MasterCast

Improving Processes for Teammates

Medallia
Innovating with Diverse and Inclusive Voices

Simon Lord
Innovation Programme Manager
Jelly Drops

• The obstacle: to get people with dementia to hydrate

• Solution: Sweet box as a vehicle for hydration

• From shared apartment to factory
What is Alzheimer’s Society?

• Alzheimer’s Society context
• Innovation Team
• How we work:
  • Sprints
  • Accelerator Programme
  • Partnerships
Having diverse voice
Voice of those with dementia and carers

Our Innovation Hub allows people to share their challenges in their own time

It allows us to quickly tap into a larger network

5 key benefits:

- Focusing resources on the most impactful topics
- Sourcing answers from more people, faster -- sprint model; time to value
- Making decisions based on a more accurate, inclusive, and diverse voice
- It allows users to benefit from the conversations of the community
- It’s a tool that breaks down silos within our organization -- every directorate can see the voice of those with dementia and carers
Impact – Hospital Discharge

600 people affected by dementia joined the platform within a month and we had around a thousand after 3 months.

We asked people to share the challenges they face on a day-to-day basis, whether living with dementia or caring for someone.

Great speed of response from people telling us about challenges to solutions being developed.

Allows us to bring people onto the journey of innovation:
- Helping making people be an ambassador for you
- Need a lot of input to make solutions that are credible

Current progress:
- Spoken to everyone who face the issues and healthcare workers
- Immersions in hospitals
- Idea workshops - hospital journey / treatment tracker to help navigate
Impact – Covid-19

Within 2 weeks of asking for people’s Covid-related challenges:

- We started building an online community centre to help tackle isolation (virtual sessions) and a parallel Community Makers workstream to allow scaling of these sessions across the country in a sustainable way.
- Partnered with a small tech firm to use their internship programme to build an MVP for remote supervision.
- Working with tech partners to distribute smart home devices in care homes.
Takeaway – What can I do now?

• Know your audience
• Make sure you prioritise inclusion at every step
• Demonstrate your momentum
Call to action

• Accelerator Program
  • Using Crowdicity to raise awareness + get feedback
  • Making your ideas come to life

• 3 products
  • Early stage dementia - video conferencing platform
  • Mid stage - top up payment cards with dementia focus
  • Late stage - reduce the level of aggravation from Hug

• Dementia Challenge Prize