



DIGITAL CHANGEMAKERS

North Bristol Trust

CHANGING ATTITUDES
TOWARDS DIGITAL
INNOVATION

What is a Digital Changemaker?

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Overview

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Digital change makers (DCMs) are hospital staff from all areas who express an interest in the ongoing digital transformation of the hospital.

The integration of new technologies has a direct, operational impact on all staff and patients. Being a DCM is about establishing positive cultural change in the hospital towards digital transformation, and encouraging and innovating in a way that supports and engages staff from ground level.

This programme aimed to create an engaged, self-sustaining, 'exclusive' group, with early access to upcoming digital roll-outs. DCMs were invited to start and lead conversations about digital changes with colleagues to optimise their working practices with technology in their respective work-streams.

This streamlines the integration process for upcoming projects as a whole. DCMs targeted core areas of engagement, including, but not limited to the electronic patient record (EPR) system, set to go live in July 2022 at North Bristol Trust.

What does the DCM role entail?



Promote confidence and positivity about technology in the end-user community from the early stages of integration. DCMs were invited to start and lead conversations about digital change and by share key information using demos, forums and drop-in sessions.



Sign-post to the relevant learning, tools and professionals. DCMs create a bridge between the end-users and system experts such as the developers, super-users and other members of IM&T.



Circulate valuable user-feedback to developers, governing groups and boards to optimise working practices with technology so that they can reach their full potential.

Methodology

Creating Presence

- Visual promotional material such as posters and leaflets were made to spread the word.
- A DCM community lead was recruited to facilitate the needs of the community. Their role was to spread awareness by attending Divisional Meetings, conducting regular walk-arounds, focussing on areas of the hospital with low uptake to explain what we are doing, why it is important and what we expect from staff... measuring and reporting on progress.
- Team leaders were asked to nominate staff who might be suitable for the role. This offers a chance to give recognition to those who were keen to innovate and engage with technology. This supports career progression by developing skills and expanding capabilities, creating a flexible and multi-professional team with better working partnerships.

Creating Identity

- Distributing DCM Badges to make individuals recognisable and approachable.
- Campaign which identifies individual DCMs with photos and testimonials.

Engagement

Communications

- Updates were posted on the Intranet page to keep DCMs and other interested parties well informed.
- The programme was regularly featured in the NBT Operational Updates, the Digital Trust Bulletin and the weekly Trust update e-mail.
- Monthly online meetings were held to showcase programmes and keep the DCMs updated. These were recorded and posted on the Intranet page to facilitate those who with conflicting schedules and duties.

Activities and Opportunities

- Engagement activities were organised to spread a positive message to DCMs and non-DCMs.
- Teams provided DCM previews which briefed individuals about upcoming systems, explaining what was to come and how it would benefit their teams.
- DCMs were invited to volunteer as system testers and super users for upcoming systems, allowing them to create a depth of understanding of the tools themselves.
- Optional training was offered such as coaching classes so that DCMs could get the most out of their role and support their colleagues effectively.
- DCMs worked with Programme Leads and Clinical Transformation Specialist team to optimise delivery and streamline working priorities.



The original target was to recruit **150** staff as DCMs by **March 2022**

Numbers have reached **circa 300**

Almost every area of the trust has at least one DCM, including non-clinical and off-site areas.

