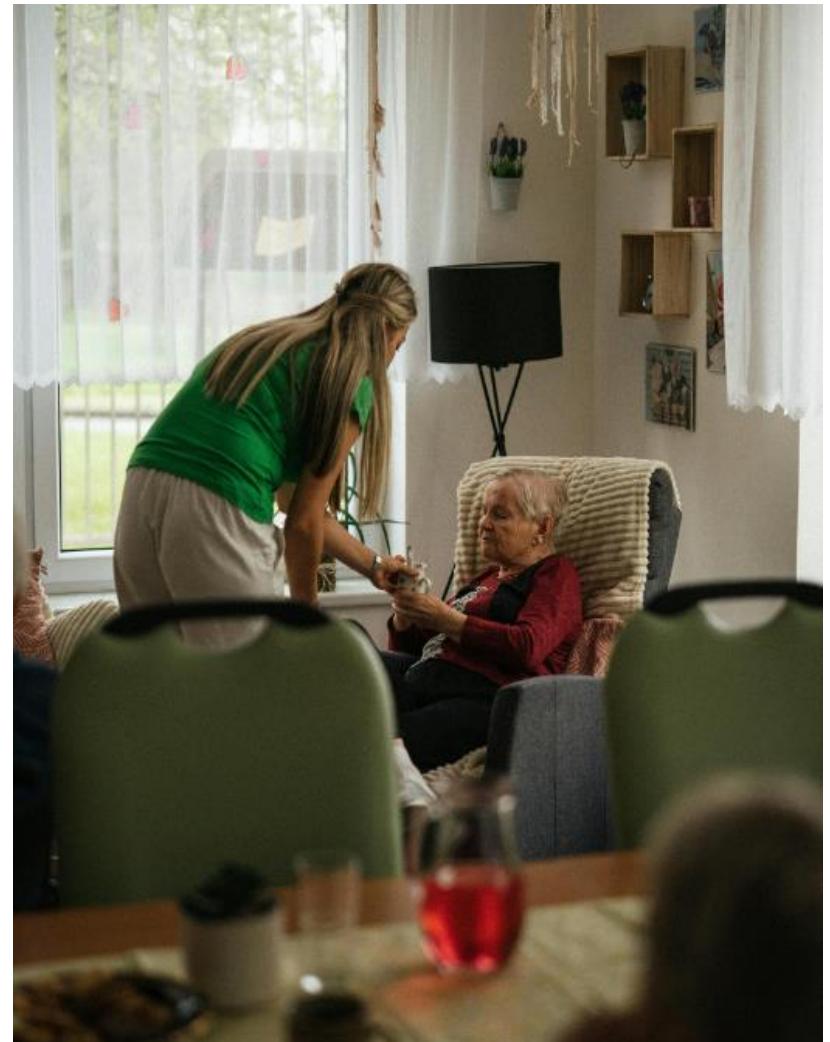
**Challenge:** Digitally excluded older adults and frontline staff face barriers to using digital health tools. The innovator explored both groups' needs to ensure the solution was user-centred - building trust and real-world relevance in its acceptability, usefulness and pathway fit.

## What we did:

- Ran **workshops** and **interviews** with geriatricians, community nurses, home care staff, and voluntary sector organisations.
- **Co-developed** a persona representing someone with rising health and care needs.
- Explored what an ideal, **all-in-one tech solution** must include to support integrated workforce needs.

## Impact:

- **Understand user's needs:** Uncovered practical, user-friendly accessible solutions for people receiving care, and highlighted **real-world challenges** of delivering digital care at home for frontline staff (i.e. the need for better digital system-wide integration) leading to improvements in the delivery of care and better health outcomes.
- **Relevance:** A user-led approach shaped a **budget impact model** and **value proposition** for tech commissioning aligned with real user's needs – supporting both the workforce and digitally excluded older adults through an integrated digital system.
- **Compliance:** Met the **Digital Technology Assessment Criteria**, and tackled digital exclusion head-on.





# Contact us

We encourage anyone who wants to involve people and communities in research and innovation to contact the team today.

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