

*share knowledge and experiences*



**web 2.0**  
health 2.0

Now you are ready to start your project

Good luck

Blog

Give patients and HealthCare Professionals a greater voice



**web 2.0**  
health 2.0



Blog



*Helpful information to better assist you with your web 2.0 project planning.*



collaboration

web 2.0 is about to become a major force in altering how health and social care organisations work...

...and how they interact with people who use their services

## Give your web 2.0 project the best chances of success



A host of web 2.0 technologies enable collaboration and co-creation activities

the web is no longer a way to receive information—it is a medium for commenting, collaborating and creating. Like every form of innovation, however, there are unresolved issues, challenges and degrees of risk associated with the adoption, diffusion and exploitation of web 2.0



participation

**I have an idea—where do I go from here?**

no matter how good your idea is, it may be difficult to get it off the ground and all the way to deliver measurable benefits.

**Does your project support the implementation of your organisation's strategic objectives?**

Unless you can clearly link your project to a strategic

objective you have very little chance of success

**Get an influential sponsor**

Sooner or later someone will feel threatened and will want to stop your project. You will need some one powerful in your organisation who likes your idea to back you up.

**Start small**

chances are that your organisation's policies and procedures are all set up for things the way it has always been done. Start a very small project with a single objective which can be quickly achieved. Remember that you will not be able to transform everything overnight.

**Talk to your IT Department**

They are not the gatekeepers. They do not decide whether your idea is good or bad. They can tell you what

can be achieved with your existing infrastructure and what resources they would require to implement your project.

They will inform you of potential technological risks and what you can do to transfer or mitigate them. Finally, remember that you can always accept a risk or use a hosted application such as espace.



creation

**Be thoughtful...**

**Engage all your Stakeholders**

This is not the type of project that one can sneak under the radar. Someone will notice and object. Early objections in a project are to be welcome. You address their concerns at the start and your project will become theirs. They will support you until the end. 11th hours objections are a killer.



**Look for precedents...**

whether you are planning a blog for staff or patients, someone, somewhere would have already done it. Use them to build your business case.

net generation



**web 2.0 technologies**

- blogs
- wikis
- podcasts and streaming media
- streaming media
- social bookmarking
- facebook and other social networking sites

**The Good News is....**

- There are lots of success stories out there in the public sector
- Look for low risk, ready to use, hosted applications such as **espace** [www.espace.connectingforhealth.nhs.uk](http://www.espace.connectingforhealth.nhs.uk)

**Things to watch out....**

- Don't be an early adopter unless it is in your organisation's culture
- Be very clear why you are doing it.

*The Business Case*

Your idea might be about innovation and creativity but it will still require an old fashioned business case. Only go for one or two SMART objectives with clear measurable benefits.

*Measure your success*

if you want a future in your organisation, it is vital that you know what you want to achieve with your project and how you will measure its success. Unless you can articulate it in 60 seconds let someone else make the mistake.