

# SHINING THE RESEARCH IDEA LIGHT BRIGHTER

Submit your idea



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## BACKGROUND

Since the end of the COVID-19 pandemic, there has been limited new research ideas and participation across our pharmacy department.

Numerous attempts to discover research opportunities and document potential ideas using conventional means proved ineffective in generating enthusiasm amongst the team.

## OBJECTIVE

To motivate pharmacy staff to generate research ideas by utilising a platform to propose and explore concepts, and encourage staff engagement in research, thereby facilitating the expansion of research activities within the department.

## METHOD

An innovative digital management platform, IdeaScale, was made available by the research pharmacist to provide an idea hub to ideate, store and organise the department's research ideas. The interactive platform allows staff to share ideas, review, provide feedback and vote on other ideas that are presented. Popular ideas that received multiple comments and votes were distinguished with a fire symbol. The department's research committee evaluates ideas and engages with the individuals who proposed them, as well as staff members who expressed interest in the specific idea.



## IDEASCALE



Pharmacy Research Ideas

💡 21 Ideas Posted

👁️ 182 Idea Views

💬 34 Comments

✅ 65 Votes



## EVALUATION

The interactive nature and visual appearance of the platform received positive feedback. During the three years prior, the department had only generated four research ideas, from which two ideas developed into projects.

In the five months following the activation of the digital platform in January 2023, there was a significant surge in the number of research ideas proposed with 21 shared ideas, 182 idea views and a total of 99 votes and comments. Eleven ideas have since progressed to project plans with seven projects already receiving ethics approval and undergoing data collection.

## CONCLUSION

Within a brief period, the implementation of this digital platform for sharing and discussing research ideas has harvested significant engagement and enthusiasm from staff. This platform will be consistently used to expand the department's research portfolio, whilst paving the way for its utilisation beyond research to foster increased engagement and facilitate the sharing of team ideas.

21 Ideas generated

11 Projects planned

7 Projects ethics approved