



Comparative Analysis of Knowledge, Attitude, and Practices (KAP) for Innovation Management Processes to Enhance Healthcare Delivery in Hospital Administration

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Abstract: *The Knowledge, Attitudes, and Practices (KAP) survey, a widely used research tool, explores innovation management in hospital settings, highlighting its significance in addressing patient needs, enhancing operational efficiency, and improving clinical outcomes. The quantitative method of the KAP survey measures a target population's knowledge, attitudes, and practices. Using a structured online questionnaire on the KAP survey, the study investigates hospital staff perceptions and practices across multiple aspects of innovation management, including goals, essential elements, sustainability, knowledge management, barriers, staff receptivity, senior management support, technology adaptation, processes, success metrics, leadership, continuous learning, integration into daily operations, risk management, communication, alignment with patient needs, and staff incentivization. Key findings reveal the pivotal role of innovation in improving patient care, with 60.8% of respondents affirming its importance. A notable gap is the insufficient focus on risk-taking, identified by 45.8% of participants, indicating a need for balanced risk management methods. The survey also highlights the link between innovation and healthcare sustainability, with 36.7% acknowledging its role in enhancing patient satisfaction. Evaluating the effectiveness of innovation proves complex, with 80.8% supporting a multifaceted approach. Additionally, continuous learning and improvement are deemed crucial, with 81.7% stressing their importance. These insights offer valuable guidance for healthcare organizations seeking to enhance innovation management practices, address current challenges, and leverage opportunities for future growth to improve patient care and outcomes. This comprehensive analysis underscores hospitals' need to develop internal compliance with continuous innovation and adaptability to meet evolving patient needs and technological advancements.*

Key Words: *Hospital management, Healthcare management, Innovation management, and Knowledge, Attitude, Practices (KAP)*

1. INTRODUCTION:

In hospital settings, innovation management is critical to satisfying patient requirements, increasing operational effectiveness, and boosting therapeutic results. This study, conducted through a structured online questionnaire, aims to comprehensively investigate hospital workers' opinions and behaviors about innovation management (Damanpour & Schneider, 2006; Organization, Colleges, Academies, & Physicians, 2008; Sousa, Borchardt, Alves, & Nogueira, 2022; Tonjang & Thawesaengskulthai, 2022; Zengul, Weech-Maldonado, & Savage, 2014). Key elements, sustainability,



knowledge management, obstacles, staff receptivity, senior management assistance technology adaptation, processes, metrics for achievement, leadership, continuous education, integration into day-to-day operations, risk management, communication, alignment using patient needs, and staff incentivization are some of the critical aspects that have been thoroughly investigated (Damanpour & Schneider, 2006; Melo, De Waele, & Polzer, 2022; Scott, 1990; Tonjang & Thawesaengskulthai, 2020; Zengul et al., 2014). The significance of innovation in healthcare cannot be overstated (Berwick, 2003; Organization et al., 2008; Tushman & Nadler, 1986; West & Anderson, 1996). With healthcare systems globally grappling with rising costs, aging populations, and the need for high-quality patient care, innovation emerges as a critical lever for improvement. The Knowledge, Attitudes, and Practices (KAP) survey's quantitative approach offers a structured framework to gather data on how hospital staff understand and engage with innovation, shedding light on the areas needing attention and improvement (Andrade, Menon, Ameen, & Kumar Praharaj, 2020; Bhati, Deogade, & Kanyal, 2023; Hospodkova et al., 2021; Sfantou et al., 2017; Tonjang & Thawesaengskulthai, 2022; Yinusa & Faezipour, 2023; Zengul et al., 2014).

Innovation management encompasses various activities and strategies to foster a culture of continuous improvement and adaptability. In the context of hospitals, this involves not only adopting new technologies but also refining processes and practices to ensure they meet the dynamic needs of patients and healthcare providers alike (Sousa et al., 2022; Tushman & Nadler, 1986; West & Anderson, 1996; Zengul et al., 2014). The survey findings highlight the pivotal role of innovation in patient care, with a significant majority of respondents (60.8%) affirming its importance (Melo et al., 2022; Scott, 1990; Tonjang & Thawesaengskulthai, 2020, 2022). The survey's identification of this risk-taking divide is one of its most notable findings. Although some risk is always associated with innovation, 45.8% of participants said their institutions must focus more on balanced risk management strategies. This reiterates the importance of healthcare organizations creating plans that maximize positive effects while promoting measured risk-taking (Hospodkova et al., 2021; Omaghomi, Elufioye, Ogugua, Daraojimba, & Akomolafe, 2024; Tushman & Nadler, 1986; Zengul et al., 2014).

Sustainability in healthcare is another critical theme explored in the survey. Innovation's role in enhancing patient satisfaction and overall sustainability was acknowledged by 36.7% of respondents. This link between innovation and sustainable practices highlights the need for healthcare institutions to integrate sustainable development goals into their innovation strategies, ensuring long-term benefits for both patients and the environment (Berwick, 2003; Organization et al., 2008; Sousa et al., 2022; Tonjang & Thawesaengskulthai, 2022; West & Anderson, 1996; Zengul et al., 2014). It is not easy yet necessary to assess innovation's efficacy. According to the poll results, a majority of 80.8% of participants advocate for a comprehensive approach to evaluation, suggesting that isolated evaluations or single metrics are inadequate. This aligns with the general concept that several aspects of innovation success should be evaluated, such as staff involvement, operational effectiveness, and patient outcomes (Damanpour & Schneider, 2006; Melo et al., 2022; Scott, 1990; Sousa et al., 2022; Tonjang & Thawesaengskulthai, 2020, 2022). It has become clear that ongoing education and development are essential to effective innovation management. The significance of continuing education and professional development was emphasized by a noteworthy 81.7% of survey respondents. This emphasizes how important it is for hospitals to provide settings where employees can keep up to speed with new information and skills, which will encourage ongoing innovation. Another critical area is the incorporation of innovation into day-to-day operations. Innovation needs to be integrated into the everyday operations of the company to make a significant impact. To improve patient care, this includes not just implementing new technology but also making sure it is used efficiently in routine procedures (Hospodkova et al., 2021; Omaghomi et al., 2024; Sousa et al., 2022; Tonjang & Thawesaengskulthai, 2022; Tushman & Nadler, 1986).

Leadership plays a vital role in fostering a culture of innovation. The survey underscores the importance of strong leadership in driving innovation initiatives, emphasizing the need for senior management support. Leaders prioritizing innovation create an environment where staff feels empowered to experiment and implement new ideas. Communication is also essential in the innovation process (Berwick, 2003; Rogers, Singhal, & Quinlan, 2014; Sousa et al., 2022; Tonjang & Thawesaengskulthai, 2022; West & Anderson, 1996; Zengul et al., 2014). Effective communication strategies ensure that all stakeholders are informed and engaged, facilitating smoother implementation of innovative practices. The survey findings indicate that clear and consistent communication is crucial in aligning innovation efforts with organizational goals and patient needs. An additional crucial element is how open-minded the staff is to innovation (Christensen, Bohmer, & Kenagy, 2000; Melo et al., 2022; Scott, 1990; Sousa et al., 2022; Tonjang & Thawesaengskulthai, 2020; Zengul et al., 2014). Staff members must be receptive to new ideas and flexible for innovation to succeed. The poll indicates that hospital staff members have differing receptivity, highlighting the necessity for focused tactics to improve transparency and flexibility. Healthcare innovation is fundamentally centered on patient needs alignment. Improving



patient outcomes and satisfaction should be the ultimate objective of every innovation. The survey underscores the significance of guaranteeing that innovation endeavors are well correlated with the requirements and anticipations of patients, therefore yielding substantial enhancements in treatment (Hospodkova et al., 2021; Melo et al., 2022; Omaghomi et al., 2024; Tonjang & Thawesaengskulthai, 2022).

Innovation is mainly encouraged by staff incentives. Offering rewards to employees who participate in creative work increases their drive and involvement. The survey's findings imply that encouraging an innovative culture in hospitals requires carefully thought-out reward schemes (Christensen et al., 2000; West & Anderson, 1992; West & Anderson, 1996; Zengul et al., 2014). The study's conclusions provide insightful advice to healthcare organizations looking to improve their innovation management procedures. Hospitals may enhance patient care and results by employing strategies for future expansion and resolving present issues. The thorough examination emphasizes how important it is for hospitals to build internal compliance through ongoing innovation and flexibility (Rogers et al., 2014; Scott, 1990; Sousa et al., 2022; Tonjang & Thawesaengskulthai, 2020, 2022; Tushman & Nadler, 1986). In conclusion, the KAP survey thoroughly examines innovation management within hospital settings. The findings highlight the crucial role of innovation in improving patient care, the need for balanced risk management, and the importance of continuous learning and improvement. By fostering a culture of innovation, healthcare organizations can address evolving patient needs and technological advancements, ultimately enhancing operational efficiency and clinical outcomes (Hospodkova et al., 2021; Melo et al., 2022; Omaghomi et al., 2024).

2. RESEARCH METHOD:

The Knowledge, Attitudes, and Practices (KAP) of hospital administrations on innovation management are being examined in this study using a meticulous mixed-methods research technique (Abd Elmageed, Soliman, & Abdelhamed, 2020; Eller, Kleber, & Wang, 2003; Hakim, Mohsen, & Bakr, 2014; Lakbala & Lakbala, 2013; Ndetei, Khasakhala, Mutiso, & Mwayo, 2011; Ramkrishna & Satyanarayana, 2018). By integrating quantitative and qualitative methodologies, the mixed methods approach thoroughly examines the complex aspects of innovation management within healthcare environments. Structured information collected by healthcare experts through online Google survey questionnaire data examination will provide qualitative insights, while an online survey will be the primary tool used to collect quantitative data (Christy et al., 2020; Qutob & Awartani, 2021; Tamang et al., 2020; Xu, Wang, Zhao, Wang, & Zhao, 2019; Yousaf, Noreen, Saleem, & Yousaf, 2020; Zhang et al., 2021). This comprehensive and rigorous combination of methodological approaches guarantees the validity and reliability of the study, ensuring that the findings are robust and trustworthy (**Table 1**).

Table 1: Google survey questionnaire for quantitative data analysis for hospitals and healthcare experts to utilize in innovation management perspectives: Insights from 120 Participants.

Total No. of Responses (Hospital Staff)		
No.	Questioners	Options
Section 1: Knowledge (KAP)		
1.	What is the primary goal of innovation management in a hospital setting?	a) Maximizing profits b) Enhancing patient care and outcomes c) Minimizing staff workload d) Increasing administrative efficiency
2.	Which of the following is NOT a key element of innovation management in hospitals?	a) Idea generation b) Risk avoidance c) Implementation d) Evaluation
3.	How does innovation management contribute to healthcare sustainability?	a) By reducing costs b) By improving patient satisfaction c) By increasing staff workload d) By minimizing technological advancements
4.	What role does knowledge management play in hospital innovation management?	a) Facilitating communication and collaboration b) Increasing bureaucracy c) Hindering information flow



		d) Reducing staff engagement
5.	Which of the following is an example of disruptive innovation in healthcare?	a) Introduction of new medical equipment
		b) Implementation of electronic health records
		c) Development of a new surgical technique
		d) Adoption of traditional treatment methods
Section 2: Attitudes (KAP)		
6.	How important do you believe innovation is for the long-term success of a hospital?	a) Not important at all
		b) Somewhat important
		c) Moderately important
		d) Extremely important
7.	What barriers do you perceive to the implementation of innovation in hospitals?	a) Resistance to change
		b) Lack of resources
		c) Regulatory constraints
		d) All of the above
8.	How receptive do you think hospital staff are to new ideas and innovation?	a) Very receptive
		b) Somewhat receptive
		c) Neutral
		d) Resistant
9.	To what extent do you believe senior management supports innovation initiatives in your hospital?	a) Not at all
		b) Minimally
		c) Moderately
		d) Strongly
10.	How confident are you in the ability of your hospital to adapt to emerging technologies?	a) Not confident at all
		b) Somewhat confident
		c) Moderately confident
		d) Extremely confident
Section 3: Practices (KAP)		
11.	How often does your hospital engage in brainstorming sessions for new ideas?	a) Daily
		b) Weekly
		c) Monthly
		d) Rarely or never
12.	Which of the following best describes the process of innovation implementation in your hospital?	a) Structured and systematic
		b) Chaotic and disorganized
		c) Informal and sporadic
		d) Non-existent
13.	How does your hospital measure the success of innovation initiatives?	a) Financial metrics
		b) Patient satisfaction surveys
		c) Staff feedback
		d) All of the above
14.	Who typically leads innovation projects in your hospital?	a) Senior management
		b) Middle management
		c) Frontline staff
		d) External consultants
15.	How does your hospital encourage continuous learning and improvement regarding innovation?	a) Training programs
		b) Incentive schemes
		c) Knowledge sharing platforms
		d) All of the above
16.	How often are innovative practices or technologies integrated into daily operations?	a) Continuously
		b) Regularly
		c) Occasionally
		d) Rarely
17.		a) Risk assessment processes



	How does your hospital manage and mitigate risks associated with innovation?	b) Contingency planning
		c) Regular evaluations
		d) All of the above
18.	What role does communication play in fostering innovation within your hospital?	a) Essential for idea sharing
		b) Irrelevant to innovation
		c) Hinders innovation
		d) Increases bureaucracy
19.	How does your hospital ensure that innovation aligns with patient needs and preferences?	a) Patient feedback mechanisms
		b) Market research
		c) All of the above
		d) Clinical trials
20.	How does your hospital incentivize staff to contribute to innovation efforts?	a) Monetary rewards
		b) Recognition and praise
		c) Career advancement opportunities
		d) All of the above

▪ Quantitative Data Collection

This study's quantitative component will be conducted online using a Google Forms survey. This solution was chosen because of its effective data management features and convenience. The purpose of the survey is to collect a variety of data on the knowledge, attitudes, and behaviors of hospital staff members about innovation management. Hospital practices, perceived challenges, opinions regarding innovation, and awareness levels will all be important areas of attention. By using a digital survey, we can efficiently obtain structured replies from a wide range of healthcare practitioners, ensuring that our opinions are well-represented and providing a comprehensive view of the topic (Malloggi, Leclère, Le Glatin, & Moret, 2020; Ramirez-Baena et al., 2019).

▪ Survey Design and Implementation

The survey will consist of closed-ended and open-ended questions to collect quantitative data and preliminary qualitative insights. Open-ended questions give the respondents more context and nuance, whereas closed questions allow for statistical analysis of trends and patterns. We have carefully selected one hundred twenty healthcare experts from a range of hospital administration jobs. This diverse selection ensures that various perspectives, including yours, are recorded, contributing to the richness and depth of our findings (Ahmed et al., 2022; Hagan & Walden, 2017).

▪ Data Analysis

In data analysis, both qualitative and quantitative techniques will be used. Inferential tests, correlation analysis, and descriptive statistics will be used to find patterns, trends, and relationships in the quantitative survey data. Thematic analysis will be used to find recurrent themes, codes, and patterns in the qualitative data through surveys and document examination that represent different perspectives of the participants and organizational dynamics. The validity and reliability of the results will be improved by triangulating data from several sources (Ahmed et al., 2022; Hagan & Walden, 2017).

▪ Ethical Considerations

This study places a high priority on ethics, particularly in safeguarding participants' privacy. Before their informed permission is obtained, all participants will be fully informed about the goals, methods, and potential risks associated with the research. We will rigorously adhere to anonymity and privacy regulations to protect their privacy. The study will be guided by ethical standards that ensure participants' voluntary involvement and their unrestricted ability to withdraw, reaffirming our commitment to privacy protection.



3. ANALYSIS & RESULT:

- **Enhancing Healthcare Delivery through Innovation and Knowledge Management**

Improvement of patient outcomes and treatment is the primary purpose of innovation management in the healthcare industry, as 60.8% of study respondents acknowledged. The emphasis on patient welfare highlights the significance of patient-centered approaches and encourages hope for the possibility of beneficial changes in the medical field. The belief that innovation is essential in assisting healthcare organizations in achieving better patient-centered results is boosted by innovation management, which emphasizes treatment efficacy, patient happiness, and health-related outcomes. Innovation management's primary objective reflects a comprehensive approach to healthcare delivery, giving clinical results and patient experiences equal significance with procedural efficiency (**Figure 1. A**). Understanding the critical elements of innovation management, such as ideation (25.8%), execution (23.3%), and assessment (5%), is essential for optimizing healthcare services. However, stakeholders need to be more understanding, with 45.8% incorrectly associating risk avoidance as a critical component of innovation management. Addressing these gaps through education, training, and clear communication is necessary to foster a comprehensive understanding of innovation management and promote effective implementation in healthcare (**Figure 1. B**).

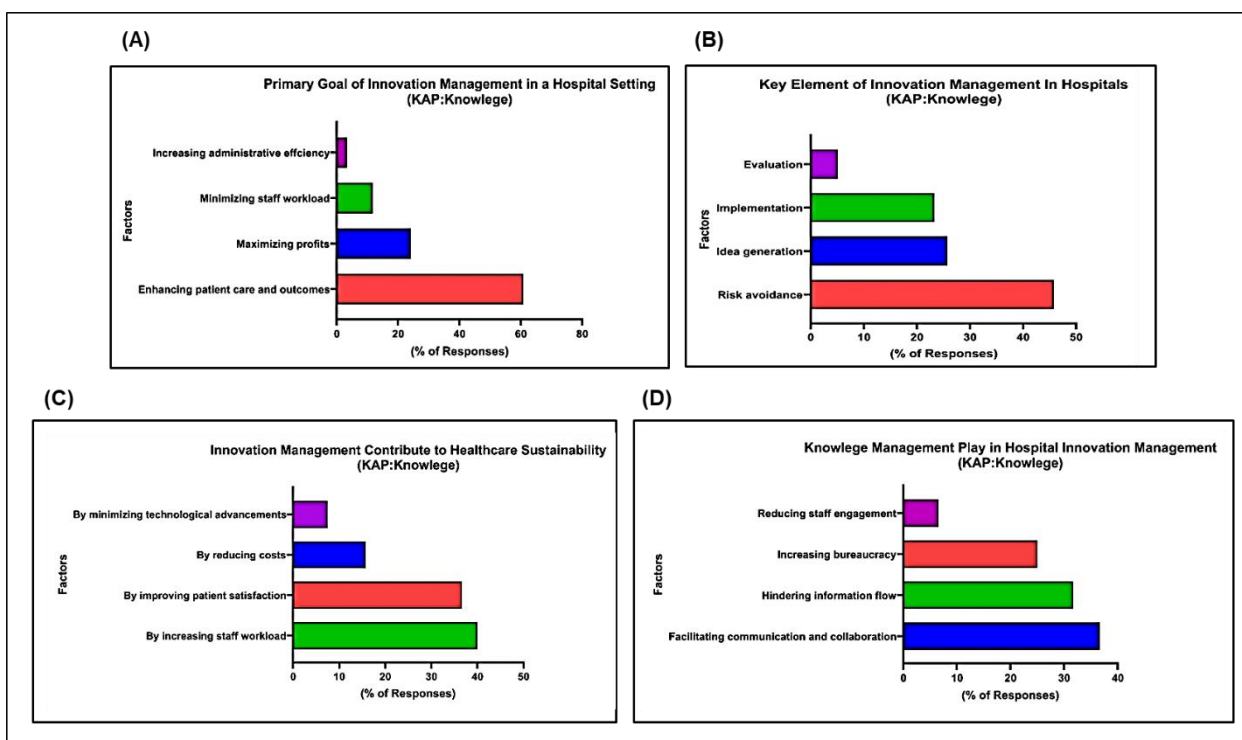


Figure 1. (A) Primary goal of innovation management in a hospital setting. **(B)** Key Element of Innovation Management in Hospitals. **(C)** Innovation Management Contribute to Healthcare Sustainability. **(D)** Knowledge Management Play in Hospital Innovation Management.

Comprehending the principles of innovation management—ideation (25.8%), execution (23.3%), and assessment (5%), among others—is essential to optimizing healthcare services. Nonetheless, there remains a severe misperception among stakeholders: 45.8% of them think that risk avoidance is a crucial component of innovation management. It is critical to bridge these gaps through training, education, and open communication to enhance the successful implementation of innovation management in the healthcare industry (**Figure 1. C**). Additionally, knowledge management is essential to healthcare delivery since it promotes cooperation and communication. 31.7% of respondents incorrectly assume that knowledge management prevents information exchange, even though 36.7% recognize its helpful function. This assumption highlights the need for targeted efforts to dispel these myths, such as training courses and the creation of approachable knowledge management systems. The efficiency and efficacy of healthcare delivery may be increased via



increasing information-sharing procedures, reducing knowledge silos, and encouraging multidisciplinary cooperation through good knowledge management (Figure 1. D).

In conclusion, comparing knowledge management and innovation in the healthcare industry shows important insights and widespread stakeholder misunderstandings. Healthcare organizations may foster innovation and improve patient outcomes while advancing sustainable healthcare delivery by addressing these gaps and expanding understanding.

• **Overcoming Obstacles and Promoting a Culture of Change Recognizing Innovation in Healthcare**

The emergence of disruptive innovations, such as Electronic Health Records (EHRs), is pivotal in transforming healthcare. In a recent survey, 38.3% of participants correctly identified EHRs as a prime example of disruptive innovation, highlighting stakeholders' awareness of technological impacts on healthcare. EHRs promise to revolutionize patient care by digitizing medical records, improving outcomes, enhancing efficiency, and reducing costs. This recognition indicates a readiness to embrace significant changes in healthcare delivery and underscores the importance of your strategic management and stakeholder cooperation, empowering you to address challenges like interoperability and security. Ultimately, this acknowledgment underscores the transformative potential of EHRs and the crucial role of innovation in the healthcare sector's future (Figure 2. A). Innovation is critical to every organization's development and survival, especially in the healthcare sector. Given their essential role in the health of communities, hospitals need to understand how important innovation is to their long-term success. A survey found that 38.7% of participants emphasized the importance of innovation in preserving competitiveness, improving patient care, and meeting changing difficulties. For instance, the introduction of telemedicine has revolutionized patient care, allowing for remote consultations, and reducing the need for physical visits. Hospital administration innovation can yield observable advantages and serve as a trigger for revolutionary transformation. Hospitals may enhance patient outcomes, maximize resources, and simplify operations by creating cutting-edge technologies, processes, and strategies. These creative methods produce affordable solutions that guarantee appropriate resource allocation and maximized value for all parties involved (Figure 2. B).

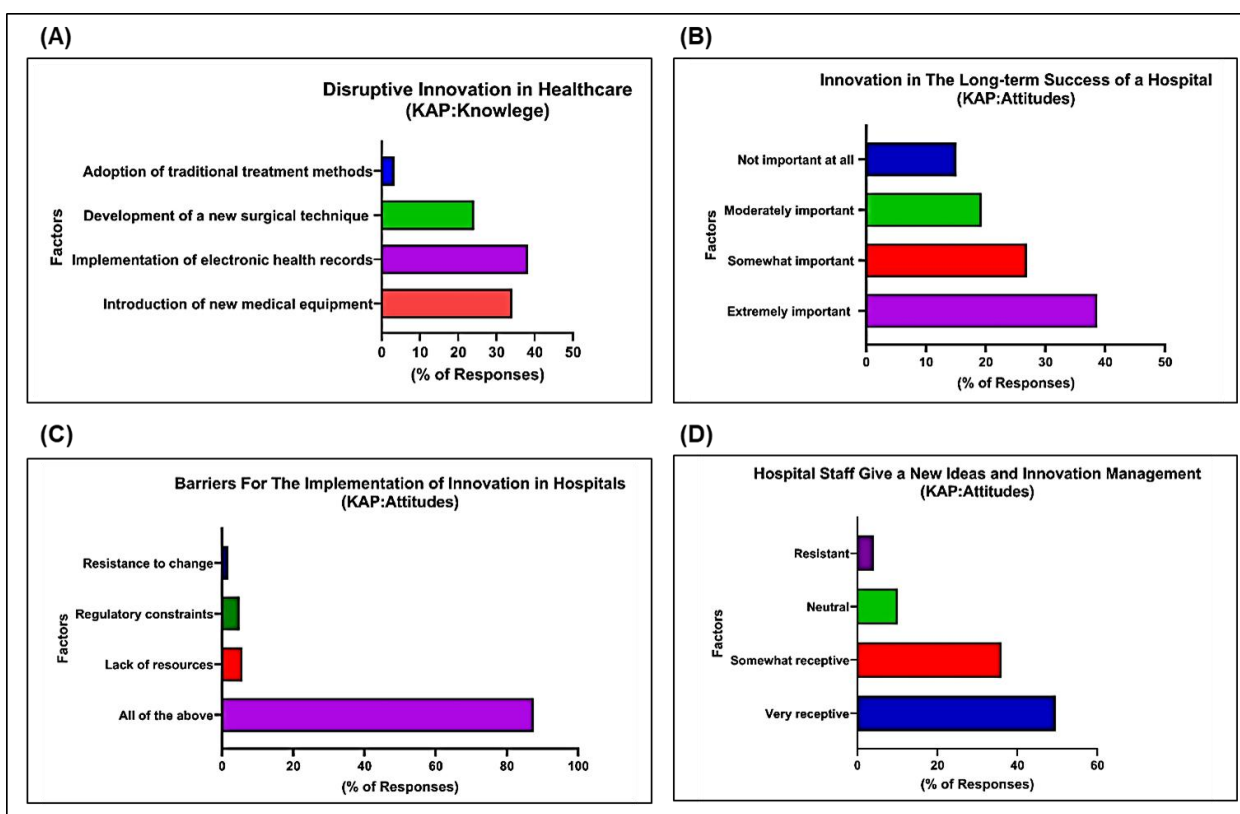


Figure 2. (A) Disruptive healthcare innovation. (B) Innovation in the long-term success of a hospital. (C) Barriers for the Implementation of Innovation in Hospitals. (D) Hospital staff give new ideas and innovation management.



The first step, though, is to recognize the significance of innovation. A change in organizational culture and proactive participation at all levels are necessary for effective implementation. Leaders are essential in creating a creative atmosphere because they instill confidence, encourage risk-taking, and develop teamwork. However, it's important to note that innovation also comes with its own set of risks and challenges. For instance, the adoption of new technologies may require significant investments and training. A culture of ongoing learning and growth may also be maintained by utilizing internal knowledge-sharing mechanisms and external collaborations. Even with the enthusiasm surrounding innovation, notable obstacles persist. According to a data analysis, 87.5% of respondents cite resource scarcity, regulatory restrictions, and opposition to change as the primary roadblocks. To overcome these obstacles and help potential ideas acquire momentum, strong support networks and strategic preparation are needed (**Figure 2. C**).

Encouragingly, 49.6% of respondents believe that hospital employees are receptive to new ideas, indicating a growing trend toward embracing change. This openness to innovation paves the way for the adoption of new strategies and technological advancements. Policymakers and healthcare professionals can leverage this receptiveness to drive positive change and propel the industry forward. Hospitals can achieve sustainable growth and deliver high-quality healthcare by fostering an innovative culture, empowering stakeholders, and promoting collaboration (**Figure 2. D**).

In conclusion, healthcare professionals and policymakers must thoroughly understand current attitudes toward innovation management to create a culture of continuous improvement and innovation within hospital settings. With over 50% of participants indicating high receptiveness to new concepts, there is a significant opportunity for the healthcare sector to harness this enthusiasm to drive positive transformation. By working together on these initiatives, hospitals can achieve quality and sustainable growth and fulfil their mission of serving and healing their communities.

▪ **Improving Healthcare Delivery via Innovation Management**

Innovative practices in healthcare organizations are often facilitated by senior management support. According to current data, an advantageous development in leadership compliance towards innovation is indicated by the fact that 42.9% of respondents reported feeling confident in receiving substantial backing from their superiors. This assistance is crucial because it shows a solid commitment to welcoming change, promoting development, and providing necessary resources. But it's not just about assistance, it's about the senior management taking the lead in fostering a culture of innovation. This strong leadership support not only facilitates efficient resource management and risk mitigation but also inspires and motivates healthcare professionals to be more innovative, leading to a more risk-taking, and creative culture inside organizations (**Figure 3. A**).

Healthcare workers, with a significant 33.3% expressing exceptionally high trust, are confident in their hospitals' capacity to adopt new technologies. This confidence is built on regular training initiatives, financial investments in digital infrastructure, and a methodical approach to innovation management. The widespread belief in the potential of technology to enhance patient care and operational effectiveness underscores the importance of ongoing education, experimentation, and teamwork. By proactively addressing any gaps, hospitals can further strengthen their ability to embrace new technology and adapt to the evolving healthcare landscape, fostering a sense of motivation and proactivity among healthcare professionals (**Figure 3. B**). Moreover, engagement in brainstorming sessions is a common practice, with 62.5% of participants engaging in these sessions daily. This high level of participation highlights a commitment to idea generation and a proactive approach to innovation management. Regular brainstorming fosters an environment where diverse ideas can emerge and evolve, encouraging experimentation and challenging conventional wisdom. The frequency of these sessions reflects a deeply ingrained belief in the power of collective ideation to drive organizational development and adaptability (**Figure 3. C**).

Finally, 57.5% of respondents said their institutions had a systematic procedure for integrating innovations, demonstrating a planned and deliberate approach to innovation implementation. This methodical approach ensures the seamless integration of new technology or processes by meticulous planning, resource allocation, and stakeholder involvement. It is crucial to consider the viewpoints of the 42.5% of people who believe that their strategy could be more organized. Understanding these opposing viewpoints will help you better understand the potential and difficulties hospitals confront in promoting an innovative culture (**Figure 3. D**). In summary, it is essential to establish an atmosphere that supports innovation in the healthcare industry, as seen by the encouraging trends in senior management support, assurance in technology adoption, active participation in brainstorming, and organized innovation



implementation. Utilizing these insights, healthcare institutions may improve their innovation management procedures and establish themselves as pioneers in delivering superior, patient-focused care in an increasingly digital environment.

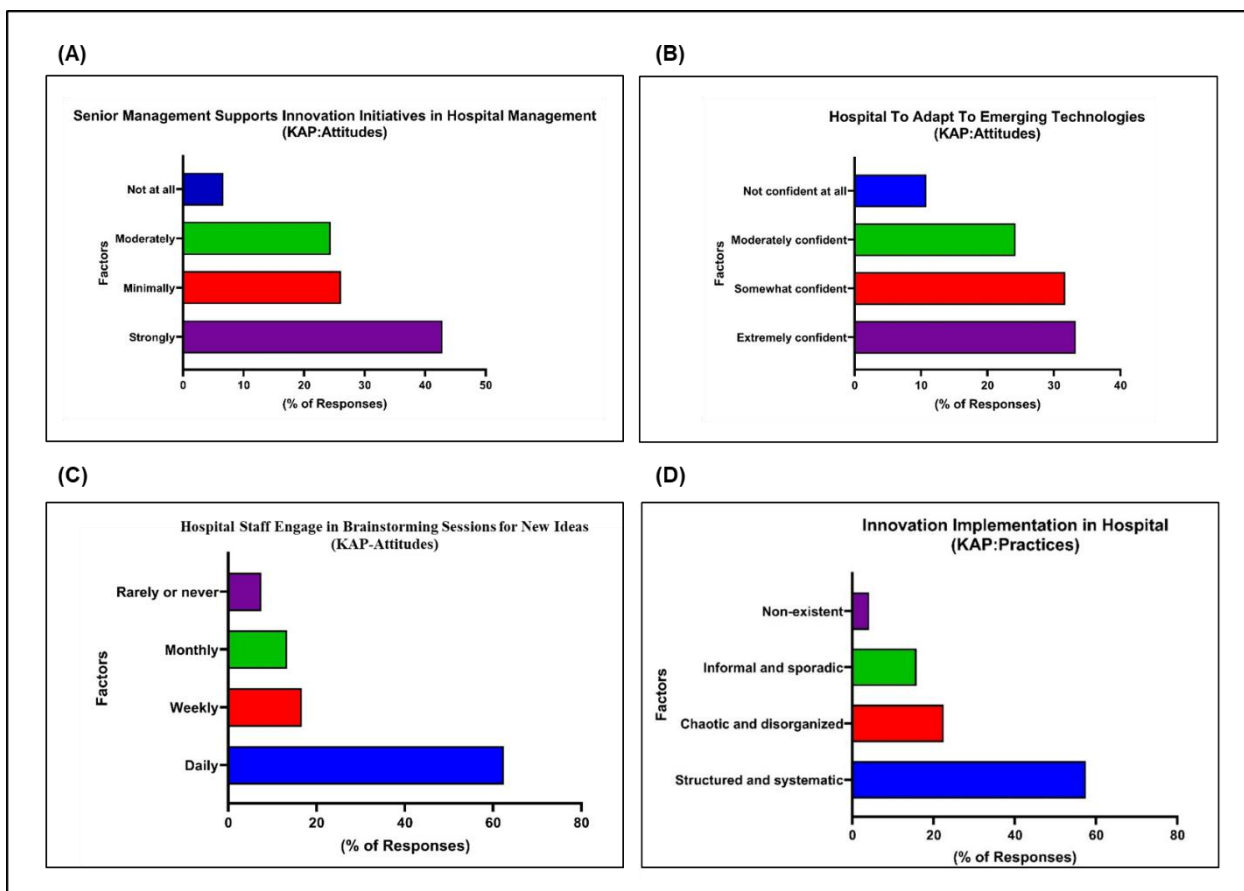


Figure 3. (A) Senior management supports innovation initiatives in hospital management. (B) Hospital to adapt to emerging technologies. (C) Hospital staff engage in brainstorming sessions for new ideas. (D) Innovation implementation in hospital.

▪ **Innovation Management in Modern Organizations**

Innovation management performance is measured by more than financial statistics, as evidenced by a recent survey that found that 80.8% of organizations utilize a variety of metrics to evaluate their innovation efforts. This multimodal strategy signals a move from traditional bottom-line measures towards a better understanding of stakeholder experiences by considering variables like staff feedback and patient happiness. By incorporating these qualitative indicators, organizations not only gain a more comprehensive view of their innovation efforts but also enhance their assessment of the practical implications of their innovations. This can lead to increased efficacy and pertinence, enlightening the organization about the true impact of their innovations and fostering a culture of continuous improvement (**Figure 4. A**). Innovation initiatives thrive under strong leadership, with senior management holding the most market share (49.6%), making them the most influential group. By aligning innovation initiatives with overarching organizational objectives, this top-down approach not only demonstrates a strong commitment to innovation at the highest levels but also empowers leaders to shape the innovation culture. It's crucial to strike a balance between this and a welcoming, cooperative atmosphere where ideas may easily flow. When there is both top-down direction and bottom-up creativity, true innovation flourishes, fostering a strong innovation culture that supports growth and competitive advantage. This emphasis on leadership's role in innovation can inspire and empower the audience to take charge of their organization's innovation journey (**Figure 4. B**).

Using innovative methods is not just a choice, but an essential strategy in today's rapid commercial world. A noteworthy 58.5% of businesses often include novel techniques or technological advancements in their operations, suggesting a



change in perspective towards considering innovation as an essential element of success. Innovative organizations are more adaptable and resilient, better able to take advantage of new possibilities, overcome obstacles, and promote consistent growth. This emphasis on the importance of innovation can motivate and excite the audience about the potential for growth and success through innovative practices (Figure 4. C). Moreover, 82.4% of firms prioritize management, underscoring its crucial role in innovative initiatives. These organizations employ strict risk assessment procedures, which involve identifying potential risks, assessing their likelihood and impact, and developing strategies to mitigate them. They also develop backup organizations, which are alternative structures or processes that can be activated in the event of a risk materializing. For instance, a company may have a backup supplier in case its primary supplier fails to deliver. These firms also conduct continuous evaluations to ensure their risk management strategies remain effective. This proactive strategy ensures organizations maintain flexibility in changing difficulties, promoting innovation while safeguarding against unfavorable outcomes. This organization's management should instill a sense of security and confidence in the audience (Figure 4. D).

In conclusion, while modern organizations are better positioned to experience significant organizational success when they take a proactive, balanced, and comprehensive approach to innovation management, it's important to note that this approach may also present challenges. For instance, integrating new processes may require significant changes to existing workflows, which could meet with resistance from employees. However, by assessing various indicators, building inclusive innovation cultures, and prioritizing risk management, these organizations can effectively negotiate the intricacies of the contemporary business landscape and overcome these challenges.

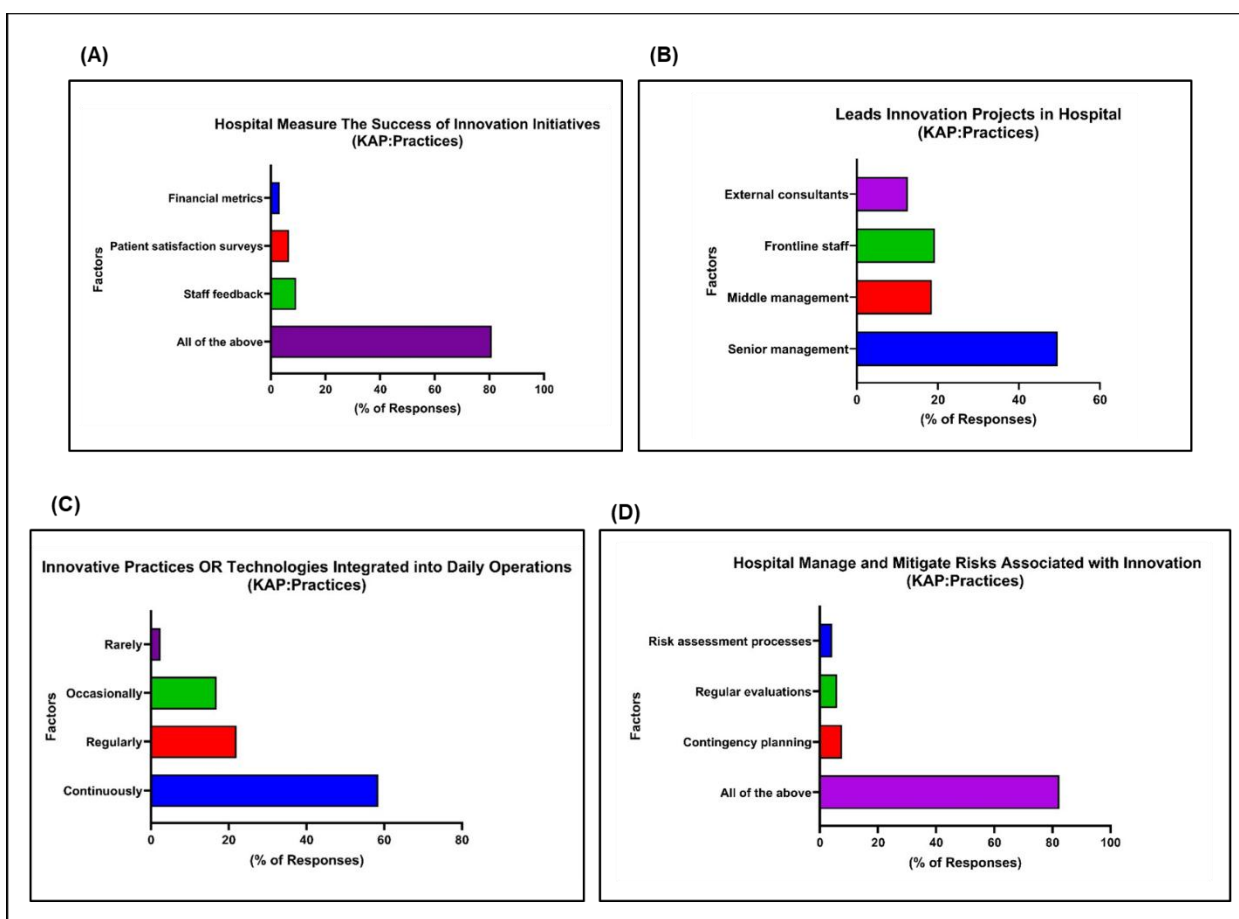


Figure 4. (A) Hospital measures the success of innovation initiatives. (B) Leads innovation projects in the hospital. (C) Innovative practices or technologies integrated into daily operations. (D) Hospitals manage and mitigate risks associated with innovation.



▪ **The Role of Communication, Patient-Centered Care, and Incentivization in Healthcare Innovation**

In the healthcare industry, effective communication is essential for promoting idea exchange and cooperation, as indicated by the recognition of its significance by 75.9% of respondents. For instance, the use of complex medical jargon can hinder effective communication between healthcare professionals and patients. Hospitals may use collective intelligence and creativity to improve patient care, operational efficiency, and organizational growth by promoting open communication and cooperation among staff members. This atmosphere of idea exchange fosters a sense of ownership and participation in the innovation process, resulting in original solutions to challenging issues and better patient outcomes. However, challenges, including hierarchical structures, resource constraints, and cultural norms, must be addressed to preserve effective channels of communication and a truly collaborative environment (**Figure 5. A**).

According to 87.3% of practices, ensuring that innovations represent patient preferences and wants is not just a task but a mission. The importance of patient input in innovation cannot be overstated. It is another essential component. Direct patient input and thorough market research are used to create this alignment, guaranteeing that new solutions are both applicable and efficient. Healthcare organizations may improve the relevance and efficacy of their innovations by fostering meaningful interaction and co-creation with patients through a focus on patient-centred care. This process is further improved by the deliberate application of data-driven methodologies, which allow organizations to recognise patterns, rank projects, and promote ongoing development. By aligning their innovations with patient needs, healthcare professionals are not just innovating, but inspiring and motivating themselves to make a real difference in patient care (**Figure 5. B**).

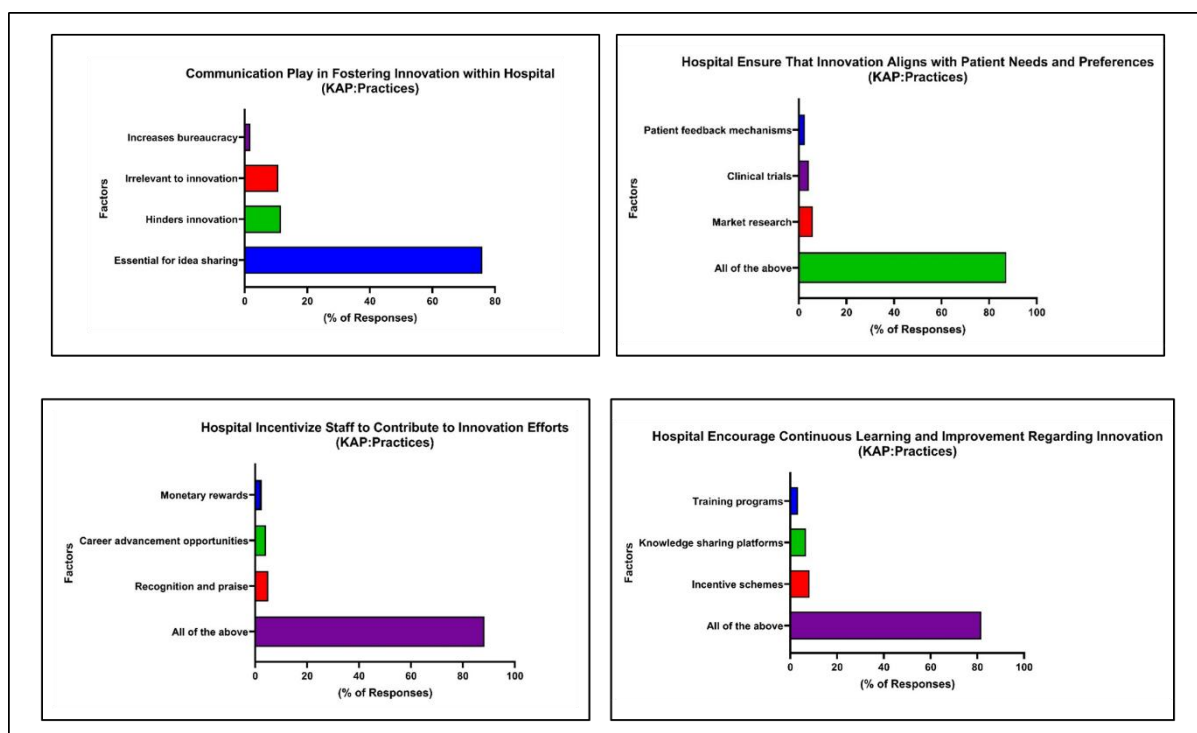


Figure 5. This figure illustrates that, (A) Communication plays an important role in fostering innovation in the hospital. (B) A hospital ensures that innovations meet the needs and preferences of its patients. (C) Hospitals incentivize staff to contribute to innovation efforts. (D) Hospitals encourage continuous improvement regarding innovation.

The key to developing a vibrant and creative organizational culture is not just providing incentives, but creating an environment that encourages and rewards innovation. Incentives play a crucial role in this process. Employees are not just encouraged, but excited and encouraged to participate creatively because 88.3% of organizations use different incentives, including recognition, cash prizes, and possibilities for professional progress. With 88.3% of the incentive structure devoted to professional growth, intrinsic motivators are more important than monetary benefits. Staff members' feeling of purpose and fulfillment is enhanced by recognition and professional advancement, which not only motivates them but also encourages them to actively engage in innovative projects. By fostering a culture of innovation, healthcare



professionals are not just doing their jobs, but are part of a dynamic and exciting journey of continuous improvement (Figure 5. C-D).

In summary, critical strategies for promoting innovation in healthcare include encouraging staff involvement, matching innovation to patient requirements, and offering incentives. When these strategies are implemented effectively, healthcare organizations can foster an atmosphere that encourages excellence in patient care and continual improvement. For instance, resolving communication hurdles can lead to better coordination among healthcare teams, improving patient outcomes. Incorporating patient input can result in the development of more patient-friendly healthcare solutions. Providing career development and recognition to staff can boost morale and job satisfaction, leading to higher productivity and better patient care. By implementing these strategies, healthcare organizations can drive innovation, improve patient care, and achieve organizational growth.

4. CONCLUSION:

A solid grasp of the prevalent beliefs and methods related to innovation management in hospital administration becomes apparent by carefully examining the data. Positively, the information presents a scene with a solid understanding and a positive attitude toward innovation. However, the data also reveals significant gaps, especially regarding risk perception and information management. By filling in these gaps, hospitals may strengthen their innovation initiatives and create an environment supporting innovation and development. Although hospital administration has a reasonable basis for innovation, the areas that need development have been highlighted, emphasizing the need for targeted attention. The most critical areas for improvement are strengthening knowledge management frameworks and improving risk perception techniques. Hospitals may fully utilize innovation by resolving these shortcomings, which will positively impact staff engagement, patient care, and organizational efficiency. In conclusion, this data analysis directs hospitals towards optimized, innovative methods. Equipped with these perspectives, managers may steer towards a future in which innovation flourishes and becomes deeply embedded in the healthcare delivery system. Hospitals may adapt to the ever-changing requirements of their patients, employees, and the more extensive healthcare system by embracing an innovative culture.

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