Navigating NHS readiness: A blueprint for digital health innovators

Hosted by the Mindset-XR Innovation Support Programme and Innovate UK Business Connect Healthy Lives Community of Practice

𝕏 @HINSouthLondon

healthinnovationnetwork.com

Agenda

Time	Item
12:00 - 12:05	Introduction
12:05 – 12:10	Poll 1
12:10 – 12:20	Rishi Das-Gupta, CEO, Health Innovation Network South London
12:20 – 12:30	Kris Weavill, Digital Transformation Delivery Lead, NHS Humber and North Yorks
12:30 – 12:40	Tony Bowden, CEO, Helicon Health
12:40 – 12:55	Panel discussion
12:55 – 13:15	Audience Q&A
13:15 – 13:20	Poll 2
13:20 – 13:30	Closing remarks

Housekeeping

Duration: This is a 90-minute session of sharing and learning.

Recording: The session will be recorded and uploaded to the Future NHS platform and to the Innovate UK Business Connect Healthy Lives Community of Practice website.

Name: If possible, please ensure your Zoom name contains your full name, company name and job title.

Interaction: We encourage you to ask questions throughout the session. Please do this using the chat function.

Update on recent policy changes

Rishi Das-Gupta
CEO, Health Innovation Network South London

𝕏 @HINSouthLondon   🧭 healthinnovationnetwork.com

The 10-Year Plan reflects a key point in an ongoing transformation conversation

- Labour government formed 5th July 2024 with Wes Streeting as SoS for Health and Social care

- Case for change outlined by the "Independent Investigation of the NHS in England (i.e. Darzi report - 12th September)

- British Social Attitudes survey (April 2025) – public satisfaction with the NHS is at an all-time low (21%)

- Public consultation including deliberative events (December / January) and submissions to the DHSC

- Life Sciences Industrial strategy – report to the govt from the life sciences industry compiled by Prof. John Bell

- **Fit for the future 10 Year plan for England (3rd July 2025)**

- Govt. **Life Sciences Sector Plan (16th July)**

- NHS delivery plan (Sept 2025?)

- NHS operational planning guidance Oct-Nov 25 (?)

- NHS workforce plan *(unclear timeline)*

A 10-Year Plan in 10 chapters

1: *Change or Bust – We Choose Change*

2: *From Hospital to Community – The Neighbourhood Health Service*

3: *From Analogue to Digital – Power in Your Hands*

4: *From Sickness to Prevention – Power to make the healthy choice*

5: *A devolved and diverse NHS: A new operating model*

6. A new transparency of quality of care

7. An NHS workforce fit for the future

8. Powering transformation: Innovation to drive reform

9. Productivity and a new financial foundation

10. A delivery plan and timeline

Three major shifts

Three major shifts

From Hospital to Community

- **Neighbourhood health service** to bring care into the places people live. Will restore GP access and introduce 2 new neighbourhood provider contracts ('single' and 'multi' neighbourhood serving 50,000 and 250,000+ people)
- **Infrastructure**: Neighbourhood Health Centres open 12hrs/day, 6 days/week, 'one stop shop' for patient care, co-locating NHS, council and voluntary services. £120m for ~85 mental health emergency departments co-located with A&Es.
- **Patient empowerment**: 95% of complex patients to have care plans by 2027; 1 million personal health budgets by 2030
- **Financial reallocation**: 15% lower non-elective, 10% lower ambulance observed in systems spending more on community services and £100 spent on community care can unlock £131 of acute savings (citing **CF/NHS Confed** research)
- **Digital transformation**: 2/3 of outpatient appointments (costing £14bn a year) to be replaced by digital advice

From Analogue to Digital: Power in Patients' Hands

- **NHS App** as "front door": shifting power to patient via AI-powered advice, appointment booking, self-referral, medicines management, care plans. Supplemented by HealthStore: a marketplace for approved digital health apps for patients
- **Single Patient Record**: Patients to control their data, accessible via NHS App by 2028, starting with maternity. Supplemented by advances in genomic data for personalised and predictive care
- **Staff liberation**: Ambient voice technology reduces paperwork by 51%; procurement framework 2026/27. New AI tools being tested on the Federated Data Platform, which connects information across healthcare settings and links siloed sources, increasing productivity

From Treatment to Prevention

- **Tobacco**: Create smoke-free generation (£6.6bn savings by 2100)
- **Alcohol**: mandatory requirement for health warning labels for alcohol; increasing 'alcohol free' threshold to 0.5% ABV
- **Obesity**: Expand Healthy Start scheme, free school meals (Sep 2026), increase soft drinks levy. Collaborations with industry to test weight loss service delivery models, like GLP-1. Digital NHS points scheme, rewarding people taking healthy actions
- **Mental health**: national coverage of mental health support teams in schools and colleges by 2029/30
- **Genomics Population Health Service**: for predictive and personalised medicine. Universal access (via SPR and NHS app) by decade end; 150,000 adult sequencing study; babies and all cancer patients to be offered genomic analysis
- **Vaccinations and screenings for disease elimination**: increasing uptake via Neighbourhood Health Service. Cervical cancer eliminated 2040; end HIV transmissions by 2030; 10,000 cancer vaccines to clinical trial patients in next 5 years

A closer look at the NHS 10-Year Plan in the context of innovation opportunities

Models of care
- Neighbourhood health centres
- Integrated neighbourhood teams
- Increased community pharmacy
- Virtual wards and remote monitoring at scale

Population health priorities
- Smoke free
- Obesity, weight management, physical activity, cardiovascular
- Alcohol misuse
- Air pollution
- Employment and productivity
- Dementia
- Genomics population health service

Digital and data
- Health data research service to be established in partnership with Wellcome Trust
- Expansion of the NHS App to enable care planning and management
- Single patient record implementation
- Innovator passport roll out

The five 'big bets'
- Data to deliver impact
- AI to drive patient power and productivity
- Predictive analytics and genomics
- Wearables and remote monitoring
- Robotics to support precision

Life sciences and innovation
- Clinical trials set up from 250 days to 150 days from March 26
- NHS App consent for patient recruitment
- Expand NICE technology appraisal remit
- MHRA and NICE joint processes to speed up medicines access
- Lead on innovative medicines deployment
- Expand the role life sciences and technology companies can play in service delivery.
- NHS organisations to reserve 3% of annual spend for transformation and innovation

Presentation caveat

Please note this presentation represents the personal experience and opinions of the author and as such may not represent official NHS policy.

Key NHS digital policies, priorities and legislation

GDPR, data security, cybersecurity…

Importance of patient data protection

GDPR, DPA, Information Security.

All necessities, always a problem. Have a strategy ready.

Information sharing/Data protection

Understand what the legal basis is for you processing data. Have it all ready for the IG professional.

Cyber security

Synnovis! Nuff said? Ensure you understand the DSPT, ISO 270001, cyber essentials etc.

Technical architecture

Ensure you have a good understanding of tech requirements.

Digital clinical safety

Introduced in 2021
Ensure that systems are fit and safe for use clinically.

DCB0129 and DBC0160 Documents
It ensures organisations meet required standards for protecting sensitive patient information from breaches and unauthorised access. DCB0129 for suppliers, DCB0160 for the organisation.

Usually worked through with a Clinical Safety Officer
These are Clinicians who also have had training on how to assess digital systems to ensure they are safe for care.

Medical Devices Regulations
Ensuring that devices are safe, effective and suitable. Some digital software will be classed as a medical device.

"if it is intended to be used for medical purposes, such as diagnosing, preventing, monitoring or treating a disease"

Incredibly complex area.

UKRI · Innovate UK · hin Health Innovation Network South London

Digital Technology Assessment Criteria (DTAC)
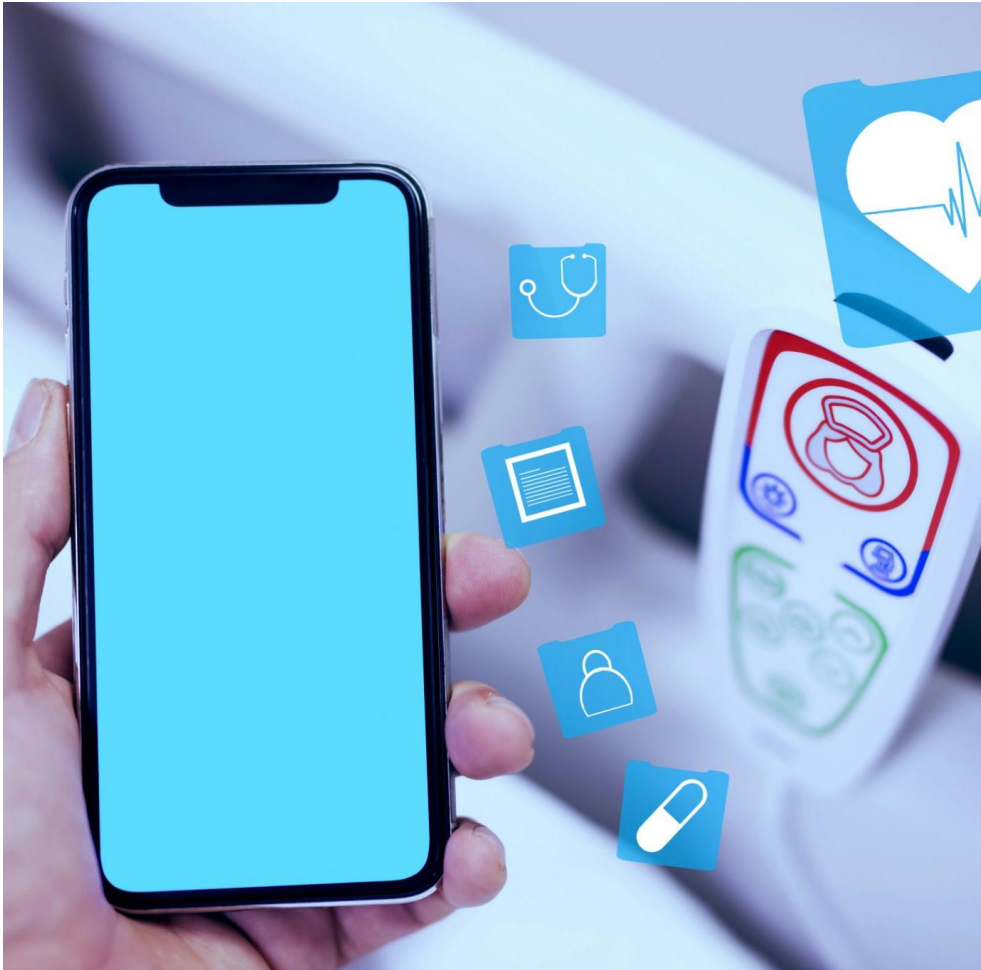
Digital technology assessment criteria
Reviewed throughout the procurement stages.

Encompasses all of the above
Data, security, clinical safety, interoperability and so on.

Enhanced healthcare delivery
The transformation plan emphasises enhancing overall healthcare delivery through effective use of digital resources.

NHS 10-Year Plan

Bare With Us!
Still getting to grips…
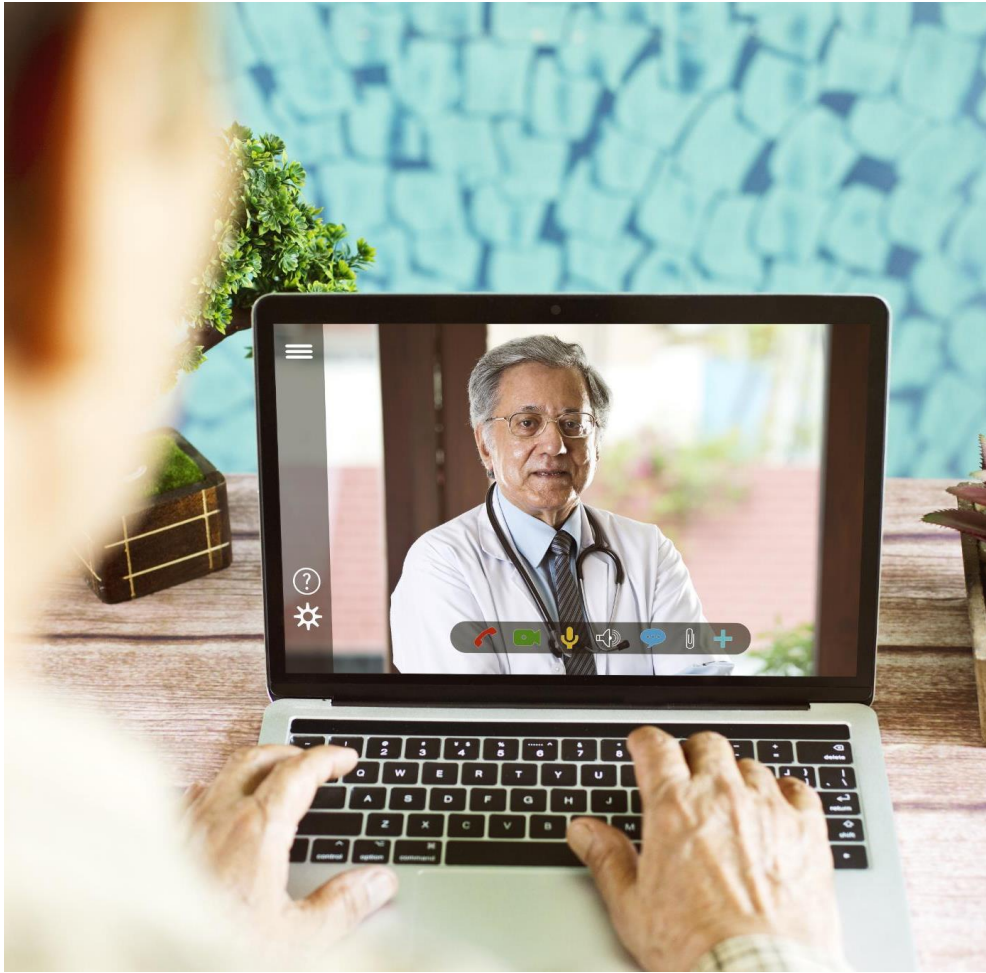
Major reforms
NHSE merged with DHSC
ICBs cut 50% of costs
Major scale back of corporate resources. "Protect Digital".

Published in July

Digital solutions I'm excited about

Telehealth and Remote Monitoring

Improving patient access

Telehealth technologies enhance patient access to healthcare services, especially for older adults who may have mobility challenges.

Convenience of home care

Remote monitoring allows healthcare providers to offer convenient care from patients' homes, reducing the need for in-person visits. Virtual Wards – get better in your own home.

Remote monitoring

Major opportunity around remote telemetry, T1D automatic reporting of blood sugars, connectivity to smart watches. Google now supports a FHIR API!

Electronic Health Records (EHRs) (Including Single Patient Record)

Management of patient records

EHRs significantly streamline the management of patient records, ensuring that all information is organised and easily accessible.

Facilitating communication

EHRs enhance communication among healthcare providers, enabling better collaboration and decision-making in patient care.
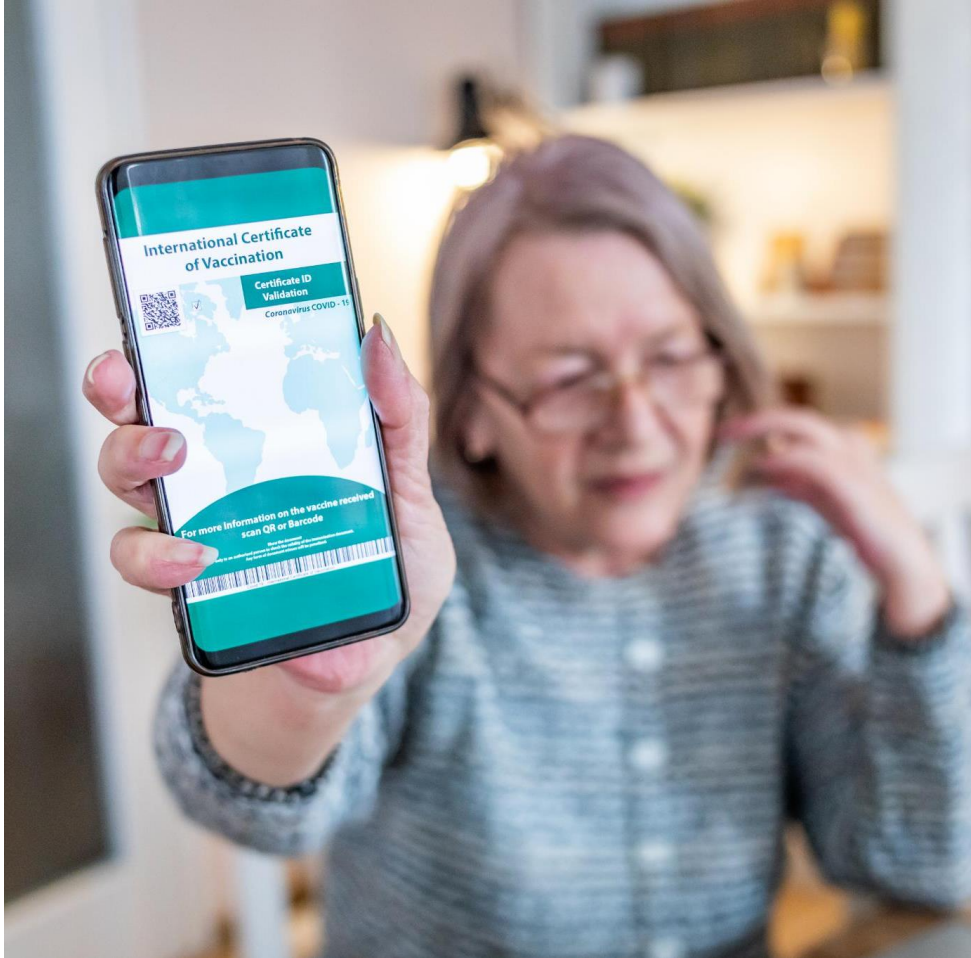
Timely access to data

With EHRs, healthcare providers have timely access to patient data, which is crucial for effective care, especially for aging populations.

Shared care records

One patient, one record.

Digital tools for personalised care

Tailored health management

Digital tools enable the creation of personalised health management strategies that cater to the unique needs of older adults.

Proactive health engagement

By utilising mobile apps, older adults can actively engage in their health management, leading to better outcomes.

Online health platforms

Online platforms facilitate access to health resources and support, making it easier for older adults to manage their health.

The NHS App

The Digital Front Door
Positioning itself to be the front door of the NHS.

Multi-faceted
View your own health data, book appointments across all providers, monitor referral data, access community health.

Referenced a lot in strategy
Its clear DHSC / NHSE are gearing up to utilise the App.

Top tips

Case studies

Targeted lung health check
End to end digital solutions with patient facing and healthcare software.

Nutrition software
Disconnected, manual, great for patients, poor data.

Shared care record
One patient, one record. "Single source of truth."

Conclusion

So, what?
How are you adding value to the patient?
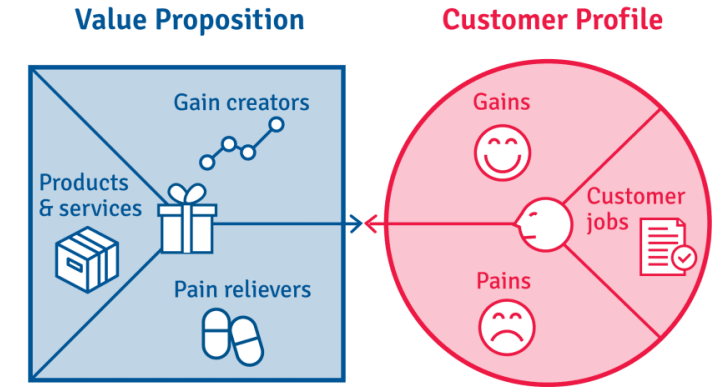
Taking a digital healthcare product to market

What does it take to bring a digital product to market:

- **A strong Value Proposition that fills a real gap in the market**
  - Continuous validation that you are doing the right thing
  - Market dynamics change
  - Competitors come to market
  - NHS focus: Cash generating, workload reducing, easy adoption

- **A great team**
  - Subject matter experts
  - Technical skills
  - Clinical skills
  - Regulatory expertise
  - Product management skills
  - Sales & Marketing

- **Build a network of allies**
  - HIN, Innovate UK, investors
  - Clinicians, purchasing, early adapters, KOL, product champions

Taking a digital healthcare product to market: E-learning anticoagulation

What does it take to bring a digital product to market:

- **Lots of money**
  - It is a long road to market and first sales
    - Grants
    - Friends & family, Investors
    - Early sales

- **The right platform**
  - Costs can be high, even in the development phase
  - Look at technical requirements
  - Supportive collaboration

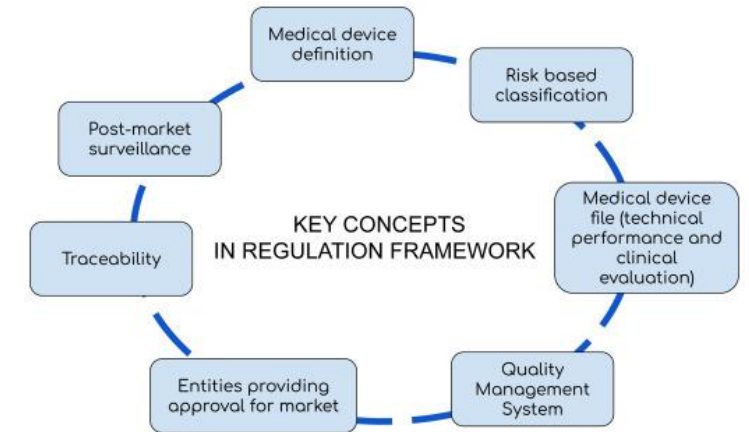- **Evaluate markets outside the NHS for easier market access**
  - Private healthcare
  - B2C : Health conscientious population
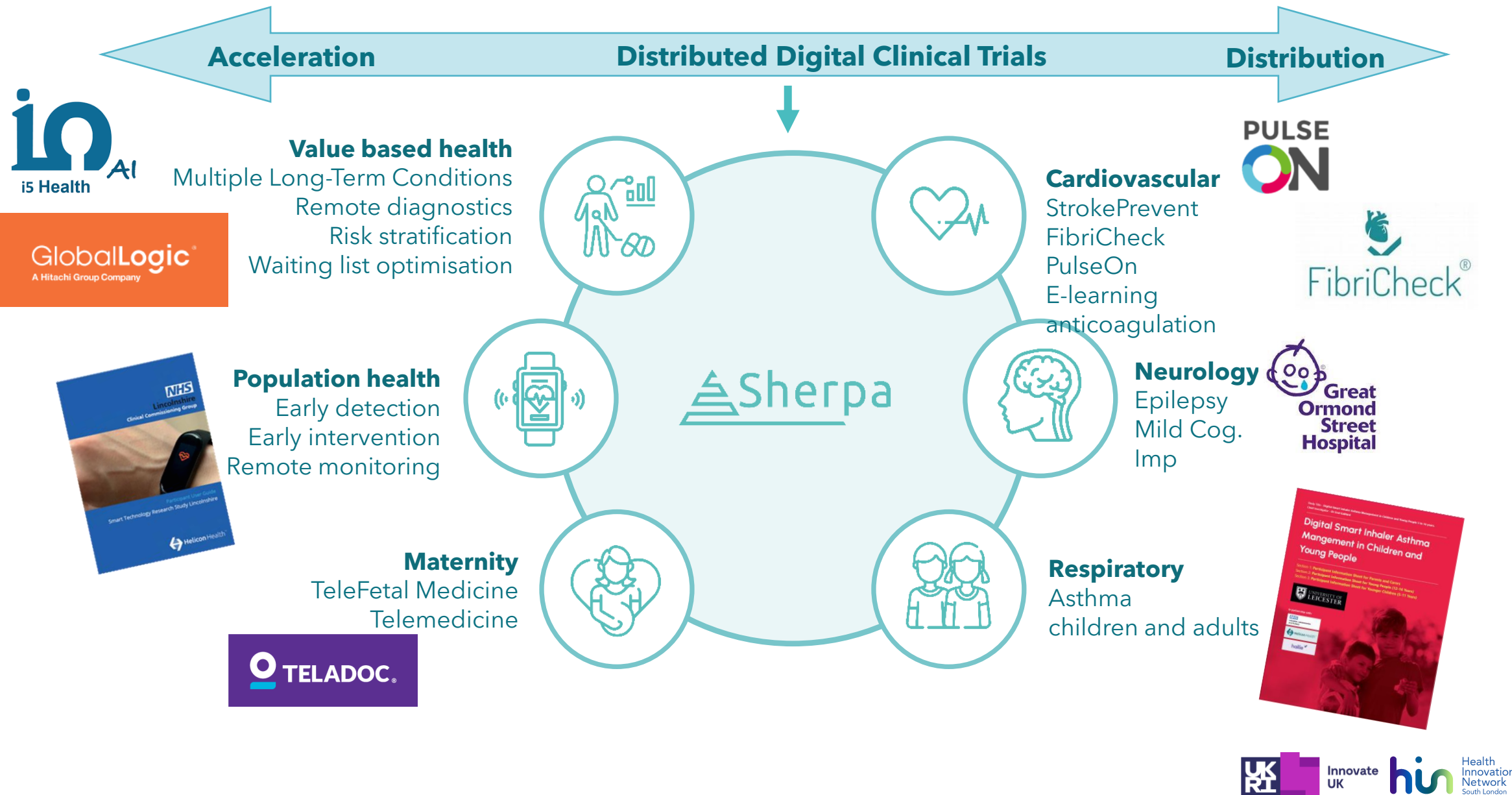 - Foreign markets with similar regulatory and language requirements
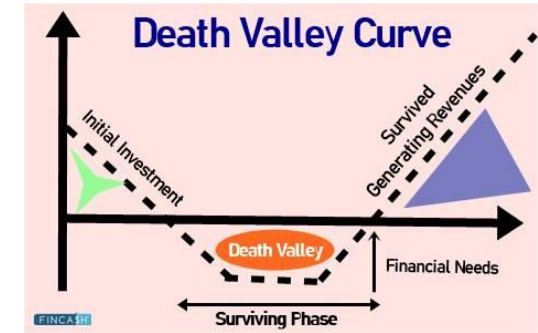
Taking a digital healthcare product to market: E-learning anticoagulation

A few myths:

- **Regulatory can be done at the end**
  - You need to plan the pathway from day one
  - Finding a notified body to work with you can be time consuming and costly
  - Work with a consultant: pay as needed
  - Stringent regulations: DTAC, ORCA, Cyber & Data Security, ISO standards
  - Retrospective form filling is no fun

- **The technical side is difficult, selling is easy**
  - Selling to the NHS is very complex, you need to use many routes to market
  - The NHS is very risk averse, you need factual data from the UK to support your product
  - Health economics data is key; budgets are getting smaller

- **Pilot projects will get you business**
  - The NHS likes free pilot project to try the technology
  - If they can't pay for it now, it is unlikely they can pay for it after the project.

KEY CONCEPTS IN REGULATION FRAMEWORK
- Medical device definition
- Risk based classification
- Medical device file (technical performance and clinical evaluation)
- Quality Management System
- Entities providing approval for market
- Traceability
- Post-market surveillance

The NHS doesn't want to be sold to

Panel discussion

Q&A

Final thoughts

- This webinar will be available on the Future NHS platform and on the Innovate UK Business Connect Healthy Lives Community of Practice website.

- Sign up for our newsletters to keep up to date with industry developments and opportunities

The Mindset newsletter

Innovate UK's Healthy Lives Community of Practice