

Bridging the gap

Helping patients benefit from
better products and services



“challenging, stimulating and provided real actionable feedback”

Founder, medical device company

“helped us define a strategy to approach the NHS, and stopped us from going down dead-ends”

Entrepreneur and CEO, digital health company

“invaluable in helping us to develop our insights, challenge our assumptions and highlight the areas to focus on”

Director, specialist pharmacy

“incredibly useful”

CEO, digital health company

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How we help

Quality of care

The quality of care provided to patients depends – almost every time – on technology. From the digital thermometer or patient records to robotic surgery, and genomic medicine, technology is at the heart of modern healthcare.

Taking advantage of the latest technology is crucial. It helps improve health outcomes, the sustainability of the health and social care system as a whole, and reinforces the attractiveness for companies to work with NHS staff to develop the next generation of products.

Bridging the gap

There is an on-going challenge for health and social care staff to know what credible and affordable technologies are available.

Similarly, there’s a challenge for product developers to know what the priorities are, what is affordable and what evidence is required.

There’s a gap that needs to be bridged.

That’s where Academic Health Science Networks come in.

We provide a range of services to ensure companies have an informed approach to the development, evaluation, adoption and sustained use of their product in the healthcare market (not just the NHS).

Solutions

This saves significant effort and time for companies, and helps NHS commissioners, providers and social care by filtering out offerings that are not yet ready, and helping to find products and services more likely to meet their needs.

By supporting industry, our services help the NHS and social care find solutions that are fit for purpose.



How it works

The AHSNs' market insight services have been developed through close working with companies and NHS organisations, drawing on many years of experience of technology adoption in the NHS complemented by experience of technology development.

In short, we help bridge the gap between industry and the NHS (and the wider health system).

The AHSNs can help companies through the healthcare maze, saving them time and money. We can help companies understand how the system works and how to avoid or overcome the challenges it holds, therefore optimising their market access strategy.



Where to begin – for the NHS

To enable AHSNs to help NHS and social care organisations we need an up to date understanding of priorities and constraints which might affect uptake of technology.

Through our regular contacts with clinicians and managers in providers and commissioners, we gain an understanding about their needs and issues which we can share with companies.

These contacts also enable us to check with staff about their views on the technologies we offer them.



AHSNs are very good at flagging up innovation and best practice – it's like having a personal shopper, they come and offer you a number of things that you might like to try"

Dr Claire Fuller, Senior Responsible Officer for the Surrey Heartlands Sustainability and Transformation Partnership

For companies – a structured progression

Starting with a market insights briefing, each stage of the process builds on the previous. As you progress towards market entry we will need to understand in detail how your product or service will impact on services, your ambitions and how you have set your expectations.

Only companies with realistic expectations, affordable products or services and a clear scalable business will be able to progress to the final stages of the services we offer.

Stages of the process are described in detail in the following pages.

Market insights
– health warning

Innovation surgeries
– health check

Complexity
– mitigating risks

Validation
– evaluation in practice

Diffusion
– accelerating adoption



Market insights

– health warning

Who we can help

We work with companies of any size and with any technology. Our insight will help inform your strategy. In turn, your strategy will help us to find contacts for you to work with.

Making a great impact requires preparation. With no definitive guide to the NHS there is real risk that, through no fault of your own, progress may be slower than planned. At best you may learn from early mistakes and at worst abandon a potentially fruitful business to your, the NHS and patient cost.

Each innovation briefing lasts for up to an hour and a half. We will highlight complexities that are known to inhibit adoption, impact and sustained use.

Eyes wide open

We want companies to ensure that they get the right outcome from each and every contact they have with the health system, including ourselves. A quicker yes or no for the right reason is in everyone's interest.

To ensure that is more likely to happen we will explain how the NHS and wider health system works within its organisational and financial constraints.

Credibility

We will work with you to suggest how you may position your product from the clinician and buyer perspective.

Benefits

By the end of a Market insight session, you will be aware of what preparation you will need to undertake before coming to a 1:1 innovation surgery, including guidance on how to write the first draft of your value proposition and budget impact model.



Innovation surgeries

– health check

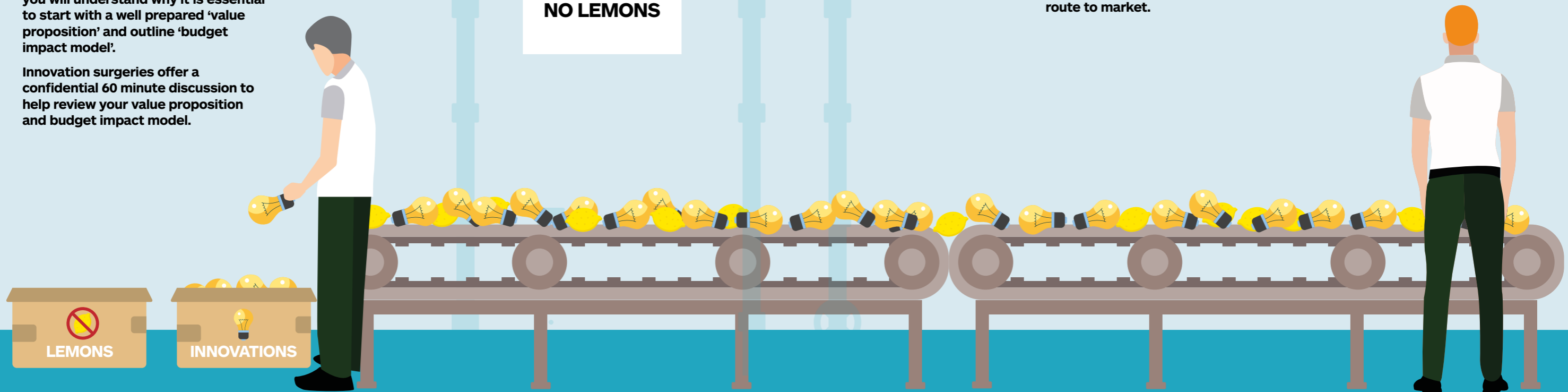
Confidential review

After the market insight briefing you will understand why it is essential to start with a well prepared 'value proposition' and outline 'budget impact model'.

Innovation surgeries offer a confidential 60 minute discussion to help review your value proposition and budget impact model.



NO LEMONS



Avoiding lemons

It can be hard for industry and the NHS to connect effectively. We help companies with a credible proposition find the right people to talk to in the system.

The NHS sees us as a credible adviser who can help them find products and services of value - saving time and money by helping them avoid the 'lemons'.

Creative solutions

After reviewing your value proposition and budget impact model at an innovation surgery, we will help you identify any changes you may need to make to account for 'complexities' likely to affect adoption and sustained use of your product.

Alongside the product or service offering we will want to hear about your company's expectations around uptake, and intended route to market.

Benefits

By the end of an Innovation surgery you should be clear about the material you will need to produce to support your next steps.

This will include any improvements needed to your value proposition and budget impact model, as well as what preparation is necessary to complete a "validation in practice".

Complexity

– mitigating risks

Health and social care systems are made up of many components that interact with each other and evolve dynamically. How these systems respond to health technology innovation cannot be fully predicted or controlled.

AHSNs can help you identify and understand complexity and take steps to reduce the risks to your project. The first step is taking complexity into account at the planning stage.

Then it needs to be demonstrated or validated in the real world.

The AHSN approach

Our experience of working with industry suggests that complexity is best approached in a semi-structured and iterative way. We start with describing what success looks like when your product or service has been adopted. We'll help you consider questions such as:

- ▶ who are the people or patients with the condition who will benefit from the innovation?

- ▶ who are the health care staff who will interact with those people and the health technology?
- ▶ who will need to agree the budget to cover the costs that will enable the product or service to be purchased?

Transition

Separately, we will need to understand the project path to achieve that success. How will the opportunity be perceived? How will its impact be seen? Can the product be tried out in advance? Can it be scaled over time in a controlled manner? How disruptive will this change be?

Confidence

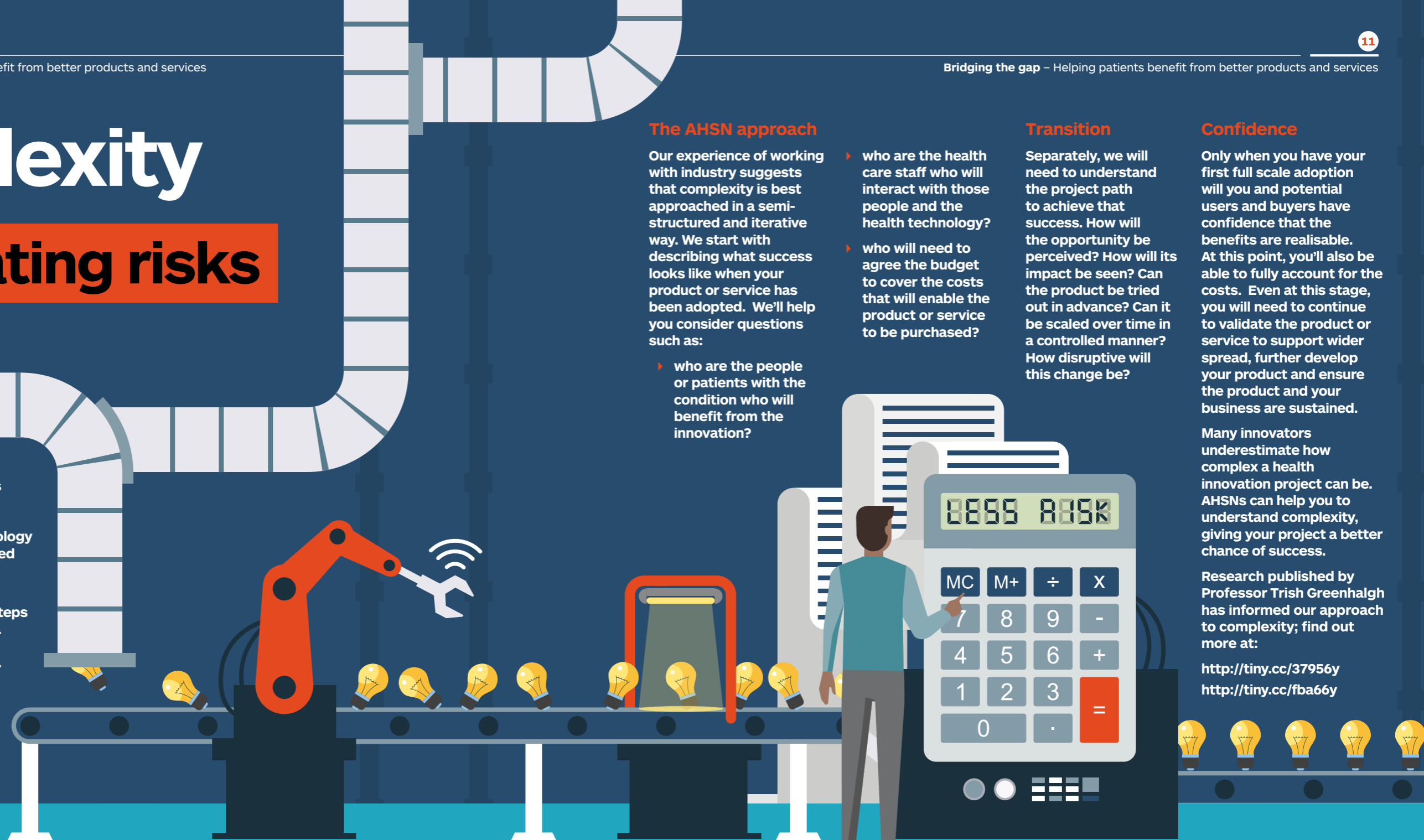
Only when you have your first full scale adoption will you and potential users and buyers have confidence that the benefits are realisable. At this point, you'll also be able to fully account for the costs. Even at this stage, you will need to continue to validate the product or service to support wider spread, further develop your product and ensure the product and your business are sustained.

Many innovators underestimate how complex a health innovation project can be. AHSNs can help you to understand complexity, giving your project a better chance of success.

Research published by Professor Trish Greenhalgh has informed our approach to complexity; find out more at:

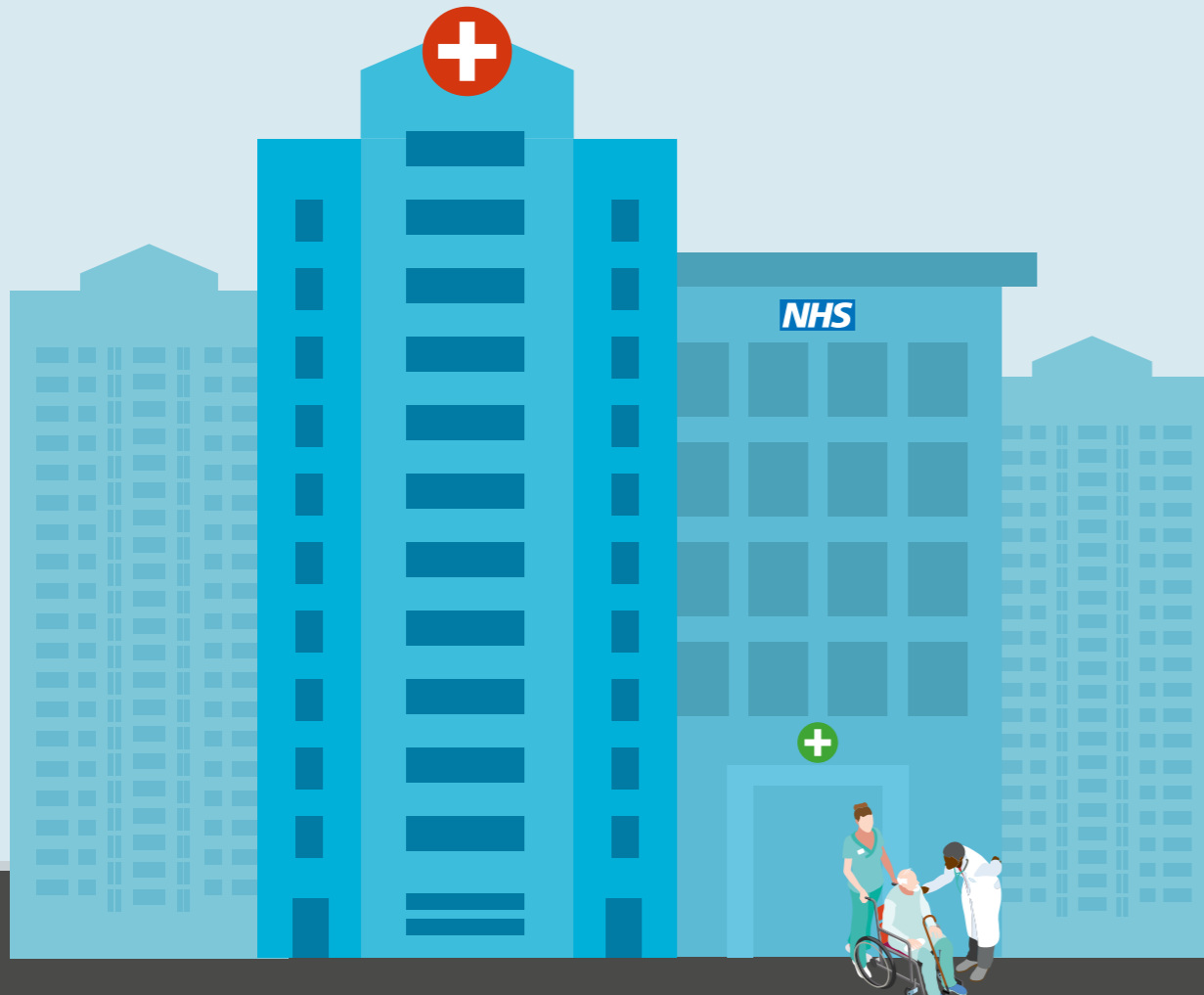
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Validation

– evaluation in practice



Validation

The process is intended to help identify and overcome any challenges to adoption, such as integration with other technology or staff training. It will equip you to approach the wider market more effectively and achieve faster results.

Most importantly, the validation process gives industry and the NHS a way of working together to achieve better results for patients.

Opportunity

An evaluation in practice gives an opportunity to work with the relevant health and social care partners to understand in detail the practical issues faced by organisations wishing to adopt your technology.

You will also gain feedback on your product and its relative value.

Benefits

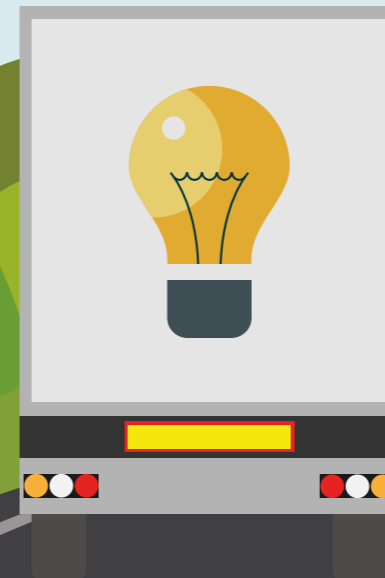
At the end of the validation process the company and the adopting organisations will have a shared understanding of the following:

- ▶ confirmation that the technology enables the benefits to be realised (or that the benefits and/or timeframe to achieve them have been adjusted)
- ▶ a case study that reflects both the impact of the intervention and the experiences of those involved, and
- ▶ a blueprint for spreading and adopting in the next locality.



Diffusion

– accelerating adoption



Our National network

By this stage in the process you will have a strong, validated case study about how your product has been adopted and the impact that was achieved.

Through our local contacts we will raise awareness of the opportunity your product or service offers.

We share information across all 15 AHSNs in England through our Innovation Exchange, so that we don't all do everything from scratch.

When we share details of your product it will be clear that it has successfully completed a process that has validated its potential and the process for adoption – opening up access to the market for your product.

Gateway

This can be a gateway to faster spread and adoption of your technology, which means more patients benefit more quickly.

It widens and strengthens your reach into the market, helping to topple any dominoes that may stand in the way of wider adoption.



About Academic Health Science Networks

There are 15 Academic Health Science Networks (AHSNs). The network covers the whole of England.

AHSNs

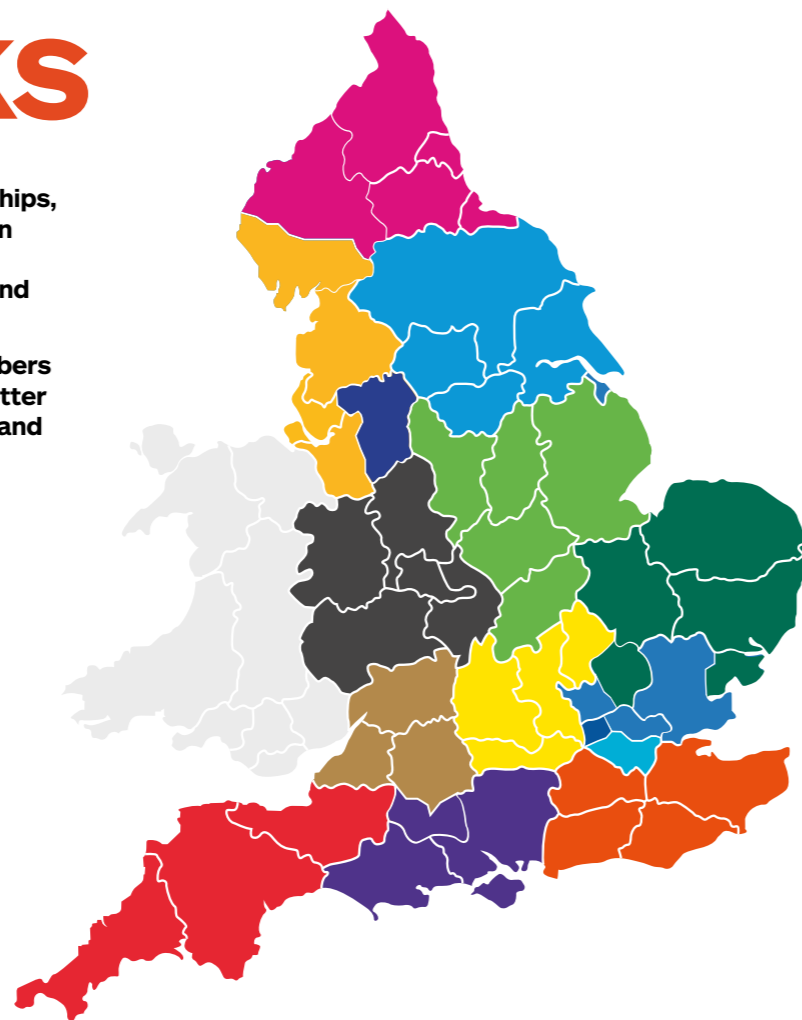
- ▶ spread innovation
- ▶ improve health, and
- ▶ generate economic growth.

by connecting

- ▶ health and social care
- ▶ industry
- ▶ researchers, and
- ▶ the voluntary sector.

We create partnerships, enable collaboration and respond to the needs of patients and populations.

We work with members and partners for better health, better care and better value.



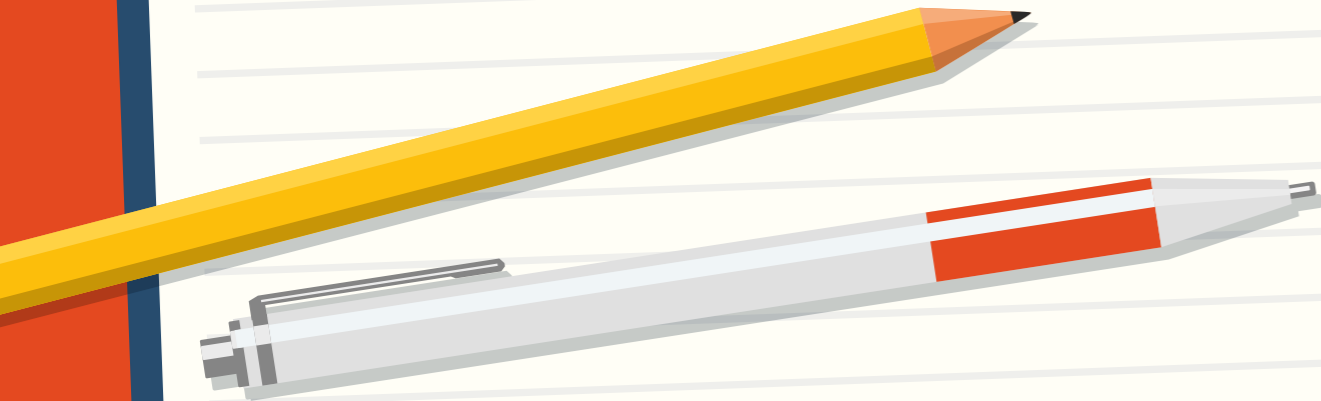
Innovation pathway

The national network of Academic Health Science Networks (AHSNs) provides services that span the entire innovation pathway. Individual AHSNs have described what they offer locally and access to each AHSN can be gained via the AHSN Network website www.ahsnnetwork.com



Top tips

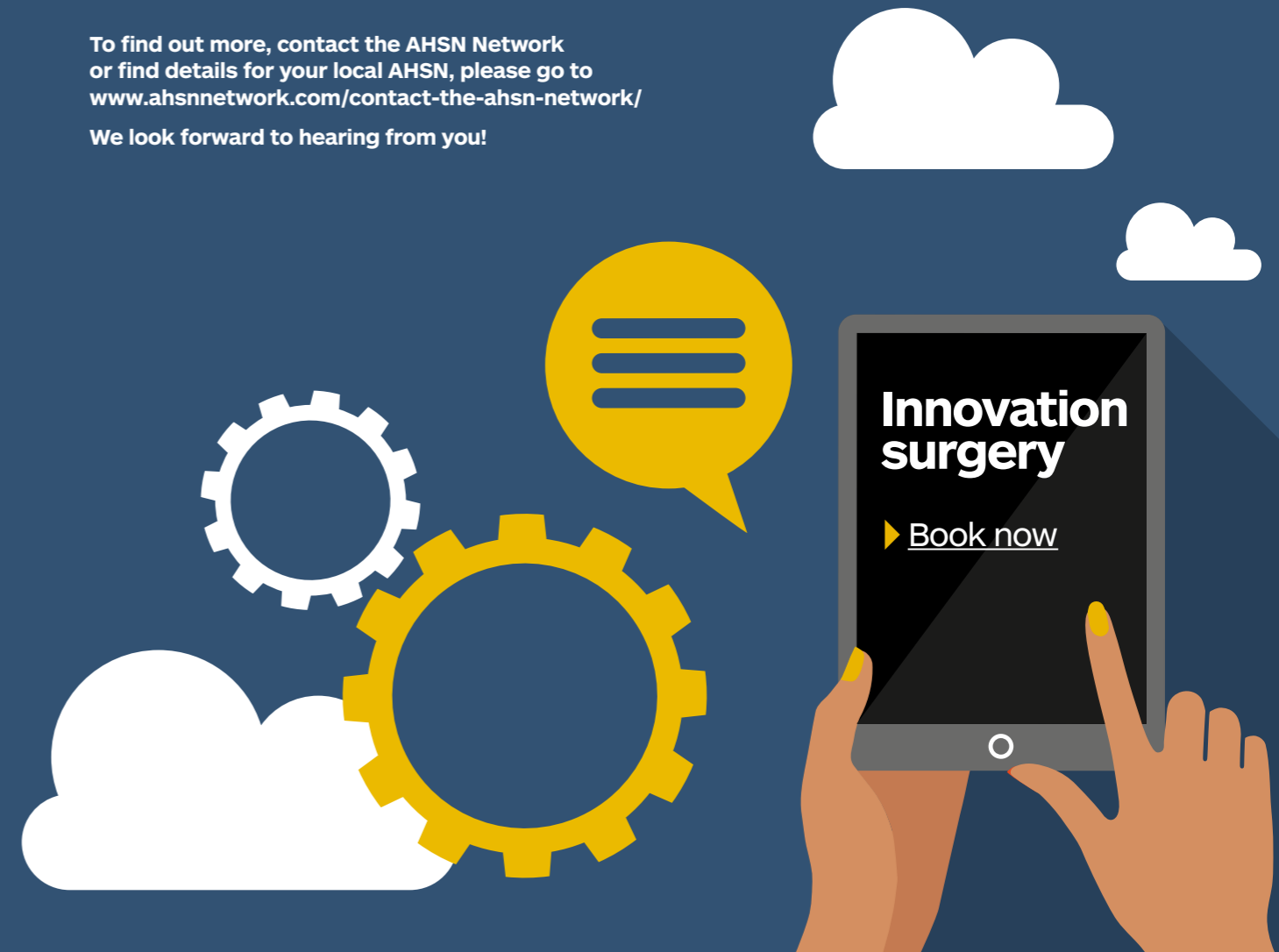
- 1 Attend a briefing as early as you can. Feedback from attendees typically refers to regretting not being able to access this or a similar service earlier.
 - 2 Be clear who your target customer is. The NHS is a sector not a single organisation. Be clear which organisations, with which attributes, you believe will most benefit from your technology.
 - 3 Make your value proposition resonate. Provide an example of the situation that the NHS will recognise and relate the impact to the current state of affairs.
 - 4 Be clear about what you know and have evidence to support, rather than stating what you believe but don't yet have the evidence for.
 - 5 Prepare your 'budget impact model' from an NHS service level perspective. What budget will be required? What currency will the impact and benefits be in? When will they be realised?
- This should be presented in a format that allows an organisation to model the impact themselves – that's why we focus on your 'budget impact model'.



How to access our services

To find out more, contact the AHSN Network or find details for your local AHSN, please go to www.ahsnnetwork.com/contact-the-ahsn-network/

We look forward to hearing from you!



**Do you have a new product or technology
ready for use in the NHS?**

Trying to find your way through the healthcare maze?

Struggling to make sense of NHS finances?

Academic Health Science Networks bridge the gap between industry and the NHS. Our services save effort and time for industry. We help our members by filtering out offerings that are not yet ready and filtering in products and services more likely to meet their needs.

Contact us

*The***AHSN***Network*

 @AHSNNetwork

 The AHSN Network

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