

# HEALTHCARE INNOVATION PROGRAMME

## Outline of the core concepts

### Introduction and Positioning

To explore the course; to allow the participants to explain their specific objectives from the course and where they feel their areas of greatest need lie. This will also help to ensure that the participants attend the right optional modules.

### Succeeding in the NHS

To understand how the NHS addresses new ideas and brings them into effect and the implications for the “selling strategies” of the course participants. This will cover the promotion of internal innovation and the “selling” of external innovation. The module will cover both the formal processes, but also, most importantly, how “decisions to use” and “decisions to buy” play out in the NHS culture.

### Building Clear and Credible Plans

To explore the key elements and components; the thinking, research and analysis; and the presentational format and logic; that need to be part of any form of business plan that is convincing to investors (whether internal or external, entrepreneurial or socially minded).

Types of business plans

- A. BUILDING AN INTERNAL NHS BUSINESS CASE
- B. SOCIAL ENTERPRISES & RAISING SOCIAL/HEALTH INVESTMENT FUNDING
- C. RAISING PRIVATE CAPITAL

### The Complexities of Commissioners, Customers and Users

Healthcare and social care are complex markets where clinical guidelines, professional choice, personal choice, consumer purchasing and means testing cross boundaries with commissioning, buying, and free at point of use services. Understanding how to identify and then navigate these market complexities is a key aspect of this module.

### Market Analysis

To cover the approach to quantifying the scale of the opportunity including: the fundamental question of the scale of the addressable market; how the product service is costed and priced; how to arrive at the right “price point”; how to assess the impact of both direct competition (equivalent products and services, alternatives); how to make a realistic forecast of time to market and the speed of take up.

### Collaboration and Partnerships

Few innovations reach market as the hermetically sealed products of their originators. The purpose of this session is to engage participants in the opportunities that can be created through collaboration and networking with others. This can range from working with larger corporations who, for example, have wide access to markets; working with other small companies with synergistic products and services; engaging with clinical communities that are a direct source of test-beds and support.

### Communication and Presentational Skills

To enable participants to articulate better their propositions through: proposal writing; power point; and short oral pitches. To focus on getting across key messages. To understand the expectations of the target audience and their depth of contextual understanding.

## **Working Up a Pitch**

To enable participants to deploy the learnings of the course and to test their propositions on an expert panel. There will be three panel sessions reflecting the core themes with judges that can represent expertise in each theme. The pitches will be worked on in “peer groups” reflecting the three themes with facilitator support.

## **Mock Business Plan Pitches to Panel**

This session allows all participants to present their Pitches/Executive Summaries to experts and peers and to subject them to positive critical review (of the execution of the presentation). One of the powerful learning aspects of the session is listening to how others present their plans, what works and what doesn't.

## **Feedback on the day**

As not everyone is starting from the same place with the same objectives, each participant will receive a feedback session from one or two panellists. The purpose of this session will be to help the participant to identify developmental needs across the business proposition and to help identify how those needs might be met.