

JOB DESCRIPTION

JOB TITLE:	WMAHSN Innovation and Adoption Network and Service Programme Manager
PAY BAND:	8A
CONTRACT:	Fixed term secondment into WMAHSN for 12 months
HOURS:	37.5 hours full time or flexible with a minimum of 3 days per week
BASED AT:	West Midlands Academic Health Science Network, Birmingham, plus travel as required
REPORTS TO:	WMAHSN Business Manager
PROFESSIONALLY RESPONSIBLE TO:	WMAHSN Commercial Director
LAST UPDATED:	17 th December 2015

JOB PURPOSE:

The mission of the West Midlands AHSN is to act as a catalyst to drive cooperation and productivity between academia, business, commissioners and care providers and accelerate adoption of innovation to generate continuous improvement in the region's health and wealth. Membership of this collaborative is open to all those entities in the West Midlands as well as members of the public, for whom the AHSN works.

It operates on a hub and spoke structure with the regional spokes based in north, central and south of the West Midlands.

The Innovation and Adoption Management Network and Service

The WMAHSN aims to encourage networks of academics, industry, innovators, healthcare experts and the public to work together to channel ideas through a managed process that can link and develop these key elements to produce innovation and adoption of innovation at scale and pace.

A requirement of the innovation and adoption development service is to provide leadership in developing and establishing a West Midlands wide innovation culture across the health sector. This needs to include a clearly developed and well-articulated process, which in turn provides the capacity to deliver positive interactions between industrial, clinical, and academic AHSN partners to enable positive health outcomes, cost reduction through delivering value for money and wealth creation in its many different forms.

The innovation and adoption service will be established to develop a suite of practical tools and means of support that individuals and teams can use in their own organisation to adopt innovation and encourage creative thinking. This support will help overcome many of the day-to-day questions that stall the uptake of new ideas such as 'will it work here?' 'how will we do it here?' and 'how can I demonstrate it is cost effective?'

Based within the Innovation and Adoption enabling theme the innovation and adoption development service will act as a single entry point for all healthcare and academic based enquires and offers an integrated service to the WMAHSN through its regional spokes (north, central and south West

Midlands), the enabling themes (Industry and Wealth Creation, Digital, Innovation and Adoption, Clinical Trials, Education and Training and Integrated Care) and clinical priorities (Mental Health, Drug Safety, Long Term Conditions) in order to manage demand and maintain quality in the interactions, along with other priorities that may develop over time.

The objectives of each of the services are outlined below:

1 – Industry Innovation Gateway

The industry innovation gateway will be required to build on previous and existing good practice in the engagement of industrial innovation and attempt to create a holistic systematised culture of innovation.

This innovation culture must have a clearly developed and well-articulated process, which in turn provides the capacity to deliver positive interactions between industrial, clinical, and academic AHSN partners that produce positive health outcomes and cost reduction through delivering value for money.

The Industry Innovation Gateway will serve as a single entry point for all commercial and industrial enquires and offers an integrated service to the WMAHSN.

2 – Innovation and adoption development service

A requirement of the innovation and adoption development service is to provide leadership in developing and establishing a West Midlands wide innovation culture across the health sector. This needs to include a clearly developed and well-articulated process, which in turn provides the capacity to deliver positive interactions between industrial, clinical, and academic AHSN partners to enable positive health outcomes, cost reduction through delivering value for money and wealth creation in its many different forms.

The innovation and adoption unit will be established to develop a suite of practical tools and means of support that individuals and teams can use in their own organisation to adopt innovation and encourage creative thinking. This support will help overcome many of the day-to-day questions that stall the uptake of new ideas such as ‘will it work here?’ ‘how will we do it here?’ and ‘how can I demonstrate it is cost effective?’

3 – Meridian Health Innovation Platform

The development of a West Midlands wide innovation culture needs to be underpinned by an on-line innovation and relationship management platform with a clearly developed and well-articulated process, which provides a single point of intelligence for innovation. It needs to facilitate the capture and management of contacts, innovations, challenges and ideas from across the region and monitor these through a best steps cycle to maturity and adoption

It will visualise the centres of excellence and areas of best practice and the levels of activity occurring across each of them.

KEY WORKING RELATIONSHIPS:

Internal: The WMAHSN executive team, Medilink West Midlands, MidTech, Clinical Research Network, key networks and partner organisations, the WMAHSN theme and clinical priority leads, and the head of communications.

External: Senior management, commercial, innovation and adoption leads across the entire West Midlands’ NHS, social and private care provider and commissioning landscape in order to improve the adoption of innovation (within and outside the NHS).

MAIN DUTIES & RESPONSIBILITIES:

JOB PURPOSE:

The WMAHSN Innovation and Adoption Network and Service Programme Manager will have operational responsibility for running the innovation and adoption networks and service across the

whole of the geographic region working closely and in partnership with the Business Managers, stakeholders and members.

The role demands an individual of experience with particularly well-developed people skills as well as strong motivational and leadership qualities.

The role will enjoy a large amount of autonomy while being accountable to the Business Manager.

JOB SUMMARY

The role will entail working with the Business Manager and suppliers providing the different elements of the Innovation and Adoption service, supporting and driving the development and management of implementation plans, evaluating and reporting on multiple metrics and their critical outcomes. There is a requirement to work collaboratively as well as independently and to strict timetables. The post holder will develop a strong network of senior, influential colleagues across the region, and with NHS England, and other AHSN's. They will have the capacity, experience and standing to impact on culture and action across a wide and varied community. The WMAHSN Innovation and Adoption Network and Service Programme Manager will ensure that the Business Manager is updated on a regular basis and will prepare board level reports and briefs at regular intervals throughout the year, as well as ad hoc reports when required for specific purposes by the West Midlands AHSN Executive.

Principal Responsibilities

The WMAHSN Innovation and Adoption Network and Service Programme Manager will be required to provide leadership and championing of Innovation and Adoption across the regional healthcare sector. Provide an innovation vision for the West Midlands through the establishment of a Professional Innovation and Adoption Forums and the deployment of essential practical tools for individuals and teams within their own organisations.

The development of a West Midlands wide innovation culture must have a clearly developed and well-articulated process, led by expert and passionate champions that will in turn provide the capacity to deliver positive outcomes across the health community.

The introduction of the WMAHSN Innovation and Adoption Network and Service Programme Manager role is expected to achieve the following:

- Leadership in the regional adoption of innovation across the healthcare sector.
- Establishment of innovation champions across the health economy.
- Establishment of a regional Professionals Adoption Forum – a multi-disciplinary professional network around the WMAHSN's Clinical Priorities. These networks will be expected to provide leadership to their respective disciplines and encourage participation in data collection and the uptake of new practice models.
- Gathered and shared evidence of how the Innovation and Adoption Support Service has assisted healthcare innovations to gain further adoption across the region.
- Development of essential practical tools to support the dissemination and adoption of innovation across the healthcare sector.
- Oversight of an Intellectual Property advice and guidance support service for the region to access.
- Introduction of business planning and option appraisal tools overcoming one of the key inhibitors to adoption in the NHS is development of the business case. The service will

help here in providing analysis around the value for money aspects of innovations involving health economics and benefits realisation.

- Collaboration with partners and representative organisations of Healthcare providers and commissioners, Academia, Research Institutions, Business Support Agencies, SME's and the Private Sector

Competencies

Competency	Evidence
<p>Innovation and Adoption Leadership Relevant and proven expertise in the Innovation and service improvement field</p> <p>Facilitation and establishment of a West Midlands Innovation Champions approach</p>	<p>Provision of an Innovation Vision for the West Midlands.</p> <p>Ability to communicate the importance of innovation to the health sector in the region.</p> <p>Communication of the health and wealth agenda</p> <p>An appreciation of the current state vs. future state for the region.</p>
<p>Contact management Proven end to end customer management process and soft skills to support this process</p>	<p>Manage and develop the processes that support contacts so that they are supported and ideas maximised with timely through put.</p> <p>Identification of the skills and knowledge to handle and respond to all requests and enquiries, explain process and appropriate next steps, manage expectations with expertise e.g. registering, matching, tracking contacts and opportunities.</p> <p>Track contacts and facilitate progress to deliver outputs at scale and pace.</p>
<p>Product/Service/Process life cycle Proven knowledge of the steps required to move an idea through to market adoption.</p>	<p>Ability to judge the maturity of an idea that presents itself and determine the best next steps to move the product/service/process to the next phase of the cycle.</p>
<p>Practical Advice and Guidance Provide a service that offers support and guidance on a variety of topics including business planning, intellectual property and steps to adoption</p>	<p>Ability to develop a suite of practical tools to meet the needs of its customers in order to adopt innovation at pace and scale.</p> <p>Access to and knowledge of health economics, NHS payments and incentives structure in order to advise how best to develop a robust cost/benefit analysis tools to support adoption</p>
<p>Market expertise Comprehensive network of healthcare, business, industry, academic contacts that can support the development and delivery of ideas.</p> <p>Relevant and proven expertise and knowledge in the healthcare sector.</p>	<p>Ability to successfully match contacts to appropriate partners to develop innovations.</p> <p>An understanding of the clinical and medical innovations market.</p> <p>Knowledge of the different potential routes to market for innovations.</p>
<p>Funding and investment awareness An understanding of financial investment resources, RIF's, commercial backers and most appropriate routes to financially</p>	<p>Have an awareness of what funding streams are available to different organisations to support their needs.</p> <p>Have an awareness of the regions healthcare strengths</p>

support successful innovation.	and opportunities to support the adoption of innovation. Be able to signpost and support engagement with financial expertise.
Networking and event organisation Proven skills to develop and deliver successful networking, discussion and promotional 'Innovation and Adoption' events to maintain the profile of AHSN, link to its key themes and to enhance the health of the West Midland's population, development of innovation and wealth creation.	Establish regional Professionals Adoption Forum and engage senior professionals across the health economy. Work with each WMAHSN spoke council (North, Central and South) on establishing a series of relationships, groups, networks to support the localised work plans. In support of the AHSN's other key themes form groupings to build awareness of the service that is being provided and ensure these themes are making supported introductions to clinical, academic and industry leads as appropriate. Market the opportunities and strengths of the WMAHSN.
Management and Reporting Convene quarterly contract management review meetings. Provide comprehensive monthly updates and quarterly reporting on key contract targets, leads, pipeline progress, successful project completion. Management of the online innovation platform and relationship management system.	Discuss contract performance, deal with complaints, and discuss future developments. Monthly updates and quarterly reports providing a detailed analysis of queries processed, support provided, collaborations instigated and the sectors and specialties assisted.
West Midlands location The service should cover the West Midlands region – from Stoke and Shropshire in the North, Birmingham and Black Country in the Centre and down to Herefordshire, Coventry and Warwickshire in the South. Demonstrate a focus on this area for networking, promotion, marketing and delivery.	In depth understanding of the primary and secondary healthcare operations in all proscribed locations. Understanding of the formal and informal networks around business, industry and academia in the area. Have an awareness of the regions healthcare strengths and opportunities to support the adoption of innovation. Understanding of the levers of influence that can successfully lead to the adoption of innovation across the healthcare economy of the West Midlands.

Responsibilities for Finance

1. To advise the Business Manager of any proposed changes to budget status throughout the year and to make recommendations and provide creative solutions ensuring that services are provided within resources.

Responsibilities for HR

1. Participate in the recruitment of staff where appropriate
2. Provide mentorship, managerial coaching and expert facilitation to individuals responding quickly to frequent but unpredictable demands for support from individuals or groups
3. Be responsible for maintaining own continuing Personal/Professional Development.

4. Employ a matrix approach to work across the West Midlands AHSN team to develop and implement the integrated innovation and adoption agendas
5. Be an active team member of the WMAHSN
6. Work effectively with staff from other service networks e.g. finance, operations, and human resources.

Responsibility for Information Resources

1. Ensure systems are established and maintained within the department to ensure that confidential information is obtained, held, recorded, used and shared in accordance with Caldicott and Data Protection requirements

Person Specification

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PAY BAND: 8A

All candidates will be considered on their ability to meet the requirements of this person specification.

	Criteria Please state if essential (E) or desirable (D). (Only essential criteria will be considered when undertaking the job evaluation process)	Method of Assessment
Educational Professional Qualifications	<p>Educated to Masters level or appropriate professional qualification or equivalent in a relevant discipline and experience in health related arena. (E)</p> <p>Evidence of continuing professional development (E)</p> <p>Project management qualification (e.g.PRINCE2) or equivalent experience (E)</p> <p>Education that includes awareness of innovation and adoption (E)</p>	Application/ Certificates
Knowledge	<p>Knowledge of innovation and adoption, commercialisation process and the innovation and adoption life cycle. (E)</p> <p>Knowledge of and experience in using a range of change and improvement models (E)</p> <p>Extensive knowledge of the health sector and the challenges that it faces in order to drive an innovation pull approach (E)</p>	Application and Interview
Experience	<p>At least two years experience at a senior level in transformation, innovation or service improvement (E)</p> <p>Experience of working with clinicians in supporting evidence based practice. (E)</p> <p>Experience of working in or with commissioning, clinical</p>	Application and Interview

	<p>commissioning groups (CCGs), social care, industry and/or public health. (D)</p> <p>Experience of leading on innovation and adoption processes relating to improvement (E)</p> <p>Significant experience of managing projects, from set-up through project planning, process mapping, data analysis and implementation of change initiatives in health-care or research settings. (E)</p> <p>Significant experience of managing and delivering complex projects to completion and timescales (e.g. planning, developing, resourcing, monitoring, reporting). (E)</p> <p>Experience of service redesign, change management, service improvement and modernisation techniques. (E)</p> <p>Significant experience and expertise in patient facing health and social care management. (E)</p> <p>Evidence of working collaboratively and influencing people from a wide range of professional backgrounds (including clinicians and patients) and being effective across organisational boundaries. (E)</p> <p>Experience of patient /user involvement initiatives (E)</p> <p>Experience of report writing for Executive level Committees (E)</p> <p>Experience of presenting reports, managing feedback and questions at Senior management committees (E)</p>	
<p>Skills/Abilities</p>	<p>Effective leadership, organisational and people management skills (E)</p> <p>Excellent organisational, time management and prioritisation skills (E)</p> <p>Extensive project management skills(E)</p> <p>Ability to analyse, rationalise and organise complex information(E)</p> <p>Excellent interpersonal, teambuilding and communication skills (both written and verbal). (E)</p> <p>Excellent communication skills with an ability to present complex information to a variety of audiences and promote discussion and agreement (E)</p> <p>Ability to play a key role in network development (E)</p> <p>Ability to negotiate positive outcomes involving a number of different parties and senior colleagues, managing conflict and challenge across a range of diverse situations (E)</p>	<p>Application and Interview</p>

	<p>Ability to work in a matrix manner and to work flexibly (E)</p> <p>Ability to plan and organise a large workload to meet both internal and external deadlines (E)</p> <p>Ability to identify, document and ensure the delivery of SMART objectives (or other systematic format) (E)</p> <p>Accuracy and attention to detail whilst maintaining flexibility within the workload. (E)</p> <p>Committed team worker (E)</p> <p>Information Technology skills including data analysis and use of Excel and PowerPoint. (E)</p> <p>Skilled at writing and presenting written reports, papers and audio-visual presentations. (E)</p>	
Values and behaviours	<p>Demonstrable commitment promotes high standards to consistently improve patient outcomes (E)</p> <p>Consistently puts patients and public at the heart of decision making (E)</p> <p>Works across boundaries, looks for collective success, listens, involves, respects and learns from the contribution of others (E)</p> <p>Uses evidence to make improvements, seeks out innovation (E)</p> <p>Values diversity and difference, operates with integrity and openness (E)</p> <p>Actively develops themselves and others (E)</p> <p>Self-awareness in terms of emotional intelligence, biases and personal triggers with cultural sensitivity and awareness (E)</p> <p>Demonstrable commitment to partnership working with a range of external organisation (E)</p>	Application and Interview
Work related circumstances	<p>Car owner and driver (E)</p> <p>Ability to comply with the travel requirements of the post and undertake work-related journeys within the West Midlands area (regularly), nationally (occasionally) (E)</p> <p>Must be able to work outside traditional office hours (E)</p>	Interview