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Innovate UK
Technology Strategy Board

INNOVATE UK 2014

THE GLOBAL SPOTLIGHT ON UK INNOVATION

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COMBINATORIAL INNOVATION' WHERE ARE THE COMMERCIAL OPPORTUNITIES IN THE NHS UK'S 5 YEAR PLAN?

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Simon Bramwell

Technology Project Manager ADI

digital health and care alliance

dhaca

www.dhaca.org.uk

ALIP and Dallas as “Combinatorial Innovation”

Simon Bramwell, ADI

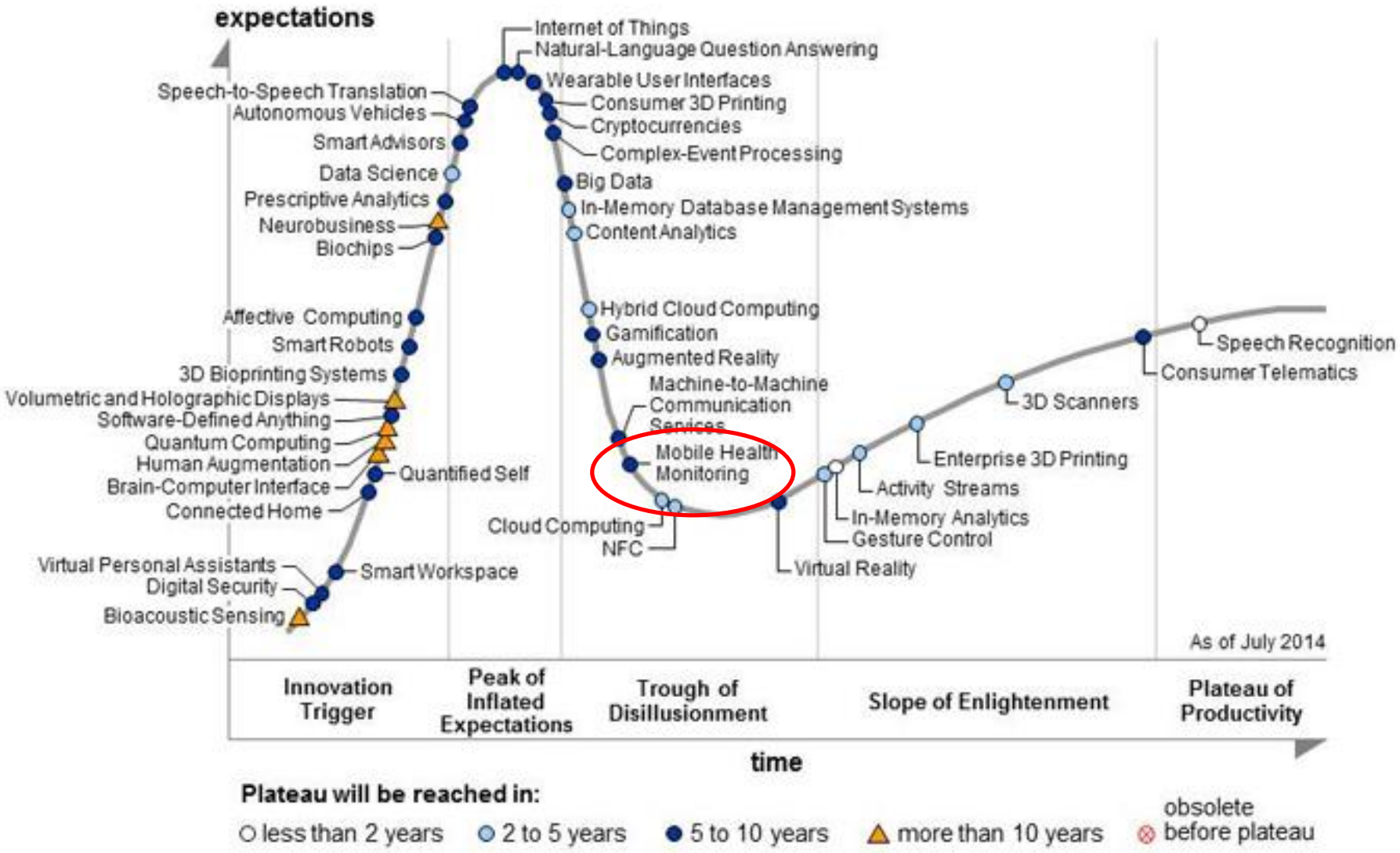
Dallas as "Combinatorial Innovation"

Simon Stevens Five Year Forward View

Many of the innovation gains we should be aiming for over the next five or so years probably won't come from new standalone diagnostic technologies or treatments -the ***number of these blockbuster 'silver bullets' is inevitably limited***….

…but we do have an ***arguably larger unexploited opportunity*** to combine different technologies and changed ways of working in order to transform care delivery. …
So instead we need what is now being termed '***combinatorial innovation***'. …where **staff, technology and funding all align in a health system**

Where are we now ?



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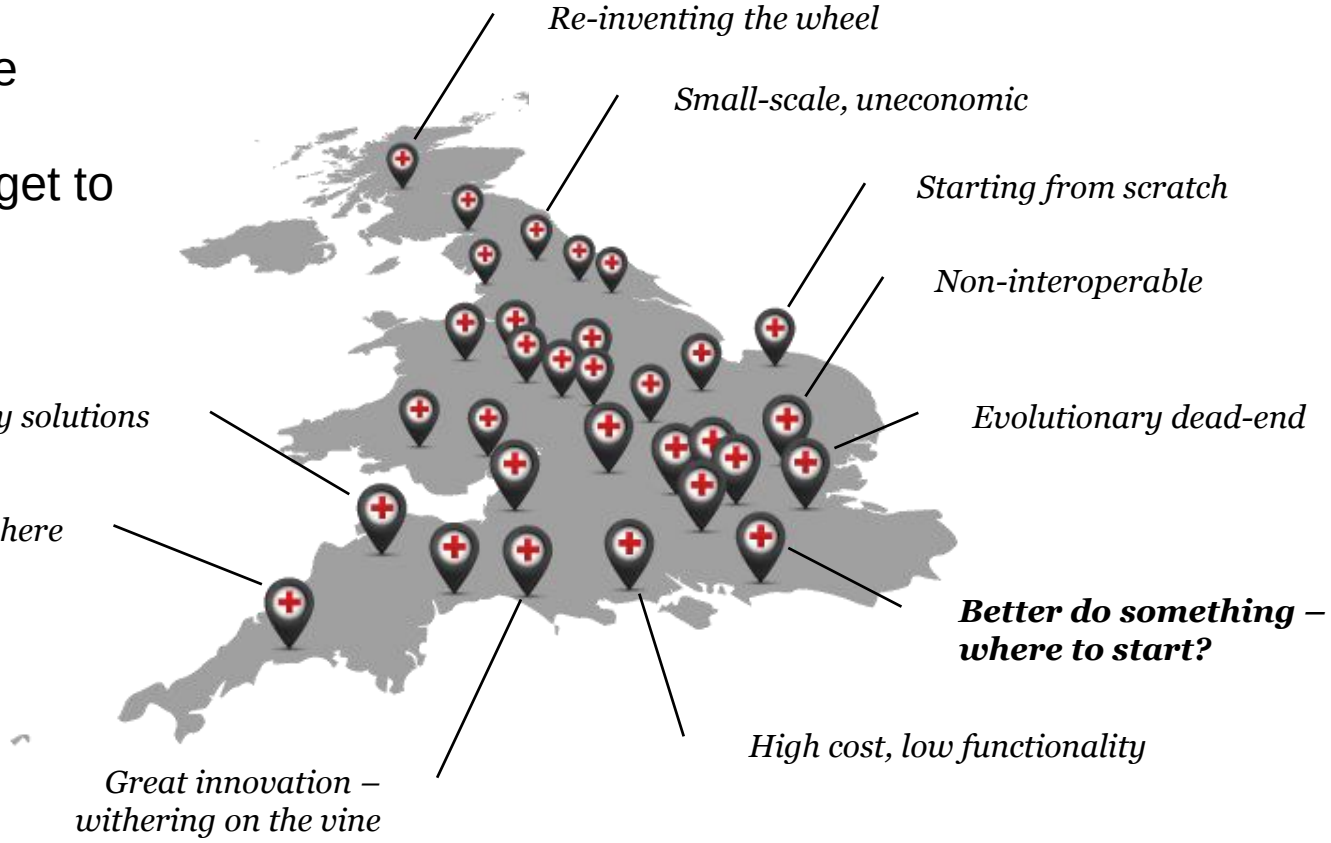
“ Pilotitis!” The innovator’s curse!

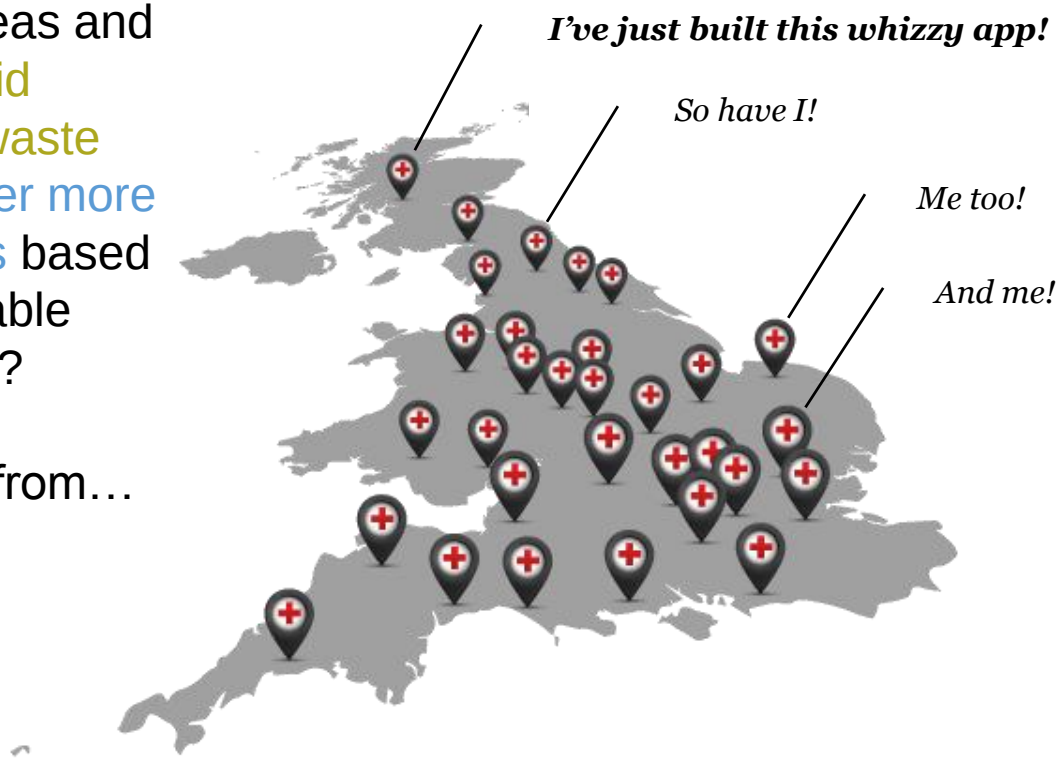
How can we ensure **Healthcare technologies** are interoperable, translatable and get to scale?



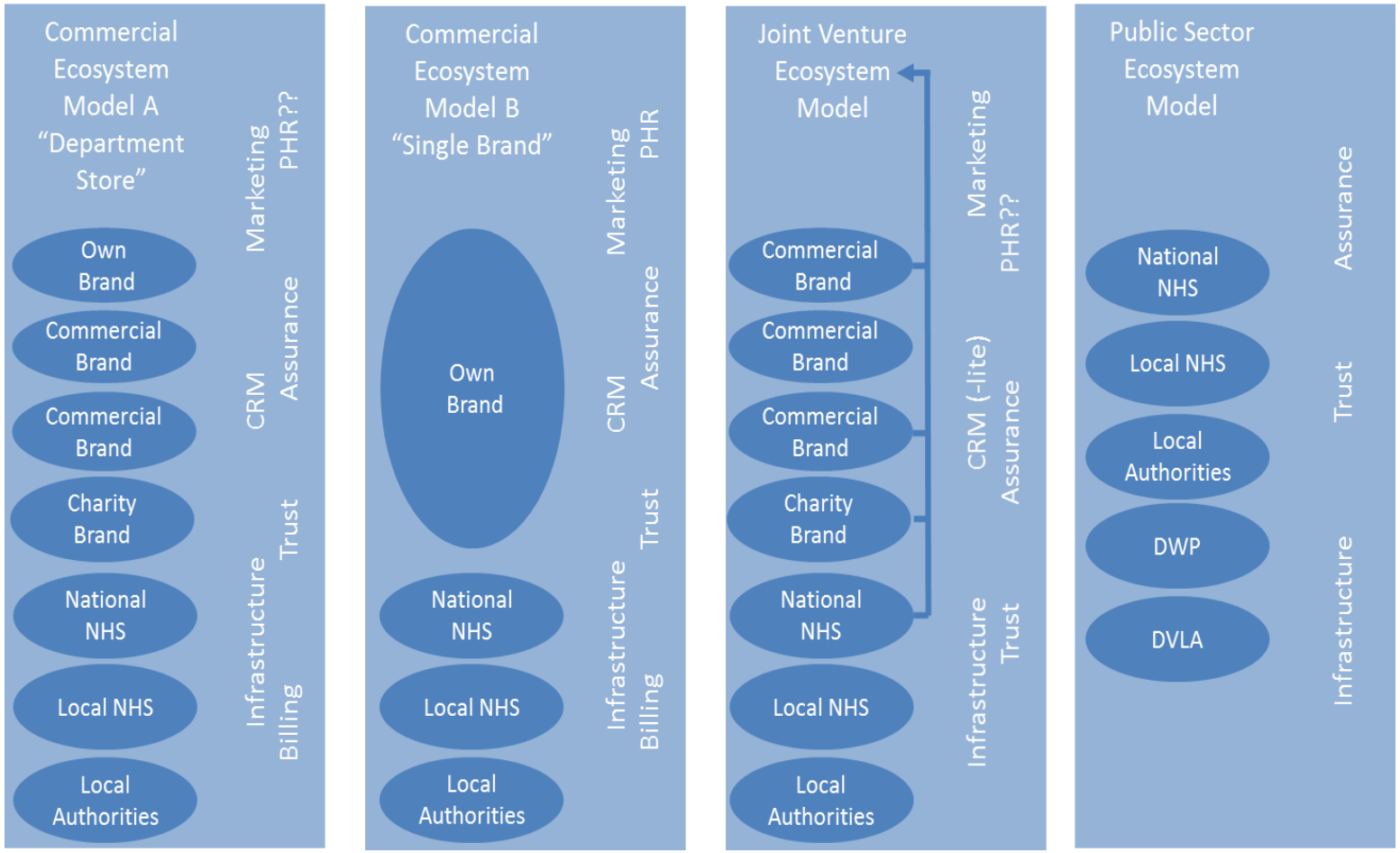
The Challenge.. Get from here

How do we pool needs, requirements, ideas and resources to avoid duplication and waste and develop richer more valuable services based on more sustainable business models?

So we get away from…



...to here. Thriving at-scale markets



Looks at commercial and operational issues. Defines technical specifications, commercial and operational codes of practice.

Members: initially ecosystem operators such as NHS, Local Authorities and a few big brands. In the future will involve the whole

DHACA industry forum

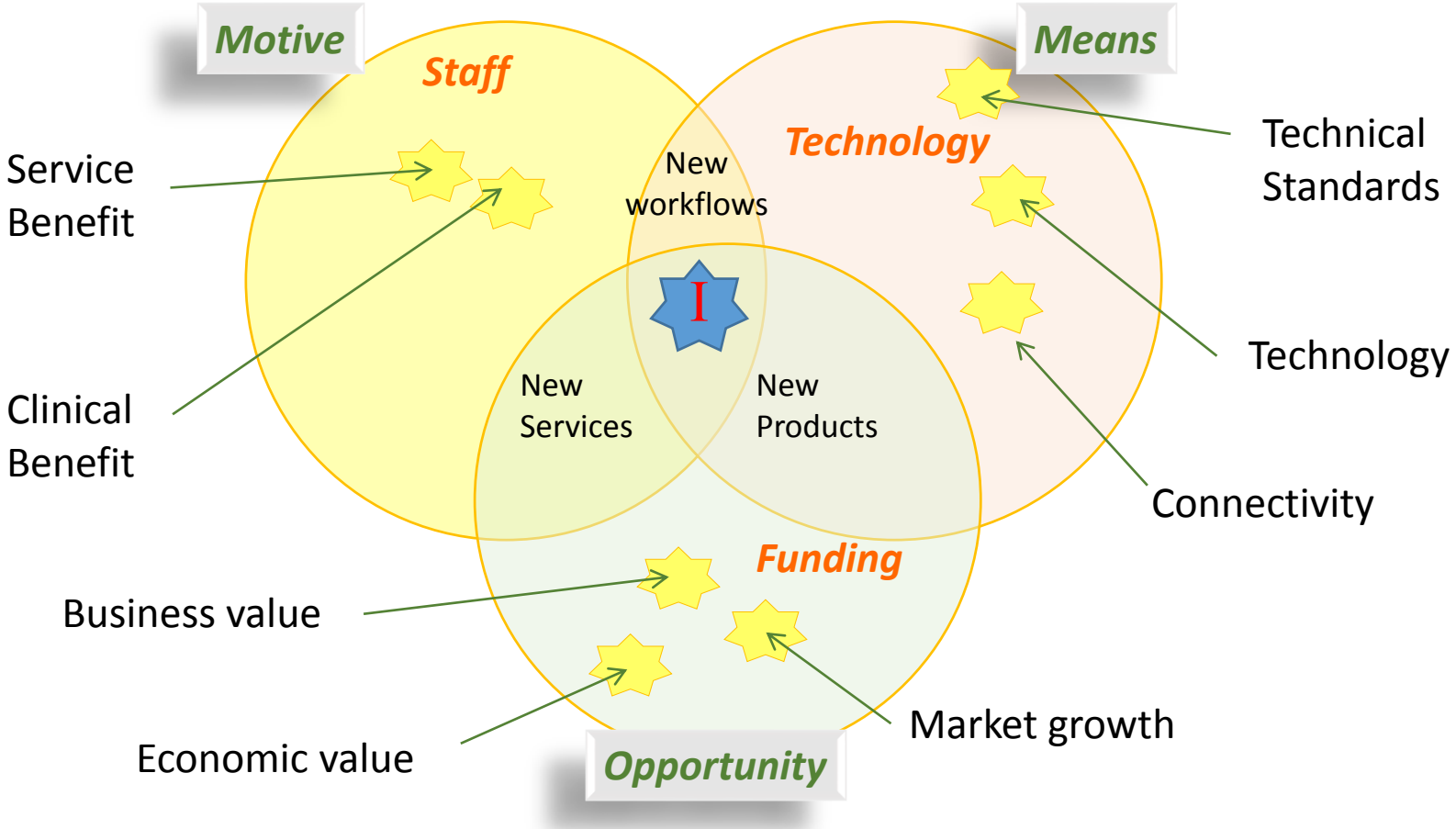
ALIP and dallas have provided a platform for such combinatorial innovation

Combinatorial innovation…

…where **staff, technology and funding all align in a health system**

Case study: Working with care homes
Airedale Hospital: video consultations with local care homes.
Emergency admissions care homes have reduced by 35% and A&E attendances by 53%

Combinatorial Challenges:
The Means, Motive and Opportunity of Interoperability



…where **staff, technology and funding all align in a health system**

Dallas Communities

LIVING IT UP

Leader	NHS24
Market	Scottish population, starting with 5 regions
Key players	Sitekit, Maverick, NHS boards, ...
Intention	Broad offering of services with single access portal NHS and private open to innovative suppliers “Marketplace” concept

SHINE	DISCOVER	CONNECT	FLOURISH
What are you good at?	What's available for you locally?	Who would you like to talk to?	What keeps you well?

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YEAR ZERO

Leader	Digital Life Sciences – Andrew Chitty
Market	National, starting with young families 4 geographic areas initially
Key players	Microsoft, NHS partners, RCPCH
Intention	Consumer-led self-management of healthcare
Strategy	Build on eRedBook concept, with Health Family Tree to reach wide demographic. A Better Plan for self-planning

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More independent (Mi)

Leader	Liverpool NHS
Market	Liverpool population
Key players	Philips, Tunstall, Informatics Merseyside, Various NHS bodies, Riverside
Intention	Consumer-led self-management of health and care
Strategy	Define life-enhancing plans and promote life-enhancing technology.

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Liverpool Mi

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For people with a care and health need, Mi partners are supporting people with long term conditions with health technology and supporting GPs to prescribe:

* 40 units per week of health technology.
* Simple health technology (Flo) for people with or at risk of hypertension
* Care technology (community alarms and falls package) for people at risk

Warm Neighbourhoods®

the i-focus Community

Leader	ADI
Market	National, through service delivery channels
Key players	HDTI, Canary Care
Intention	low-cost consumer-focused service
Strategy	build low-cost “reassurance service” for vulnerable adults and their informal carers
Progress so far	Trial service now in planning

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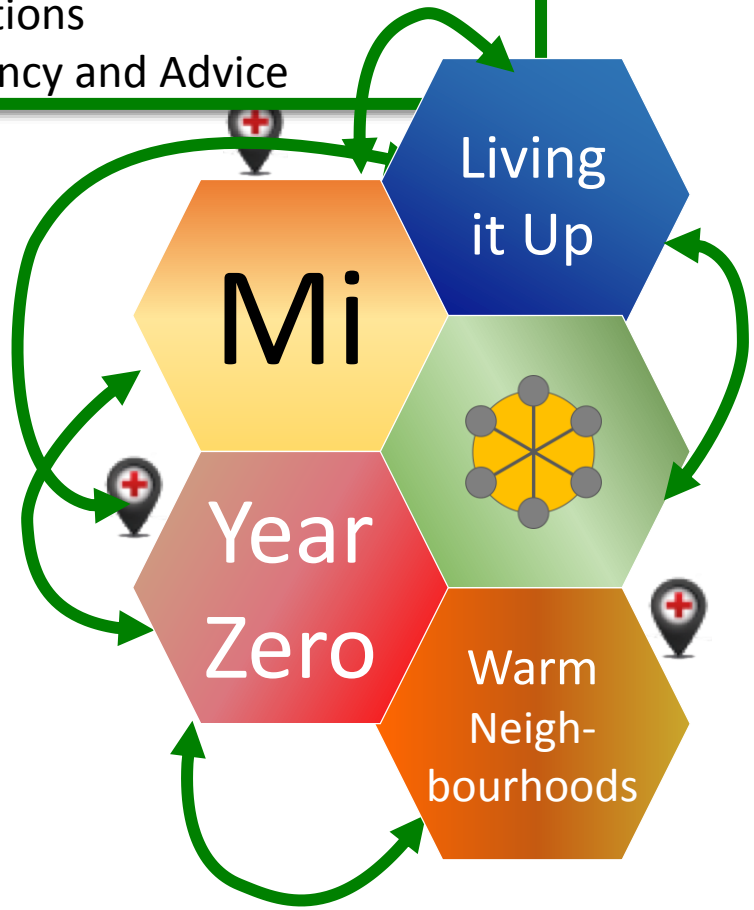
i-focus role in dallas Communities

Propagating Best Practice across dallas
Facilitate Interactions
Provide Consultancy and Advice



Stakeholder Requirements

Profiles on:

- Information Governance
- Identity and Consent Management
- Trust Frameworks
- Medical Devices Directive
- Reference Architectures
- Multiplatform Deployment
- Economic and Business Modelling
- Personal Health Records and Statutory Healthcare

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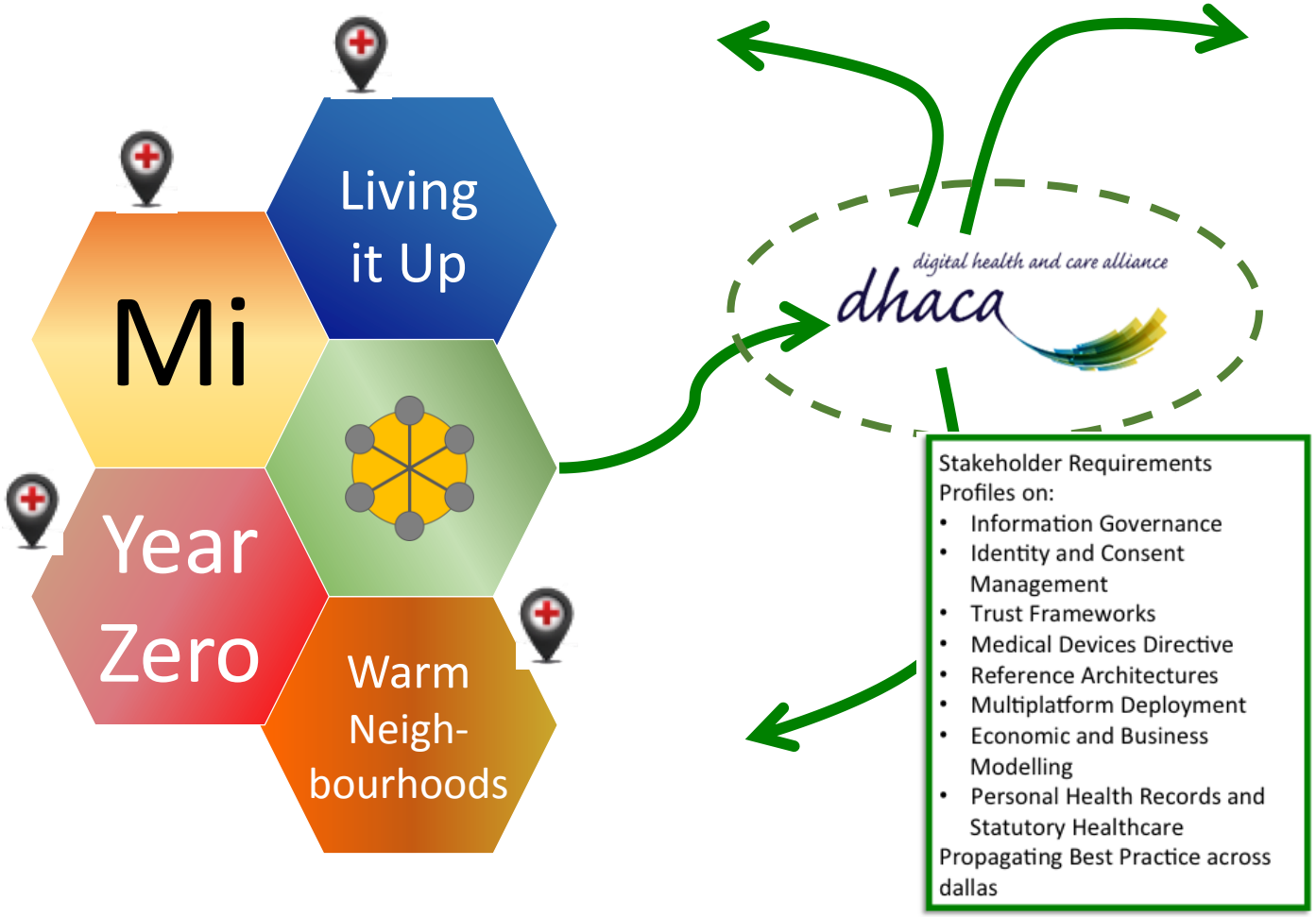
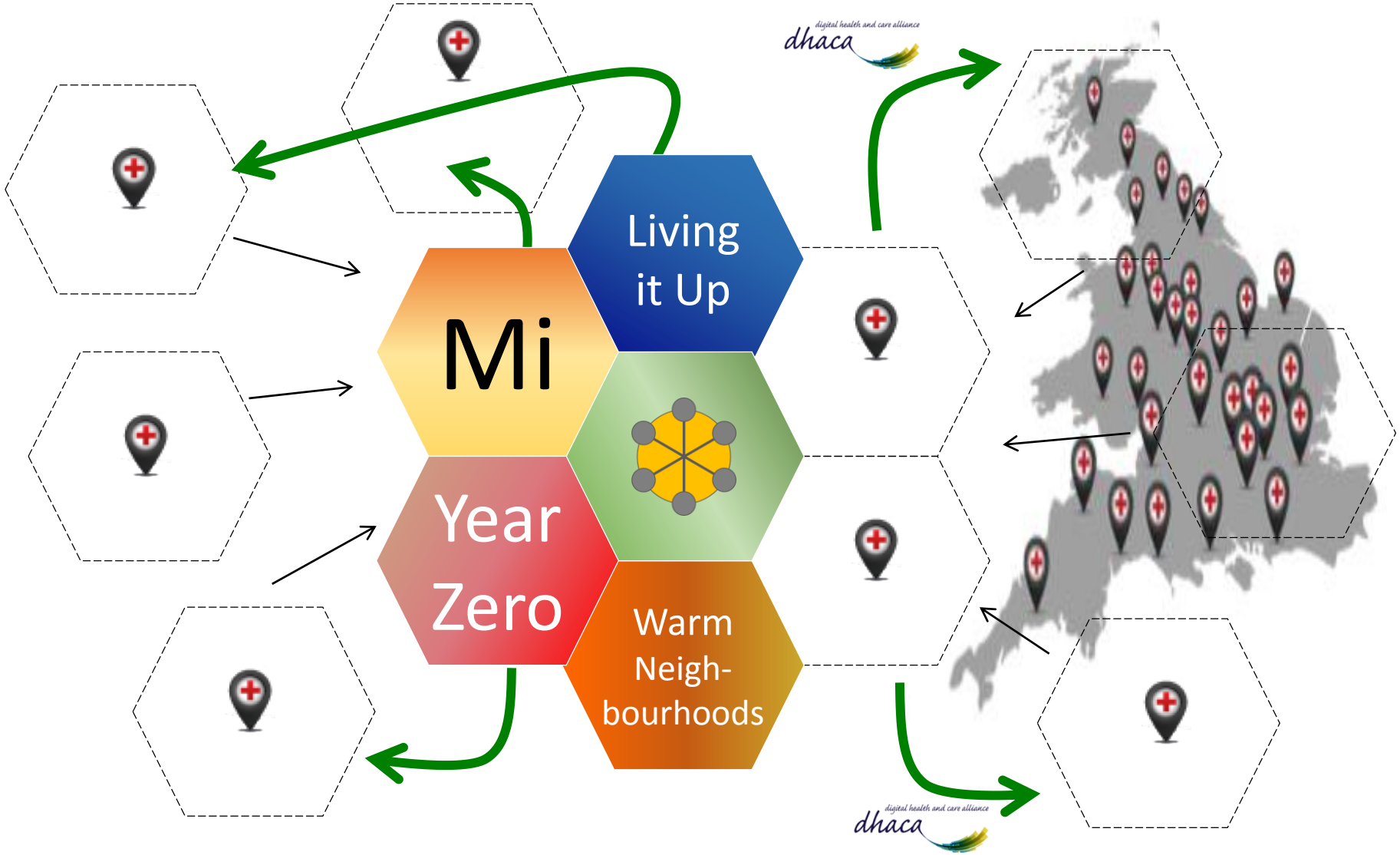
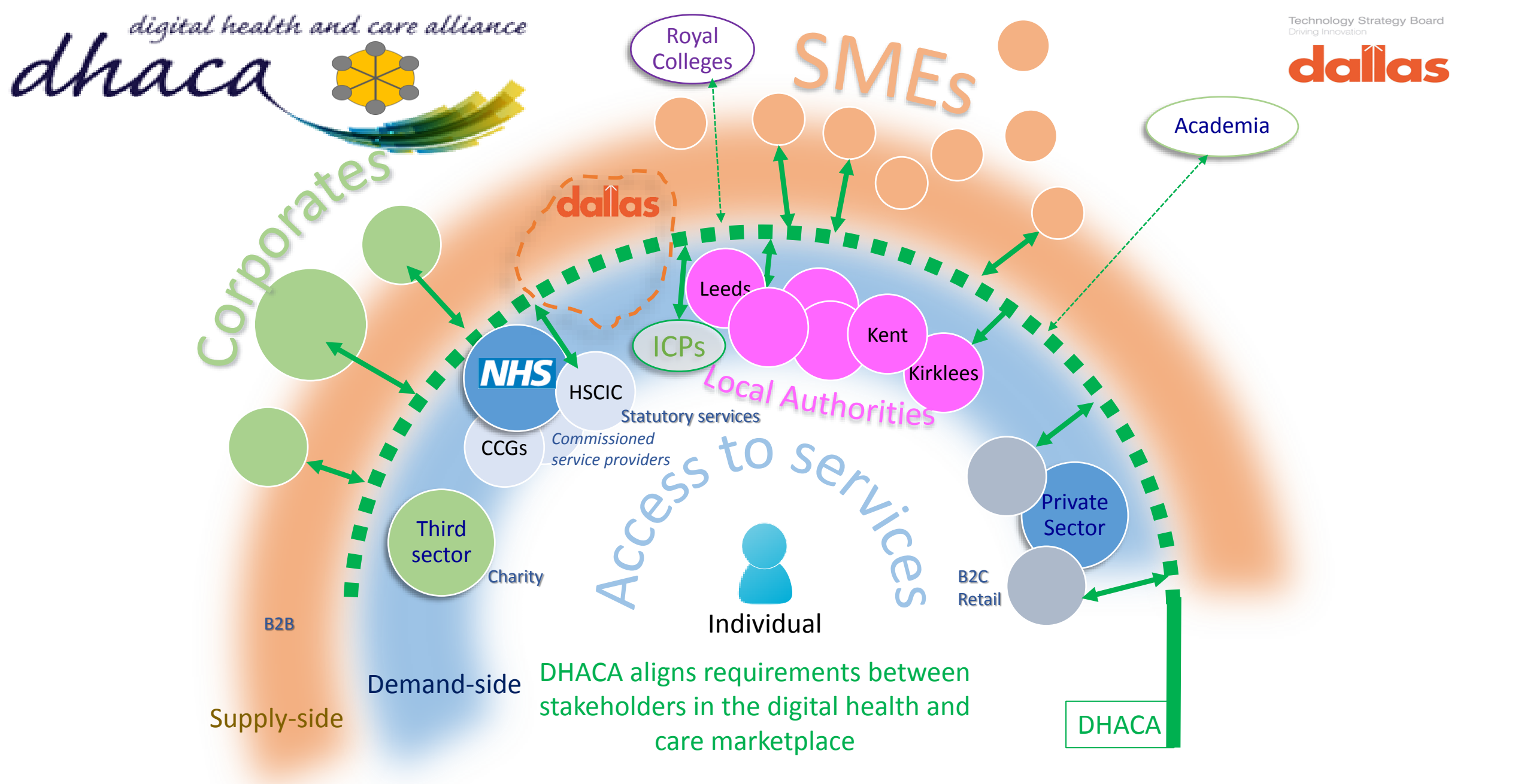
DHACA: taking it beyond dallas



DHACA's mission





DHACA facilitates combinatorial innovation

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DHACA today

- Launched July 2014
  (end Year 2 of dallas)
- 320 members
  (growing around 10 per week)
- Quarterly Members' Workshops
- Membership from:

Local Authorities, Technology Suppliers, Third Sector & Patient Groups, NHS & Private Healthcare, Academia

Membership free to individuals

Sustainability requires funding in the longer term

9 Special Interest Groups:

- Information Governance
- Reference Architectures
- Self-Care
- Medical Apps
- Scalability
- Benefits and Value
- Economics and Business
- Healthcare Education
- Patient Viewpoint

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