Bright Ideas in Health Awards

Category: Innovation Adoption and Spread Award

This category is open to organisations in the North East and North Cumbria

Innovation only delivers value when it is successfully adopted, embedded and sustained in everyday practice.

This award recognises individuals, teams, organisations or partnerships that have demonstrated excellence in implementing, scaling and spreading proven innovations across health and care settings to achieve measurable improvements in outcomes, experience, productivity or population health.

The award celebrates those who have gone beyond developing new ideas to successfully overcoming barriers to adoption, driving behavioural and cultural change, and ensuring innovations become part of routine practice.

This may include the spread of digital technologies, clinical pathways, service redesigns, workforce innovations, medical technologies, or evidence-based models of care that have delivered tangible benefits for patients, staff and healthcare systems.

Judges will be looking for evidence of effective implementation, stakeholder engagement, partnership working, sustainability and measurable impact.

Successful entries will demonstrate how innovation has been adopted at pace and scale, how challenges were addressed, and how learning has been shared to support wider replication across organisations, systems or regions.

By recognising excellence in adoption and spread, this award highlights the critical role that implementation plays in transforming healthcare and ensuring that innovative solutions reach more people, more quickly.

Examples of eligible initiatives may include:

- Successful implementation and scaling of proven healthcare innovations
- Adoption of digital technologies across multiple organisations or care settings
- Spread of evidence-based clinical pathways or models of care
- Large-scale deployment of AI-enabled solutions
- Programmes accelerating innovation uptake across Integrated Care Systems
- Successful adoption of medical devices or diagnostic technologies
- Workforce innovations embedded across teams or organisations
- Initiatives that have demonstrated sustained impact and widespread replication
- Programmes supporting the transfer of innovation between regions, services or sectors
- Projects that have overcome barriers to adoption and delivered system-wide change

Eligibility:
Applications are open to NHS organisations, primary care providers, Integrated Care Systems, local authorities, voluntary and community sector organisations, academic partners, and industry collaborators working in partnership with health and care organisations.

The entry questions for the **Innovation Adoption and Spread Award** are:

1. What innovation has been adopted, scaled or embedded?
2. Where did the innovation originate and what evidence supported its adoption?
3. What settings, organisations or populations has it spread to?
4. What barriers to adoption were encountered and how were they overcome?
5. How was engagement secured from staff, patients, leaders or partners?
6. What measurable impact has been achieved through adoption and spread?
7. How has the innovation become embedded in routine practice?
8. What learning has been shared to support further adoption elsewhere?

Specific judging focus:

- Successful implementation of a proven innovation
- Evidence of spread across teams, services or systems
- Overcoming barriers to adoption
- Measurable impact at scale
- Sustainability and transferability

Entries will be assessed on the following:
Innovation: originality of the idea
Value: impact of the initiative on patient care and/or service effectiveness
Patient focus: evidence that patient/service user need was central to the work
Collaboration: evidence of the involvement of other professionals, services and/or patients in the project
Clinical effectiveness: data demonstrating how this initiative drives clinical enhancements
Leadership: evidence of entrants championing their innovation in their organisation or more widely
Adaptability: ideas that could be adapted for use elsewhere in entrants' organisations or other organisations
Sustainability: initiatives that can be embedded within organisations to operate without the input of the people who developed them

The deadline for entries is 27 November 2026

For further information and to enter please visit: https://brightideasinhealth.org.uk/

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