

INTERVIEW PROTOCOL – WORK PACKAGE 3: ‘KNOWLEDGE CONTACTS’

Aims of interview

To understand:

- perceptions of AHSN knowledge leadership
- AHSN knowledge mobilisation strategies
- Engagement with AHSNs at different levels of the NHS and across partner organisations
- Concrete examples of knowledge circulation (innovation case studies)

Preliminaries

- Confirm organisation’s research governance status in advance (NHS/Non-NHS)
- ‘Study Information Sheet’ sent prior to interview – any participant questions?
- Obtain permission to digitally record interview
- Sign consent forms (2 copies – one for researcher, one for participant. Participant copy can be scanned and sent via email as PDF afterwards).
- Collect information on respondent characteristics: Job role(s); time in role; main employer – NHS or non-NHS

Involvement with regional AHSN and Background

1. *To begin can you tell me how you are currently involved with ____ AHSN?*
 - i. *Prompt: project / operational management; clinical engagement; partner / industry stakeholder*
2. *Why did you decide to become involved with ____ AHSN?*
3. *How does this tie with your prior activity and experience?*
 - i. *Prompt: Have you worked in different sectors before – for example, commercial and public sectors?*
 - ii. *Have you prior experience of leading or working in a health care network?*

Knowledge mobilisation

4. *In what ways do you think the adoption and spread of new innovations can best be supported in the NHS?*
5. *Which of the initiatives promoted by the AHSN you are involved are working well? Can you give some examples?*

6. *Which ones are not so effective? What else should the AHSN you are involved in do?*
7. *Do you see NEW linkages forming between the NHS, industry and universities because of the AHSN?*
8. Do you think AHSNs are the appropriate size for meeting the challenges of health improvement and wealth creation?
9. *Are there any objectives that you personally want to see the local AHSN achieve?*

Perceptions of knowledge leadership

10. *Within this particular AHSN region, are there any individuals who act as 'knowledge leaders' – i.e. individuals highly engaged in the spread or adoption of health care innovations across organisational boundaries?*
 - i. *Prompt: These can be individuals with or without a formal AHSN role.*
 - ii. *Prompt: These may be considered 'go to' persons about health innovations*
11. What do they do that attracts your attention? What makes an individual effective in facilitating the circulation or *adoption of health care innovations across organisational boundaries? Can you give some examples?*
12. What do you think are the main challenges for the formal leaders of AHSNs?
13. And the opportunities?
14. What, if any, advice would you give senior teams leading AHSNs to support innovation spread and adoption in the NHS?

Networking strategies and knowledge ties

15. [If completed]: You selected up to five people in the SNA survey as important personal contacts for driving the circulation of innovative

knowledge relevant to AHSNs in the last 6 months. Why do you think these particular individual(s) are key?

OR

16. [If not completed] Of your personal contacts, who do you consider to be most important for driving the circulation of innovative knowledge relevant to AHSNs?

Define: We define 'innovative knowledge' as: knowledge about new ideas or perspectives, new research, products or services for health improvement or wealth creation. Can be inside or outside of your own AHSN region, from any sector and in junior or senior positions.

- iii. Prompt: their activities relating to innovation spread and wealth creation (examples)
- iv. Prompt: are they in region/outside of region?
- v. Prompt: formal and informal leaders

17. What are your own networking strategies?

- i. Prompt: With whom and what?

THANKS AND CLOSE