



Health
Innovation
Manchester

DISCOVER | DEVELOP | DEPLOY

2018 - 2021 BUSINESS PLAN SUMMARY

 Discover

 Develop

 Deploy

WE NEED TO DO THINGS

DIFFERENTLY

Our vision is to be a recognised international leader in accelerating innovation that transforms citizens health and wellbeing.



In April 2016, Greater Manchester took control of its £6bn NHS budget and set up governance arrangements covering all of health and social care. Leaders and clinicians are now able to tailor budgets and priorities to directly meet the needs of local communities and improve the health and wellbeing of our 2.8 million citizens.

We need to provide care differently because health outcomes are poor and there is unacceptable variation across the 10 areas of Greater Manchester. We know that if we do nothing things will get worse, with an ageing population, increasing incidence of disease and escalating costs of healthcare. To improve requires innovation.

The Greater Manchester Strategy 'Our People, Our Place' sets out a collective ambition to make Greater Manchester one of the best places in the world to grow up, get on and grow old. A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent. This is further endorsed by the 'Taking Charge' strategic plan for health and social care.

Health Innovation Manchester has a pivotal role in realising this ambition. As an academic health science and innovation system, we bring together the expertise of our Universities, NHS, social care and industry partners. We harness these assets to drive innovation across Greater Manchester to improve the standards and capability of the entire health and care system.

Vitaly, we simplify the innovation landscape to ensure a constant flow of innovation from multiple sources, while prioritising innovation towards the needs of our patients, carers and citizens. We work collaboratively with a range of key stakeholders and partners, pushing organisational and professional boundaries and extending leadership beyond the usual limits of responsibilities and authority.

In this business plan we lay out what we want to achieve and how we will do it.

Health Innovation Manchester delivers several functions including facilitation of innovation prioritisation, innovation programme management, clinical engagement, research and academic partnerships, clinically-led analytics and pathway redesign, digital innovation, industry engagement, system engagement including patient/public involvement and strategic communications.

We provide these services to organisations in Greater Manchester, including Universities, clinical commissioning groups (CCGs), provider organisations and the Greater Manchester Health and Social Care Partnership (GMHSCP). We deliver national innovation priorities on behalf of NHS England and we provide specific patient safety and quality improvement services to CCGs and trusts, both locally and nationally.

All industries have been affected by the revolution in technology and health, social care and wider public services are lagging behind in many ways. We aim to be a truly digital organisation, leveraging technology in its many forms to deliver our ambition of driving innovation into clinical practice. Many of these initiatives will be digital, but where they are not, for example introducing new devices or procedures, we intend to use digital approaches to support adoption and evaluation.

As Health Innovation Manchester delivers its business aims, we will improve the health of the local population through better care, enhance the efficiency of local health and care systems and attract inward investment to our universities and healthcare organisations.

We will make Greater Manchester an increasingly attractive place to innovate, creating jobs, enriching citizen's lives now and into the future.



Professor Ben Bridgewater
Chief Executive Officer
Health Innovation Manchester



Rowena Burns
Chair
Health Innovation Manchester



Health Innovation Manchester - 'The Rich Picture'
Produced through consultation with stakeholders to illustrate the
Greater Manchester academic health science and innovation system.

PLAN ON A PAGE

2018 - 2021



MISSION

Improve the health, wealth and wellbeing of Greater Manchester's 2.8 million citizens.

VISION

Be an international leader in accelerating innovation to improve the health and wellbeing of our 2.8 million citizens.

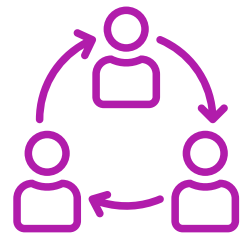
PURPOSE

Connect research, academia and industry with the health and care system to develop a constant flow of innovations and deploy them into frontline care.



BUSINESS AIMS

- 1 Ensure a constant innovation pipeline flows into health and social care.
- 2 Prioritise and monitor innovation activities that meet the needs of Greater Manchester.
- 3 Accelerate delivery of innovation into health, care and wellness delivery.
- 4 Amplify existing academic and industry value propositions.
- 5 Influence national and international policy.



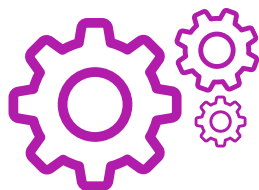
KEY STAKEHOLDERS

- Commissioners
- Providers
- GM bodies and groups
- National bodies and government
- Researchers
- Academics
- Industry partners
- Innovators
- Place makers
- Patients, carers and citizens
- Opinion formers
- International partners





DELIVERING OUR AIMS



We will achieve our mission and aims through 10 primary functions:

- 1** **Prioritisation and monitoring of innovation**
Matching innovation to population needs through a system-wide Innovation Prioritisation and Monitoring Committee.
- 2** **Project and programme management**
Our engine room that implements innovations into practice, overseeing progress, engaging with partners and overcoming issues.
- 3** **Research expertise and engagement**
Connecting partners to world-leading research expertise through our Research Hub.
- 4** **Academic partnerships**
Maximising the expertise and know-how of our four Universities to address health and social care needs.
- 5** **Clinical engagement**
Working with thought leaders, clinical decision makers, innovators at local, national and international levels.
- 6** **Clinically-led analytics and pathway redesign**
Enhancing clinical and operational services by using high quality analytics through our Utilisation Management Unit.
- 7** **Industry engagement**
Working across life sciences, biotech, pharma and digital health sectors to develop innovations.
- 8** **Digital innovation hub**
Using data and information to conduct world-leading trials and maximise digital technologies to revolutionise health and care.
- 9** **System engagement and leadership**
Being advocates for change, connecting with partners across Greater Manchester, pushing organisational and professional boundaries.
- 10** **Strategic communications**
Promoting Greater Manchester as the place to conduct world leading research, foster partnerships and deliver innovation into health and social care at pace and scale.

OUR

PRIORITIES

Our work plan for has been defined by locally agreed priorities that meet the needs of the population, as well as delivering a number of national requirements.



HEALTH INNOVATION MANCHESTER'S PRIORITIES ARE ALIGNED TO THE NEEDS OF THE GREATER MANCHESTER CITIZENS AND THE WIDER HEALTH AND SOCIAL CARE SYSTEM.

- 1** Deliver the full spectrum of programmes and projects agreed by the national AHSN network and the HInM Innovation and Prioritisation and Monitoring Committee (IPMC).
- 2** Deliver the local programmes and projects agreed by the HInM Research and Education Board.
- 3** Work across the system to develop blue prints for reliable implementation of innovation.
- 4** Introduce an effective method of board assurance giving visibility on current delivery of the agreed innovation programmes and projects.
- 5** Develop and deliver an enhanced operating model to deliver the functions defined in the business plan.
- 6** Clearly articulate the value proposition of HInM and promote the assets of Greater Manchester both nationally and internationally.
- 7** Further cement existing industry partnerships and develop an agreed HInM industry strategy, with clear outcomes.
- 8** Strengthen academic partnerships through the development of an Academic Partnerships strategy, with clear outcomes.
- 9** Work closely with the Greater Manchester Health and Social Care Partnership to deliver benefits from existing and future investment in the digital interoperability hub.
- 10** Deliver a compelling vision for the digital innovation hub, ensuring system-wide buy-in and secure necessary funding.

WE ARE RESPONSIBLE FOR DEPLOYING A WIDE RANGE OF INNOVATIONS INTO HEALTH AND SOCIAL CARE AT PACE AND SCALE.



PHARMACEUTICAL INDUSTRY PARTNERSHIP

Health Innovation Manchester and the Greater Manchester Health and Social Care Partnership signed a landmark agreement with the Association of the British Pharmaceutical Industry (ABPI) in February 2017 with the aim of making Greater Manchester one of the safest and most effective places to receive medicines in the world.

The partnership involves improving the use and safety of medicines, as well as using the unique data and information capabilities of the NHS to discover, develop and deliver new medicines and treatments for patients.

In its first year we have mobilised four new pharma innovation projects covering Chronic Obstructive Pulmonary Disease (COPD), mental health, Hepatitis C and virtual biologics and have committed to launching a further six by the end of 2018.



DIGITAL STROKE IDENTIFICATION TOOL

Health Innovation Manchester and Connected Health Cities supported paramedics to develop a digital app to help accurately diagnose a stroke.

The app works by using exclusion symptoms such as high/low heart rate and seizures to identify patients who are experiencing symptoms which resemble a stroke but may be something else. It then directs clinicians to the nearest Emergency Department for stabilisation and assessment to ensure patients receive prompt treatment.

The idea for the app came from a Health Innovation Manchester event which brought together NHS clinical staff and small digital companies to jointly design software applications that solve clinical and care problems.



IMPROVING CARE FOR PEOPLE WITH COPD

We are bringing together resources from the NHS, social care and pharmaceutical industry to ensure that every person with COPD has access to equitable, high quality care.

There are around 67,000 patients diagnosed with COPD living in Greater Manchester and there are likely to be hundreds more unknowingly struggling with the disease. Patients with COPD suffer with severe breathing difficulties, often resulting in hospitalisation. The cost of managing COPD hospital admissions and medications for Greater Manchester is around £73 million each year, with further indirect costs estimated to be as much as £1.8 billion.

Our innovation programme involves working closely with GPs and in the community to develop personalised treatment plans that are based on up-to-date research and the most effective medications. Our holistic approach has a greater emphasis on self-management, smoking cessation, physical activity, mental health and reducing social isolation.

We help localities to implement the COPD programme approach by providing increased clinical leadership from a respiratory consultant, education and training for primary care and access to additional help and resources, such as digital apps.



HEALTHY HEARTS

Healthy Hearts aims to reduce deaths from Cardiovascular Disease (CVD) by identifying people who are at risk of having a heart attack or stroke. The aim is to reduce deaths from CVD 600 by 2021. If we effectively manage people's blood pressure, we could prevent around 470 heart attacks and 700 strokes over the next three years, saving more than £13 million.

To achieve this, we are working closely with Clinical Commissioning Groups (CCGs) to find patients who are most likely to develop CVD, including people with high blood pressure and high cholesterol. We will then support clinicians to develop effective care models and approaches to treat these patients more effectively, while linking in with the Health Checks programme and supporting people to lead a healthier lifestyle.

A key part of Healthy Hearts involves providing GP practices with a hand held ECG device, which detects signs of atrial fibrillation (irregular heart rate). GP practices will use these devices to screen patients who could be at risk of having a heart attack.





TACKLING DEMENTIA

Health Innovation Manchester and Greater Manchester Health and Social Care Partnership have formed a partnership with the Dementia Industry Group, which is made up of representatives from the UK's pharma industry and Alzheimer's Research UK. It is thought to be the first partnership of its kind in the UK.

There are currently more than 30,000 people living with dementia in Greater Manchester and the city region spends £270 million a year treating and caring for people with the disease.

Driven by Health Innovation Manchester, this partnership will focus on finding the best care and treatment options for people with dementia, as well as identifying those who are at risk of developing the disease. It will involve looking at developing new medications and ensuring medication is prescribed correctly, as well as exploring how new technologies and digital innovations can improve people's quality of life.



ELIMINATING HEPATITIS C BY 2025

Greater Manchester has set the ambitious aim to become the first UK city region to eliminate Hepatitis C by 2025. The virus, which affects the liver, can cause serious and potentially life-threatening damage if left untreated. There are estimated to be around 17,450 people in Greater Manchester living with Hep C, including around 7,000 who are undiagnosed. Of those diagnosed, only 28% are engaged with specialist services.

As part of the Health Innovation Manchester project, community pharmacies will deliver point of care testing and dry blood spot testing to maximise the number of people tested and identify people at a high risk of contracting the disease. The project also aims to bring specialist services to patient within their local community, while developing a more cost-effective testing and treatment infrastructure. Not only will it result in reduced healthcare costs for the system, it will improve the quality of life for patients.



**AN INTERNATIONAL LEADER IN ACCELERATING
INNOVATION THAT TRANSFORMS CITIZENS
HEALTH AND WELLBEING**



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