

## Starting a movement ●

# A whole system approach to care technology culture change



### Internal Adult Social Care

- Individuals
- Professionals and clinicians
- Team leaders and heads of service
- Leaders: officers and elected members
- Supporting functions: HR, IT, Communications, Data and Analytics, Commercial, Transformation, Placements



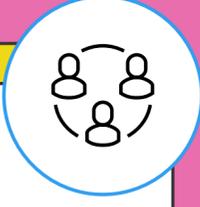
### Partners

- Care providers
- NHS: providers and commissioners, ICS
- Housing
- Other local government
- Blue light
- Community / voluntary sector



### Wider organisation

- Front door and contact centres
- Other teams: Children's social care, housing, education, place
- Corporate leadership
- Elected members



### Communities and local people

- Individual users and patients
- Families
- Carers
- Local groups and networks in communities



# Low take-up of digital care tech

## Leadership

**Leadership comes from all levels, not just the top.** Who are your natural enthusiasts and champions for care technology? How can you connect them with each other to learn and maximise their impact? Create informal networks woven through your organisations and system to promote care tech and create a movement for change.

## Skills

**Training** - upfront and on-going - on the tech offer, processes to refer or assess, its application for real people and the impact on people's lives. Create immersive ways for people to experience the technology in operation.

## Sustaining the change

**Celebrate success, create and share stories.** Develop case studies, video and images. Include data in performance reports. Include care technology on agendas for team meetings. Include it in personal objectives and appraisals. Make technology present in the workplace: physically, in conversations, in reports.

## Hardwiring behaviours

**Create the scaffolding** in your systems, processes, policies and governance to make it easy/easier for people to use technology as part of their day to day work.

## Awareness

**A wide-ranging and on-going programme of communication:** a foundation for change and its lifeblood thereafter. Face to face, briefings, social media, newsletters, video, leadership engagement.

## Confidence

**Reinforce and reward positive behaviours by:** Case studies and stories, sharing data, rewarding individuals and teams, connecting people directly with the people using the tech so they can see the benefit. Make people feel good about the impact they are having on people's lives.

All people use,  
trust and love  
technology

# Culture change in practice

## Skills

- Create digital tools to develop skills - use technology to teach technology
- Create immersive experiences for staff, partners and citizens to learn about the tech

## Leadership

- Nurture professional leadership particularly from OTs and therapists; they can be key influencers for other staff
- Create TEC advisor roles while you are making the change. Credible, knowledgeable full-time people who can support others, transfer skills and build confidence. Their role is to teach and support, not to do

## Hardwiring behaviours

- Embed referral forms, assessment tools and data into the case management system
- Develop assessment chat bot to support tech selection based on outcomes
- Refresh social work practice - policy, guidance and training / CPD to include care tech

## Awareness

- Develop a Facebook page to connect with local community groups, families and users as a source of referrals
- Create a pop-up tech shop to take the offer out to people. Go where they are - let them see it, touch it, play with it

## Confidence

- Encourage front line staff to visit people who have had new tech for a few months so they can experience the impact first hand
- Install care tech in a limited number of homes of staff family members so they can feel the benefits for their loved ones

## Sustaining the change

- Use images and video to bring the impact on people's lives to new audiences
- Update performance and HR processes to include care tech data and objectives - including senior leaders and leadership team meetings