*Title*

**WHAT FACTORS SHOULD HEALTH CARE ORGANIZATION TAKE INTO ACCOUNT WHEN DEVELOPING NEW SERVICES TO ENSURE THAT THESE INNOVATIONS ARE ADOPTED AND SUCCESSFULLY SUSTAINED?**

Innovation into a health care system can be a new concept or introduction to a new technology or equipment or a change in the system that which might introduce an attractive service to the customers. Innovation and sustainability goes hand by hand to compete in changing business environment. This study shows various factors or determinants of innovations’ sustainability of an organization. There are two great challenges are adoptability as well as sustainability of the in an organization. For instance, adopting new process, the briefing the team about it before operation starts in an organization. The cost effectiveness i.e. financial factor of a new innovation has been mentioned as determinants. The importance of employee as well as the patient of the health care organizations has been discussed as other determinants those provide their views about the innovation sustainability. In health care organization, employees team in the operation theatre needs briefing about new IT implementation through email, displaying videos or by spreading word of mouth. The benefit of such innovation has been cited below to enhance and sustain technology driven patient care services.

It seems to be certain compromise among health care organizations in UK that such establishments need integrating economic, social and environmental aspects of sustainability. Noticeably economic sustainability is having domination in research towards business disciplines. Measuring sustainability outcomes is a difficult job. Measurable indicators towards economic as well as environmental aspects of sustainability are there, however, issue of social sustainability can be considered more complex. It was explained that various tools which an organization may use to enable employees to learn about sustainability. It is a set of prescription designed for embedding sustainability by giving examples of environment and social issues Haugh & Talwar (2010).

In case of a good health as well as process of social care planning or healthcare system, management as well as personnel work constantly done to for survey, analyze, discuss as well as reproduce for improving their operation. Significant aspects towards adopting and sustaining continuous new services development depends upon giving right care, during right time, approach as well as collaboration for achieving a flexible procedure for patient care. Like any patient, working together with a team as healthcare personnel must generate a better continuity, totality, enhanced assurance as well as participation. But main aspect in other criteria of assumptions need to reshaping healthcare towards enhanced focus towards creating value for the patient. The idea of innovation adoptability in a patient care is noticeably being initiated for realizing growth vision. The effective innovation adoption leads towards outcomes that are incorporated characterizing the vision of healthcare. The change management process gives the desired outcome. If change management starts, this is vital to align healthcare objective to measurable outcomes, describing about which outcomes are appropriate as well as how the measurements must be done (Vinnova, 2010).

According to Michael Porter, who is an eminent researcher in the field of market development could dedicated himself for studying healthcare systems. He explains that this is essential to make constant improvements but it is not enough to deal with structural issues. Besides, he recommended that current competition is having no link towards creation of value and that reforms in healthcare should be dependent on a supposition that this would give outcome in this. The purpose of adoptability should be creating patient value as well as not mainly to do cost reduction. Besides, healthcare should be systematized throughout medical conditions as well as cover the complete instances of care. Promotion of healthcare must be improved to make such value creation profitable and sustainable. Health care sustainability requires participation from different people of the societies such as man, women, elders and children etc. innovation must be advocated to the community (Porter et al., 2006).

If innovation becomes unstructured and cluttered in healthcare it impacts the economic structure. Innovation must be adopted with an economic outline that can achieve economic goals ultimately along with developing health as well as social care. Obviously it should not be unmanageable during long term. Instead this must be along with setting up a task of change management that can guide towards adoptability as well as sustainable improvements. To develop leadership at organizational departmental level to accept innovation, the major issues must be studied that hinders when this is implemented. Block is “one floor up” and associated with financial control. Financial factor is one of the determinants that impacts sustainability of innovation. Authors stated that someone in fact radically set it; politicians as well as top-level management are having financial control like its only way of coercion as well as it is manageable to keep a restricted grip on this. Big organizations finds problematic in implementing changes resulting through innovations that from a complete view are financially justified, however, that might lead towards bad results to any of such parties related to it (Caccia-Bava et al., 2005).

Many departments in health care systems or organizations is in the stage of not integrating successfully sustainable IT systems development as well as e-services that might support in adoptability of changes in patient care to interconnect health as well as social towards patient. As innovation of E-services must be developed as well as established for reliable structure of other different services at operational level. This is a segment of work to design a whole architecture. It innovation as new business model can grow patient care services as well as innovative infrastructures creating new conditions towards development as well as e-services operations. A new innovation in health care like, concept of Software as a Service (SaaS) demonstrates this. Obviously, these are open sources developed by companies as well as users should be perceived and managed towards sustainably. The other innovation is Cloud Computing which has started taking shape. It would mean fundamental new situations to offer e-services as well as setting IT systems (Ministry of Health & Social Affairs, 2006).

The other determinant of innovation’s sustainability is the customer. It is very risky for developing services without having an in depth understanding about customer’s choice as well as think accordingly. If the new service is not liked by the customer does at all or a small part of services create issues in managing customer-relations, logically this relates fundamentally to e-services also. In health care organization have complex operation systems. In health care organizations, the adoptability of information systems should be as per a comprehensive model. When there is a change in the operation process a great hope of adoptability for IT systems to healthcare. Huge investments are directed towards different IT projects. Risks of technology implementation must be properly analyzed and adoption decision must be described with the team members so that they may give their valuable inputs in such management process, as employee being the other factor in innovation sustainability. Managerial competencies must be formulated to shape innovation performance (EU, 2008).

The nature of work in health care organizations are changing and transforming to an age of “patient driven healthcare” emerging latest developments in technologies that impact healthcare, for meeting the need of existing and future generation. Such latest developments would show effect on sustainability of healthcare towards future generations. The steps need to follow while adopting innovation is educating patients about new online services launched by the health care organization that would :lower patient hurdles in obtaining high-valued services to enhance health outcomes; c) making the right choice the easy choice; d) develop a shared decision-making model; e) use new as well as more active technologies linked to personalization like monitoring biometric and personal health records; f) upgrading health plans as well as vendors for implementing health improvement as well as prevention schemes; g) grow strategies which affect both short term as well as long term. This innovation framework needs comprehensive coverage by a societal sustainability lens which comprises socially deprived groups by ensuring that such values applied are not reducing the change towards justifiable healthcare and reasonable healthcare system. Readiness of the health care organization to accept risk of innovation is the other factor to be considered. These are key factors towards sustainable healthcare as well as sustainable healthcare system (Wolbring, 2012).

**CONCLUSION**

Finally, it can be said that innovation and sustainability are the major challenges to compete in a changing business environment. The nature of work in health care organizations are changing and transforming to an age of -patient driven healthcare- emerging latest developments in technologies. Various techniques a health care organization may use to enable employees to learn more about sustainability. It is a set of prescription designed to embed sustainability by giving examples of environment and social issues. Managerial competencies must be formulated to make innovation sustained in an organization. Effective innovation adoption leads towards outcomes that are incorporated characterizing the vision of healthcare. Establishments need integrating economic, social and environmental aspects of sustainability. However, the purpose of innovation adoptability and sustainability should be to create value of the patient and not mainly to do cost reduction. Besides, healthcare organization should be systematized throughout medical conditions as well as cover the complete instances of care. Community is also an important factor to whom innovation must be encouraged.

**BIBLIOGRAPHY**

Caccia-Bava, M.C., Guimaraes, V.C.K. and Guimaraes, T. (2005), *“Empirically testing determinants of hospital BPR success”,* *International Journal of Health Care Quality Assurance*, 18, 7, pp. 552-563.

EU (2008), ICT-based solutions for Prevention and Management of Chronic Conditions of Elderly People”. Ambient Assisted Living (AAL) Joint Programme - Call for Proposals (2008), AAL-2008-1

Haugh, H. M., & Talwar, A. (2010), “How do corporations embed sustainability across the organization?”, *Academy of Management Learning and Education*, 9, 3, pp.384 –396.

Ministry of Health and Social Affairs, (2006): *Nationell IT Strategy for Health and Social Care, Swedish Board of Health and Welfare, Swedish Association of Local Authorities and Regions*, Swedish Board of Health and Welfare, Swedish Medical Products Agency, Apoteket AB, Carelink, March.

Porter, Michael E. och Olmsted Teisberg, Elizabeth (2006), *Redefining Health Care: Creating Value-Based Competition on Results*, Harvard Business School Publishing, London.

Wolbring G.;Leopatra V. and Yumakulov S. (2012), “Information Flow and Health Policy Literacy, The Role of the Media”, *Information*, 3(4), pp.391-402.

**Online Sources**

Vinnova (2010), “Innovations for sustainable health and social care”. [Online] available at <http://www.vinnova.se/upload/EPiStorePDF/vr-10-02.pdf> [accessed on 17th May, 2015]