

## Meeting Agenda:

Doing Business with the NHS: Why is it so difficult?  
12th December 2013, Greenheys Building, Manchester Science Park.

<b>09.30 – 10.00</b>	<b>Registration &amp; Networking</b>	
10.00 – 10.10	Welcome	Rowena Burns, CEO, Manchester Science Parks
10.10 – 10.20	Manchester Ecosystem Welcome & Update	Chris Taylor, Chair, Manchester Ecosystem
10.20 – 10.30	ECHAlliance Update	Brian O'Connor, Chair, ECHAlliance
10.30 – 10.50	The AHSN Vision	Chris Burke, Programme Manager, GM-AHSN
10.50 – 11.10	An Overview – The View out there	Chris Burke, GM-AHSN (on behalf of Phil Dylak, NW Coast AHSN)
<b>11.10 – 11.35</b>	<b>Coffee break &amp; Networking</b>	
11.35 – 12.00	A Case Study – Stockport CCG & Metropolitan Borough Council	Terry Dafter, Director Adult Social Care, Stockport MBC Jaweeda Idoor, Clinical Director Service Transformation, NHS Stockport CCG
12.00 – 12.25	An Industry Perspective: Janssen Healthcare Innovations	Nayan Kalnad, Senior Manager, JHI
<b>12.25 – 13.30</b>	<b>Lunch and Networking</b>	
13.30 – 13.50	A Route to Wealth Creation: A White Paper	Chris Roche, CTO, Big Data Collaborative Networks, EMC <sup>2</sup>
13.50 – 14.30	Panel-Led Discussion & Action Planning	Dr Andy Judson, Director of Data Science, Aridhia Nayan Kalnad Jaweeda Idoor Chris Roche
<b>14.30 – 14.55</b>	<b>Coffee break &amp; Networking</b>	
14.55 - 15.25	<b>New Members Introduction Session: "Why we Joined"</b>	
	Medvivo	Bryn Morgan
	EMC <sup>2</sup>	Chris Roche
	eLucid	Farid Khan / Graham Howieson
	Integral Finance	Mark Hollingworth
	Isosec	Marc Pouland/Nigel Elson
15.25 – 16.00	<b>Open Floor:</b>	
	<b>Spotlight:</b> 'Horizon 2020: The Landscape'	Andy Bleaden, Stockport MBC
	Ecosystem Project Updates	
	Information sharing	
	Offers and requests for collaboration	
<b>16.00</b>	<b>Closing Remarks</b>	



# Meeting Output:

Doing Business with the NHS; why is it so Difficult?  
13th December 2013, Manchester Science Park.

For our final Ecosystem event of 2013, we looked at one of the major barriers to 'making connected health happen', namely the difficulties experienced by many organisations trying to work with the NHS. The community explored real world experiences of 'doing business' from different perspectives with a view to understanding the challenges faced from all sides and influencing relevant decision makers.

## 1. Presentations and Key Points:

(Presentations attached where available. To view, click relevant title)

**The AHSN Vision**, Chris Burke; Programme Manager, GM-AHSN  
**An Overview: The View out there**, Chris Burke; Programme Manager, GM-AHSN

- Not just about good ideas, but about having appropriate models to implement them.
- NHS needs to improve definition of what it wants.
- AHSNs are looking to challenge the status quo; link to decision makers and promote without prejudice.
- There exists a multitude of procurement systems for suppliers to navigate.
- Engagement stage: all approaches are criticised. Produces a prototype & you're told 'you should have spoken to us first', without a prototype it's 'use some initiative and show us something'.
- AHSNs aim to benefit local industry partners.

**Integrated Care: Why is it so Difficult?** Terry Dafter, Stockport MBC & Jaweeda Ido, Stockport CCG

- Stockport CCG and MBC are working in partnership to improve integrated care in the borough.
- Nothing gained for different organisations in shifting responsibility around. To meet the unprecedented challenges facing health and social care, success depends on different organisations sharing responsibility and pooling resources.
- Cultural differences can be overcome!
- Challenges: Who is the decision-maker, where are the decisions being made?

**An Industry Perspective: Janssen Healthcare Innovation;** Nayan Kalnad, Senior Manager

- Currently using mobile technology in pilot projects focussed on three areas: mental health, orthopaedics and vascular disease.
- Pilots have achieved 50-60% reduction in readmission rates for mental health and 50% reduction in duration of hospital stay for orthopaedics.
- Dialogue is essential, but engaging in dialogue with the correct individuals can be challenging.
- Innovation is risky: all partners need to accept that there is possibility of failure.

## Collaborating with JHI:

- JHI happy to assist in applications for joint funding, and where appropriate will provide support during initial stages.
- Also able to work with partners/potential partners to develop effective business cases, where required for commissioners.
- Looking to develop shared-savings model. May be willing to provide an upfront investment in specific cases.

## A Route to Wealth Creation: A White Paper, Chris Roche; CTO Big Data Collaborative Networks, EMC<sup>2</sup>

- Chris presented the White Paper authored by Ecosystem partners EMC2 and Aridhia.

## 2. Panel Session, 'Where do we go from here?':

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The panel session sought to engage panellists and audience members in synthesising key thoughts from the day. Delegates were asked to discuss recommendations for easing business processes with the NHS, the role of open business models in making business easier, and what the Ecosystem should be doing to help.

Panellists were Dr Andy Judson (Director of Data Science, Aridhia) Nayan Kalnad, Jaweeda Idoos and Chris Roche. Our thanks to Dave Crowther of Melandra for chairing the session.

### From positive experiences of 'doing business' with the NHS, panellists made the following recommendations:

- NHS needs to be more flexible, a move away from the annual budget cycle and more of a focus on the long game.
- Collaboration is key at both local and national level. Clinical partners (eg. AHSNs) are important to maintain 'honesty'.
- Strong clinical lead is essential.
- Networks/support at CEO/exec level is important.
- Businesses need to genuinely understand the requirements of the organisation with which they are trying to work: Listen and focus right through to implementation.
- Understand that the NHS as an organisation is wary of change: Provide support to staff and management in rolling-out new technologies.

### Are there alternative business models which could help?

- Targeting external funding sources: On limited resources this can help to reduce the burden of cost on providers and can add credibility to the project.
- 'Collaboration model': Provide an all round service for patients/staff. Don't just sell software.
- Shared-savings model: This requires a longer-term approach to projects. Can be challenging to implement for businesses as well as NHS, but worthwhile.
- NHS should help to narrow the funding gap by generating wealth themselves: 'Selling their skills and brand' in the same way as the higher education sector has learned to do.

### What can the Ecosystem do to help?

- Continue to facilitate partnerships between larger companies and SMEs.
- Increased focus on agenda-setting, ensuring this is forward-looking.
- Continue to broker conversations/projects with NHS.
- Support SMEs, help to remove barriers.
- Explore EU funding as a vehicle to help kick-start collaborations.



### 3. New Member Introductions:

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The following new members gave introductory presentations (attached where available)



### 4. Discussion:

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#### **Horizon 2020 'A quick and Easy Guide',**

Andy Bleaden; Funding and Programme Manager, Stockport MBC.

Our thanks to Andy Bleaden for his brief introduction to Horizon 2020 and potential positive implications for the Ecosystem.

#### Key Points:

- 70 billion Euros are available from 2014-2020 in a funding stream amalgamating a number of previous EU funding streams.
- Horizon 2020 includes a focus on societal challenges: Health, demographic change and wellbeing, and is therefore clearly aligned with our own objectives and an Ecosystem.
- A section of the March Ecosystem Meeting will be allocated to cover Horizon 2020 in greater depth.



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