



Health
Innovation
Manchester



INNOVATION AGENCY
Academic Health Science Network
for the North West Coast

ASK THE BUYER 2019 NHS & PUBLIC SECTOR

January 23 2019, Alderley Park,



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Development Fund

Housekeeping

- No alarm tests are scheduled today so if you hear an alarm please proceed to an exit ASAP
- Please remember to switch your phones to silent
- Wi-Fi connection: Alderley Park CC



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Agenda

10:00	Welcome	Daniel Zamora, Commercial Programme Manager, Health innovation Manchester
10:05	Speech	The Worshipful Mayor of the Borough of Cheshire East, Councillor Lesley Smetham
10:10	Driving Industry-led Innovation	Prof. Ben Bridgewater, Chief Executive Officer, Health Innovation Manchester
10:30	Alderley Park: Dedicated to helping shape the future of the world's health	Dr Chris Doherty, Managing Director, Alderley Park
10:35	Delivering innovation through Procurement - How Greater Manchester can lead the way	Colin Cram, Chief Executive for Marc1 Ltd and Chairman Open Forum Events



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Agenda (2)

10:55	NHS Business Support available to Industry	Daniel Zamora, Commercial Programme Manager, Health Innovation Manchester
11:00	Structuring a Value Proposition	Nick Allen, Industry Procurement Advisor, Health Innovation Manchester
11:15	Panel Introduction and start of Q&A Session	Panel Members. Chaired by Nick Allen
11:30	Break	
11:45	Q&A Session - Ask the Buyer	Chaired by Nick Allen
12:55	Closing Remarks	Daniel Zamora, Commercial Programme Manager, Health Innovation Manchester
13:00	Lunch and Networking	



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The Worshipful Mayor of the Borough of Cheshire East

Councillor Lesley Smetham



Driving Industry-led Innovation

Prof. Ben Bridgewater
Chief Executive Officer
Health innovation Manchester

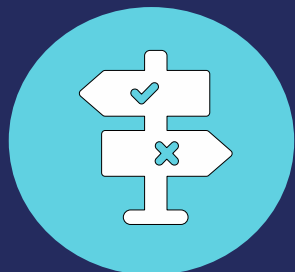
Driving industry-led innovation

Ben Bridgewater, Chief Executive
Health Innovation Manchester

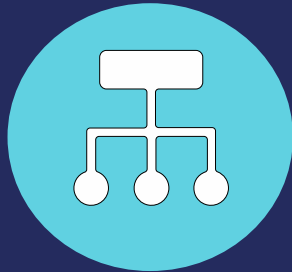


Challenges to introducing innovation at pace are global issues

The rising costs and slow introduction of innovative solutions are a major frustration to policy-makers and care providers and industry.



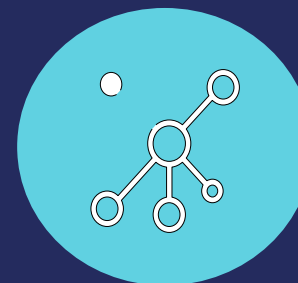
Fragmented and
slow decision-
making



Structures which
do not assist
collaboration and
co-ordination



Lengthy and
uncertain routes
to adoption



Excellent
initiatives in one
place are not
shared across
the system

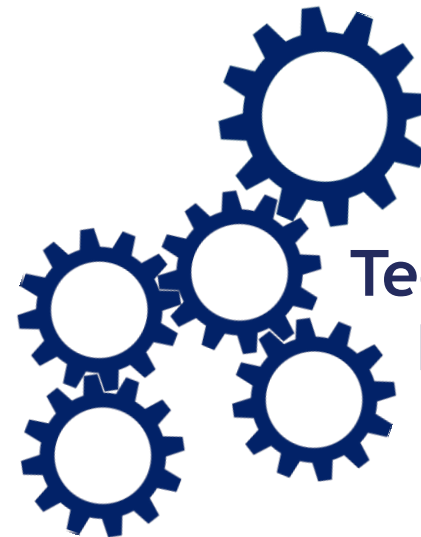


Plethora of
organisations and
initiatives are
confusing and add to
risk

National strengths are paving the way for radical reform



The UK has a huge amount to offer the life sciences sector, combining globally renowned scientific research bases with our world leading NHS which allows innovators to test and refine products at scale.



KEY THEMES of Life Sciences Sector deal:

Research

Technologies of the future

Business environment

Evolution of UK clinical trials capabilities

Manchester is well-placed to become a world-leading life sciences cluster



GVA £4bn
health &
social care



£6bn
health & social
care budget



Embedded
culture of public-
private sector
collaboration



World class
assets in
**genomic
research &
data**

Home to over
30 NHS 
organisations



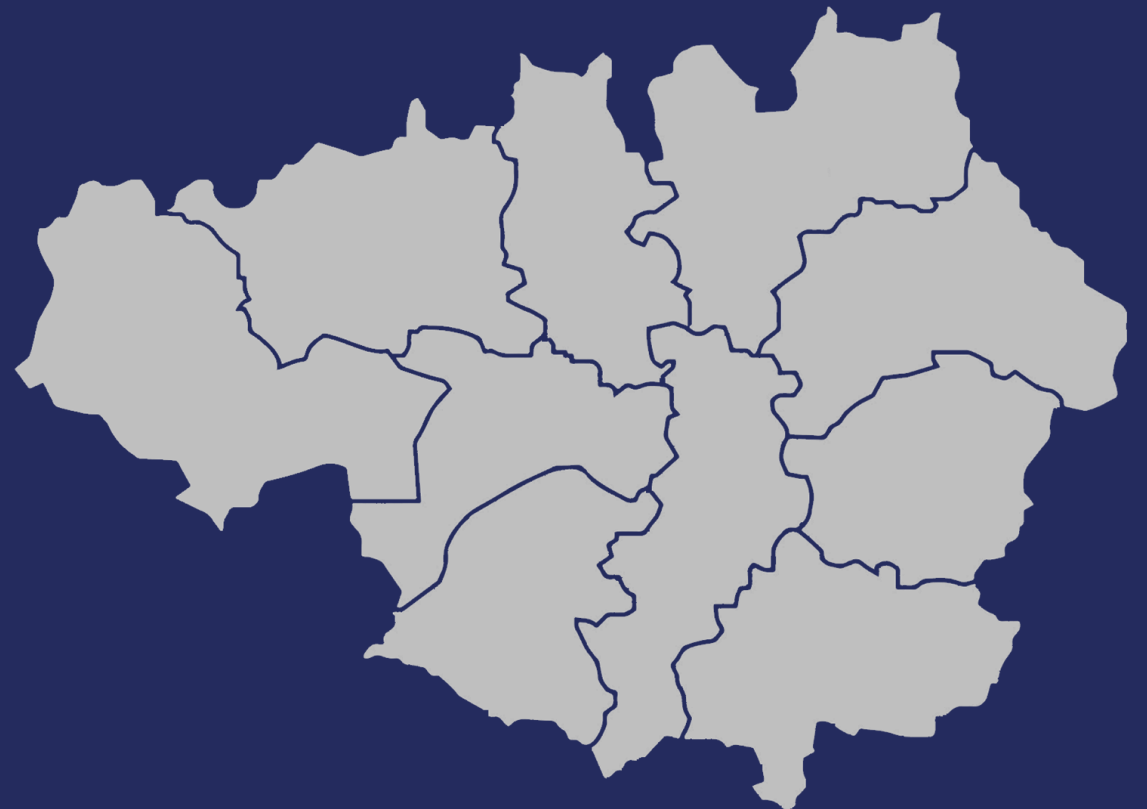
13,405
life sciences & allied
subjects graduates

The GM devolution difference



Vision is to deliver the greatest and fastest possible improvement to the health and wellbeing of the 2.8m people of Greater Manchester.

- Delegated financial control of £6bn health and social care budget.
- Established governance structures and integrated commissioning at city-region and locality level.
- Integrated academic health science and innovation system, Health Innovation Manchester.



We are Health Innovation Manchester

We work with innovators to
discover, develop & deploy
new solutions that improve
the health and wellbeing of
Greater Manchester's
citizens.



Our members

Health Innovation Manchester is a system working across GM health research, innovation and life sciences



Strategic aims



Our vision is to become a recognised international leader in accelerating innovation that transforms the health and wellbeing of our citizens.



Ensure a constant innovation pipeline into health and social care.



Prioritise and monitor innovation activities that meet the needs of GM.



Accelerate delivery of innovation into health, care and wellness delivery.



Amplify existing academic and industry value propositions.



Influence national and international policy.

**HEALTH & CARE
CATALYSTS**

**DIGITAL
DISRUPTORS**

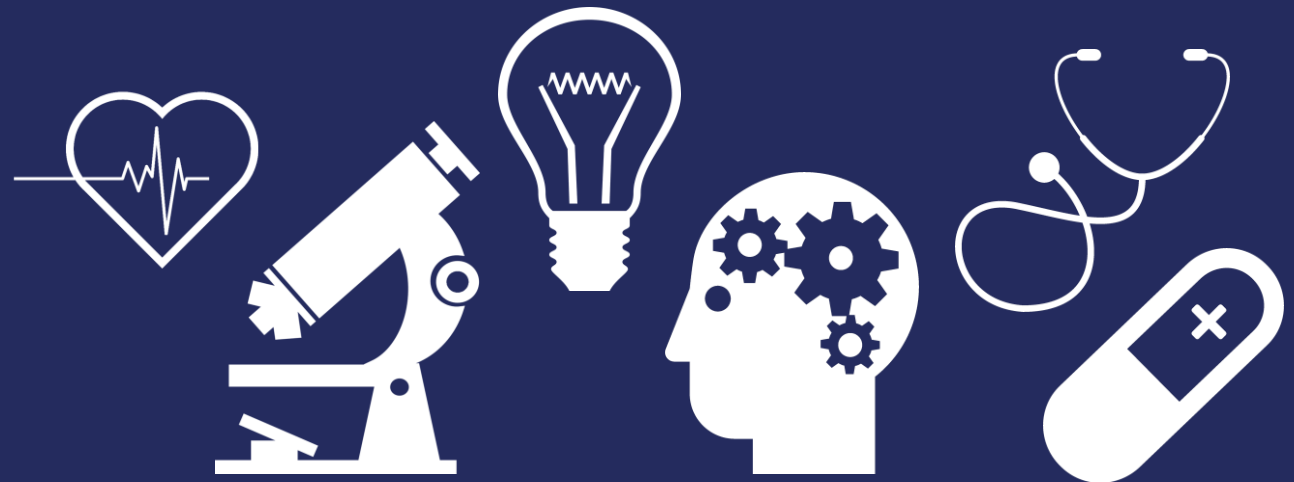
**GROUNDBREAKING
RESEARCHERS**

**INDUSTRY
PARTNERS**

**ACCLAIMED
ACADEMICS**



We have an active portfolio of more than 90 innovation projects covering tech, pharma, digital, academia and research themes.



Greater Manchester value proposition

- We work with innovators to discover, develop and deploy new solutions that improve the health and wellbeing of Greater Manchester's citizens
- Our members include NHS and care organisations across GM, both providers and commissioners
- GM is fast-becoming a global life sciences cluster and provider of choice for industry

INDUSTRY PARTNERSHIPS

GM has a proven track record in fostering partnerships with industry to deliver health improvements, from SMEs to global players, making GM a world-leading life sciences cluster.

RESEARCH & ACADEMIC EXCELLENCE

GM is home to four leading Universities with the bandwidth to support the full translational research pathway, from discovery science to evaluation of adoption and spread.



HEALTH & CARE DEVOLUTION

Devolution of the £6bn health and social care budget has provided GM with the ability to make decisions in the best interest of the population, operating joined up governance mechanisms combined with strong civic leadership and wider public service reform.

DIGITAL TRANSFORMATION

GM is one of five national exemplars to develop an interoperable care record for all citizens, augmented by expertise in real world evidence and data science to drive digital transformation.

DIVERSE POPULATION

The GM population size is 2.8m, comprising a diverse range of profiles and varying health outcomes.

GM's pulling power

Brokering partnerships with industry from SMEs to global players is a key part of our strategy.



Oxford
Road
Corridor



ALDERLEY PARK
53° 16' 46" N 002° 14' 12" W



Digital transformation opportunity

Industry and academic engagement to develop, deliver, and evaluate products and services supported by real world data and evidence

Clinical and data science expertise to develop and deploy advanced approaches to provide enhanced actionable insights from comprehensive data

Computer science evolution to transform our ability to tackle healthcare problems at scale and at pace

To drive
better clinical
and business
outcomes



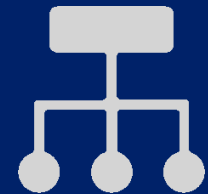
Understand
our population



Define
population needs

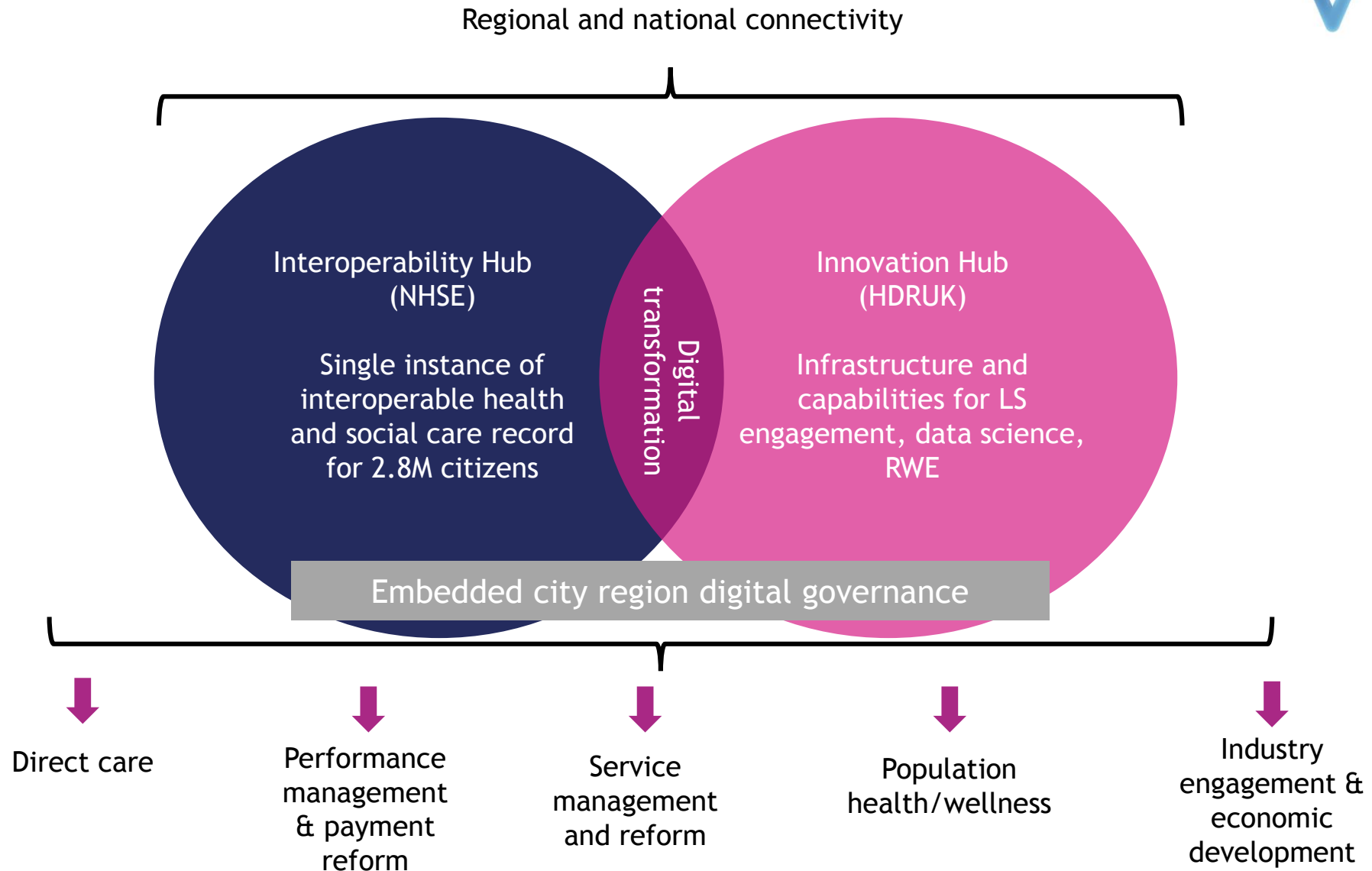


Business model
transformation



Operating model
transformation

GM digital infrastructure





We are at the leading
edge of precision
medicine focused on

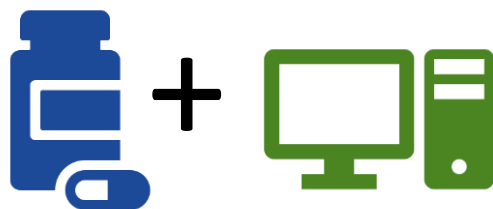
genomics
proteomics
& imaging
biomarkers

augmented by assets
in digital, data and
health analytics

Changing the relationship with the pharma industry



New
product



New or existing
product with new
digital 'wrap'



New or existing product with new
digital 'wrap' embedded in novel
operating model with or without
business process transformation



WE ARE HEALTH INNOVATION MANCHESTER

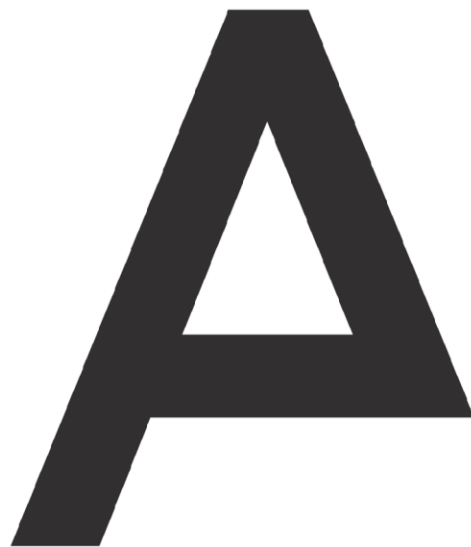


Health
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 wearehinm.co.uk #weareHInM

Alderley Park: Dedicated to helping shape the future of the world's health

Dr Chris Doherty
Managing Director
Alderley Park



ALDERLEY PARK

53° 16' 46" N 002° 14' 12" W

SPORTS
PITCHES

NO.15 COMMERCIAL
OFFICE SPACE

RESIDENTIAL

RESTAURANT
& FARM SHOP

An MSP campus
MSP MANCHESTER
SCIENCE
PARTNERSHIPS
**MERESIDE
CAMPUS**

CONFERENCE
CENTRE

RESTAURANT

PARKLANDS

VILLAGE

CAFE

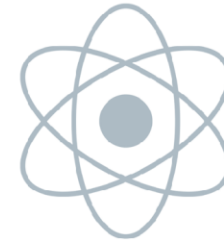
FARM

ALDERLEY PARK

53° 16' 46" N 002° 14' 12" W

Thriving ecosystem

1M
sq ft
of state-of-the-art
labs



National
Institutions

Approx
2000
staff

Unique
science
services

Business
Incubator

200
companies

2
venture
funds



International
collaboration

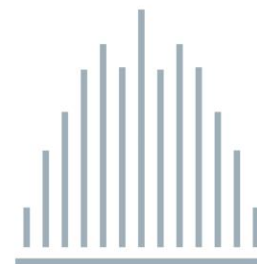
Networks



A Range of Science Services

HIGH FIELD NMR

- 700/500 MHz



WALK UP MASS SPEC

BIOBANKING *Facility*

OPEN ACCESS LAB

IMAGING & ONCOLOGY SERVICE



LAB SERVICES

*Fume hoods, tissue hoods, pure and ultrapure water,
critical process monitoring, waste management,
cold storage, logistics, sterilisations services*

Funding
STRATEGY
advice

Business
plan
SUPPORT

Business
WORKSHOPS

8 PERSON
dedicated
free-access
team

10 week
DEVELOP
programme

SCALING
programme

6 month
GROWTH
reviews

On site
VENTURE
Funds

2 DAY
boot camps
for
start ups

MENTOR
matching

CEO
NETWORKING

A photograph of a dirt path winding through a lush green landscape. The path is flanked by tall, leafy trees on both sides, creating a canopy effect. The grass is vibrant green and dappled with sunlight and shadows. In the distance, a wooden fence is visible. The text 'THANK YOU' is overlaid in the center in a large, white, sans-serif font, with a horizontal line underneath it.

THANK YOU

Delivering innovation through Procurement - How Greater Manchester can lead the way

Colin Cram
Chief Executive for Marc1 Ltd and
Chairman Open Forum Events

DELIVERING INNOVATION THROUGH PROCUREMENT: HOW GREATER MANCHESTER CAN LEAD THE WAY

Colin Cram FCIPS

Tel: +44 75251 49611

<https://publications.parliament.uk/pa/cm201314/cmselect/cmpubadm/123/123vw26.htm>

<https://publications.parliament.uk/pa/cm201314/cmselect/cmpubadm/123/123vw31.htm>

<https://www.theguardian.com/profile/colin-cram>

AGENDA

- Procurement Objectives
- What is Value for Money?
- Most Economically Advantageous Tender
- Reforming GMCA Procurement
- Responsibilities of CEOs



WHY DO WE CLEAN HOSPITALS?



HEALTH CARE ASSOCIATED INFECTIONS

NHS ENGLAND

Cost of Secondary Care: £75bn

https://www.england.nhs.uk/wp-content/uploads/2018/02/04_PB_08_02_2018-Planning-guidance-and-finance-allocations-for-18-19.revised.pdf

300000 patients a year (6.4%) acquire health-care associated infections (NICE)

- Pneumonia and other respiratory (22.8%),
- Urinary tract (17.2%),
- Surgical site (15.7%),
- Clinical sepsis (10.5%),
- Gastrointestinal (8.8%),
- Bloodstream (7.3%)

Number of Deaths: 15000?

Annual cost to the NHS: £1-10bn

HEALTH CARE ASSOCIATED INFECTIONS GREATER MANCHESTER

Cost of Secondary Care: £5.5bn

https://www.england.nhs.uk/wp-content/uploads/2018/02/04_PB_08_02_2018-Planning-guidance-and-finance-allocations-for-18-19.revised.pdf

<https://www.nwpgmd.nhs.uk/content/brief-guide-0>

22000 patients a year acquire health-care associated infections

Number of Deaths? 1100?

Annual cost to GMCA: £100-700m?

INFECTION CONTROL: IS CLEANING ENOUGH?



FOR WHAT SHOULD THE NHS TENDER? WHAT SHOULD BE THE PERFORMANCE MEASURES? Cleaning?



Infection Control?



1. If Minimising Infection is the Objective, then one should invite Tenders for Minimising Infection
2. Measure what Matters, i.e. number of infections acquired when in the care of the NHS

THERE ARE NO LEGAL OBSTACLES TO PROCUREMENT PROMOTING INNOVATION UK/EU Procurement Directives

- Most Economically Advantageous Tender (MEAT)
- Designed to Support Innovation
- Tendering not Required below EU Threshold (appropriate form of competition)
 - £118K NHS
 - £181K local government
 - No upper limit for social care related services

So why do so many UK public procurement organisations apply stricter procedures than are required by law?

INFECTION CONTROL

WHICH IS THE WINNING TENDER?

Supplier	A	B	c	D
Tender Price (£m)	1	0.8	0.5	0.3
Value of infection reduction (£m)	5	4	1	0
Net Cost (£m)	- 4	-3.2	-0.5	0.3

INVEST TO SAVE: WHAT IS THE ROLE OF PROCUREMENT?



Annual cost of patient falls of older people: £2.3billion (NICE)

Cost of electronic 'widgets' to reduce falls by 50%: £10m?

Net Annual Saving: £1.14bn

Payback in 3 days

10 RECOMMENDATIONS FOR PROCUREMENT

Ensure NHS Trust CEOs and Mayor have a good night's sleep

1. Align overall objectives with those of the GMCA
2. Act as Commercial Eyes and Ears of NHS and Local Government. Actively Seek and Promote New Products/Services to deliver GMCA Objectives and improve Health Services
3. Determine what Success looks like – strategically and for individual tenders
4. Tender to Deliver Success
5. Ensure Intended Tender Outcomes are clearly linked to GMCA Objectives
6. Ensure Intended Outcomes are Measurable
7. Ensure Measurables are those that Matter
8. Focus on Most Economically Advantageous Tender (MEAT)
9. Minimise Bureaucracy for Business. KISS
 - Tender only when absolutely necessary
 - Common procedures, practices, documentation
 - Tenders/Competition should normally be for GMCA, not individual Health Trusts
 - Ensure Framework Agreements are used
 - Gain pre-commitment from trusts – who is 'in'/who is 'out'
10. Create specialist category teams to operate across GMCA – including local government and the NHS. **Ideally create a single GMCA procurement organisation**

RECOMMENDATIONS FOR TRUST CEOs

- Agree over-arching set of Procurement Objectives based on MEAT
- Ensure Procurement Objectives are aligned with those of the GMCA
- Cut out unnecessary bureaucracy – update ‘standing orders’
- Open Up to Innovation
- Create GMCA Task Force to Implement Innovations throughout GMCA
- Create Charter and Code of Conduct by GMCA to encourage Innovation and investment by Industry/Suppliers
- Create single Procurement Organisation for GMCA

WHAT DO YOU THINK?

THANK YOU

Colin Cram FCIPS

Marc1 Ltd

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Email: rc.cram@btinternet.com

NHS Business Support available to Industry

Daniel Zamora
Commercial Programme Manager
Health Innovation Manchester

AHSNs Regional Footprint

*The***AHSN***Network*

<http://www.ahsnnetwork.com/>

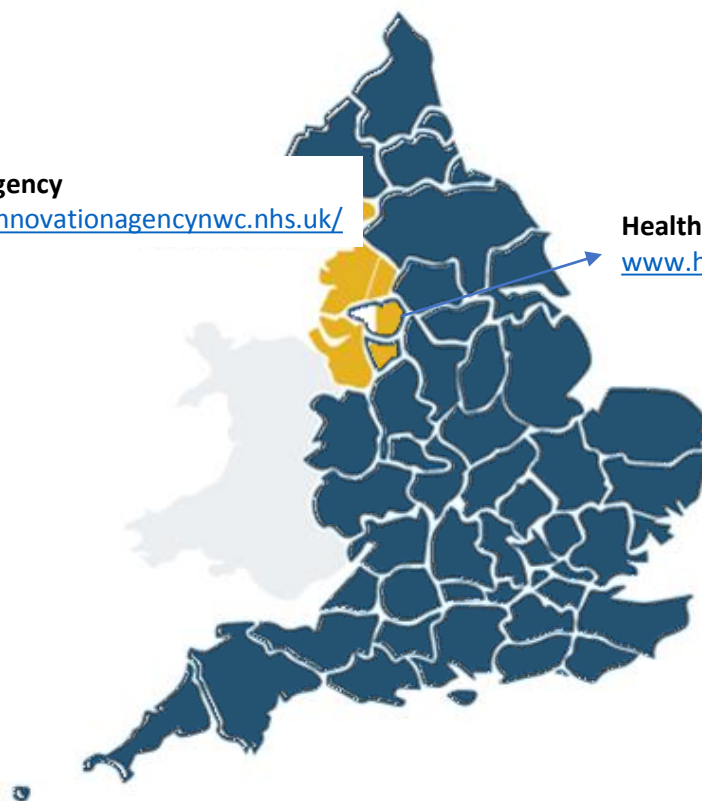
Improving health and generating economic growth



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Innovation Agency

<http://www.innovationagencynwc.nhs.uk/>



Health Innovation Manchester

www.healthinnovationmanchester.com



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What is our SME NHS Business Support offer?

- For Eligible SMEs (under ERDF)
 - Minimum of 12h **Fully Funded** Support
 - Can be **BESPOKE** support

Step into Healthcare, Masterclasses, Events, The Innovation Nexus



<https://healthinnovationmanchester.com/the-innovation-nexus/>

Aim for economic growth

GROWTH OUTPUTS

- Employment increase in supported enterprises
- Enterprises supported with new products to the market and/or new to the firm products



What have we helped Industry with?

- Understanding the NHS
- Door knocking
- Accessing funding
- Evaluation and evidence
- Procurement
- Regulatory approval
- Positioning, presenting, pitching
- Marketing advice
- Broker joint funding applications

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Some relevant events – Find links on our websites

7 th Feb	Nurturing a safety culture across our health and social care system	Health Innovation Manchester
7 th Feb	Manchester University NHS Foundation Trust Diagnostics and Technology Accelerator Launch event	Manchester University NHS Foundation Trust
13 th Feb	SMEs and confidently tackling the Medical Devices Regulations	Health Innovation Manchester / ABHI
26 th Feb	Excel in Health: understanding the NHS as a Market Place	Innovation Agency
6 th Mar	Entrepreneur SLAM: World Healthcare Congress Europe	World Health Conference / Health Innovation Manchester / Innovation Agency

#extremecollaboration



Summary

- The NHS (and AHSNs) have an interest in supporting Economic Growth (helping the creation of jobs)
- AHSNs/NHS wants and needs to collaborate/work with Industry
- There is wide SME Support available across the North West – we're here to help !



Structuring a Value Proposition

Nick Allen
Industry Procurement Advisor
Health Innovation Manchester



Value Proposition Template

Company Name

Your name

Date

Web

Email



What is the problem?

- What is the problem you are addressing? What is the Need?
- Can you be Trust or region specific?



The Current Cost?

- What is the current cost to the NHS? Be specific, use real data



What is your solution/innovation?

- What is your innovation that addresses the problem?



The How?

- How does your innovation/solution address the problem?



What is your cost to address the problem?

- Your cost in addressing the problem?



Potential savings if NHS uptake solution?

- Based upon today's costs, and deducting costs of your solution, the savings will be circa £..... Per annum
- If you can be trust or region specific this will help
e.g.; Greater Manchester



Evidence?

- What evidence exists, or do you plan to obtain evidence to prove the potential benefit?



Thankyou – any questions?

PANEL INTRODUCTION

Nick Allen
Industry Procurement Advisor
Health Innovation Manchester

TODAY'S PANEL



- Peter Schofield – AGMA Procurement Programme Manager
- Steve Begley – Head of Procurement at Alder Hey Children's Hospital Liverpool
- Marie Clayton – Deputy Director of Primary Care/Head of QIPP – Bury CCG
- Sue Mason – Senior Clinical Procurement Adviser at NHS Shared Business Services
- Amy Cartwright - Patient Safety and Innovation Specialist, NHS Supply Chain

In attendance

HInM & Innovation Agency Programme & Project leads, NHS SBS Advisors, Colin Cram



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FORMAT



Raise your hand to ask a question - please use the microphone

Use your mobile phone/tablet/laptop to type your question

- Open a browser on any laptop, tablet or smartphone
- Go to **slido.com**
- Enter the event code **#HINM**

Wi-Fi connection: Alderley Park CC



BREAK
Back at 11:45AM

slido.com

Enter the event code #HINM



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FORMAT

Raise your hand to ask a Question - please use the microphone

Use your mobile phone/tablet/laptop to type your question

- Open a browser on any laptop, tablet or smartphone
- Go to **slido.com**
- Enter the event code **#HINM**

Wi-Fi connection: Alderley Park CC

Closing Remarks

Daniel Zamora
Commercial Programme Manager
Health Innovation Manchester

Lunch and Networking