

Wealth creation Opportunity for innovations

Context

The West Midlands Academic Health Science Network (WMAHSN) has a defined process for addressing the region's health delivery needs and challenges through asking for outcome-focused innovation proposals that can be received and agreed with our partners throughout the year. This document provides you with an overview of the areas in which we are interested in seeking to pull innovation proposals.

WMAHSN criteria

Proposals will be shortlisted against the following criteria:

- Regional scalability
- Fit with WMAHSN priorities and business plan
- Clear deliverables, outcomes measures and quality indicators
- Evidence of support across the region
- Patient/carer involvement
- Consistency with other WMAHSN themes
- Fit with the NHS Outcomes Framework
- Evidence of additional investment.

Priority – Wealth creation

The WMAHSN has an enabling theme of industry and wealth creation in order to create wealth by delivering improvements in healthcare across each of the WMAHSN programmes through industry collaboration and attracting inward investment.

For future programmes of work the WMAHSN is particularly interested in three core areas to support the seven-point growth plan and these are as follows:

- Investing in a West Midlands health economy built on excellence**
AHSNs facilitate collaboration between academia, the healthcare and third sectors and industry to make UK healthcare a more attractive place to do research and business, thus supporting the growth of the life sciences sector in the UK and enabling the discovery of new innovations.

This priority requires programmes of work that are able to exemplify and promote what is possible through sustainable health partnerships and centres of academic and clinical excellence, as well as looking at the regional life sciences sector and attracting inward investment from global investors. A particular area of interest is whether regional data and informatics capacity could drive investment.

- Delivering the productivity dividend**
AHSNs are working with their members and local communities to improve the health of their local populations, thus making them more active in the economy and improving the productivity of the UK workforce at large.

We would like to see programmes of work that are able to explore or demonstrate how innovation in technology and adoption of best practice drives increased productivity in the West Midlands healthcare, as well as technological and service-based improvements which can drive up productivity in the regional population and the metrics for evidencing this increased productivity.

 **Healthcare's role as the intelligent lead customer**

It is clear that in order to bring tomorrow's innovation to market and find today's best practice, we need to support programmes of work that develop the expertise of the healthcare sector to help make them a better customer for any supplier, through supporting them to articulate their needs and procure innovative solutions more effectively.

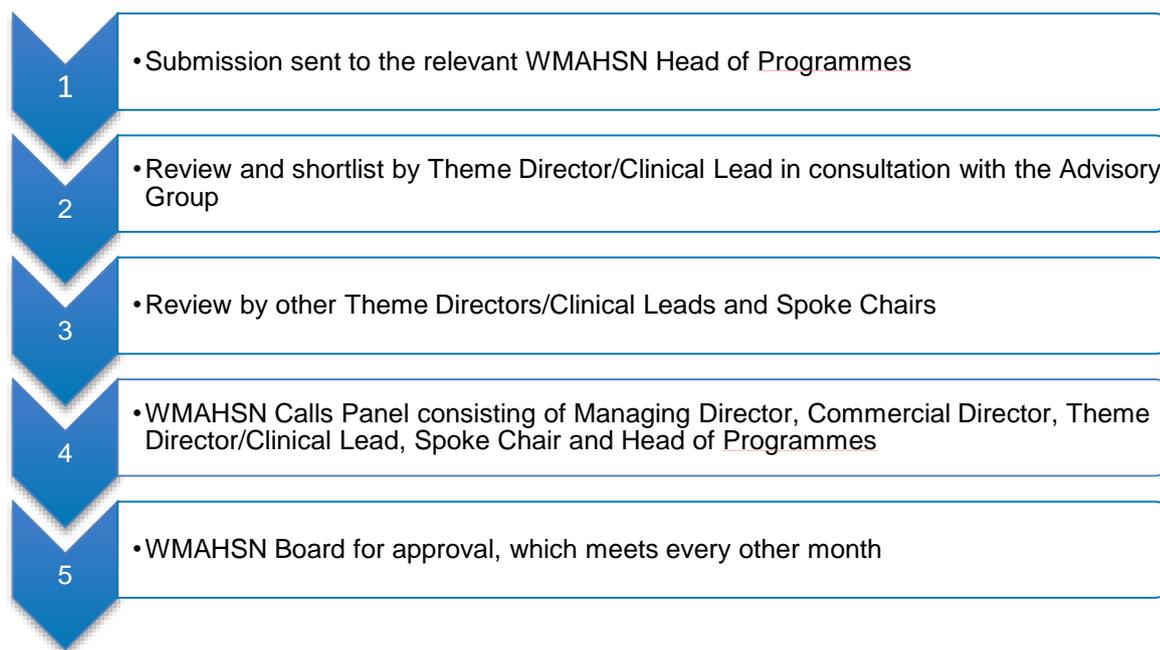
In parallel, it is important to work with NHS suppliers (industry) to help them better understand NHS requirements and how to access the healthcare market, moving away from a purely transactional way of working to a partnership model.

The desired outcome for these programmes is to create a healthcare sector that is an intelligent customer who can be market making in their approach to solving its challenges leading to commercial opportunities both here and abroad. It is also essential to consider opportunities to drive down both cost to serve and cost to procure while doing so.

In addressing these three core areas, we will cover the seven point growth plan which has set out ambitions to achieve the following over the next 4+ years:

-  The AHSN will at all times promote the West Midlands as the place to invest and deliver life science and healthcare innovation.
-  The WMAHSN is committed to build on its existing strengths and partnerships between universities, the wider research base, industry and the NHS to establish a cohesive system of translational research and development.
-  The WMAHSN will be proactive in attracting, developing and rewarding the best talent in life sciences and healthcare.
-  The WMAHSN will work with the entire life science and healthcare innovation ecosystem to produce a regional population that is more productive and more economically active.
-  The WMAHSN is committed to working with both the NHS and local authorities in the adoption of innovation and best practice to improve their productivity, in turn empowering them to deliver more health benefit for a public resource.
-  The WMAHSN will endeavour to support the export of innovation, ideas and experience globally and will also work with UK industry in providing new global market opportunities.
-  The WMAHSN will facilitate the development of a more economically effective health system, with the WMAHS supporting 'lead customer' activity with its memberships.

Process



For any queries on the process please contact the relevant contact for assistance. A template for any submissions can be obtained from our website at www.wmahsn.org/get-involved/Opportunities or by emailing for a copy.

Theme	Contact	Email
Medicines optimisation and adherence	Lucy Chatwin	lucy.chatwin@wmahsn.org
Patient experience and feedback		
Wealth creation		
Digital health	Neil Mortimer	neil.mortimer@wmahsn.org
Mental health		
Open data		
Education and workforce for the future	Louise Stewart	louise.stewart@wmahsn.org
Integrated care	Lucy Chatwin and Neil Mortimer	lucy.chatwin@wmahsn.org
Long term conditions		
Evidence and adoption		
Wellness and healthy ageing		
Patient safety	Peter Jeffries	peter.jeffries@wmahsn.org

