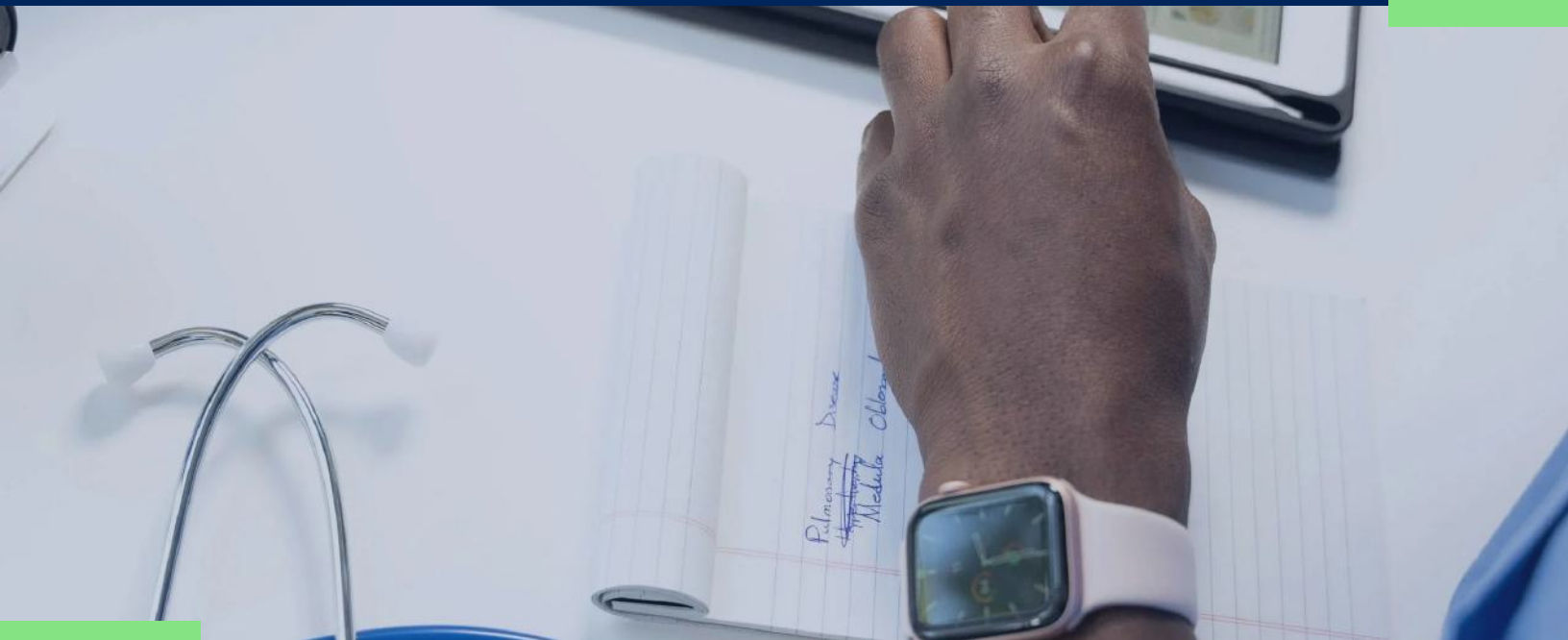


# Help Needed Now

## The Link Between Innovation, Simplicity & Speed

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## Introduction

With NHS waiting lists still at **extremely high levels**, there's a critical and immediate need for swift, smart solutions in healthcare delivery.

When Patient Support Programmes (PSPs) are designed, there is a tendency to overcomplicate them. This often makes them **difficult to implement**, causing delays in getting programmes live and slowing down access to medicines for patients. These delays prevent Pharmaceutical companies from making a material impact on NHS waiting lists and patient care - at a time when **speed matters** so much.

## Why Simplicity Drives Speed

Complexity is the enemy of progress.

Overly detailed processes, lengthy approval chains, and risk-averse cultures often stall PSPs.

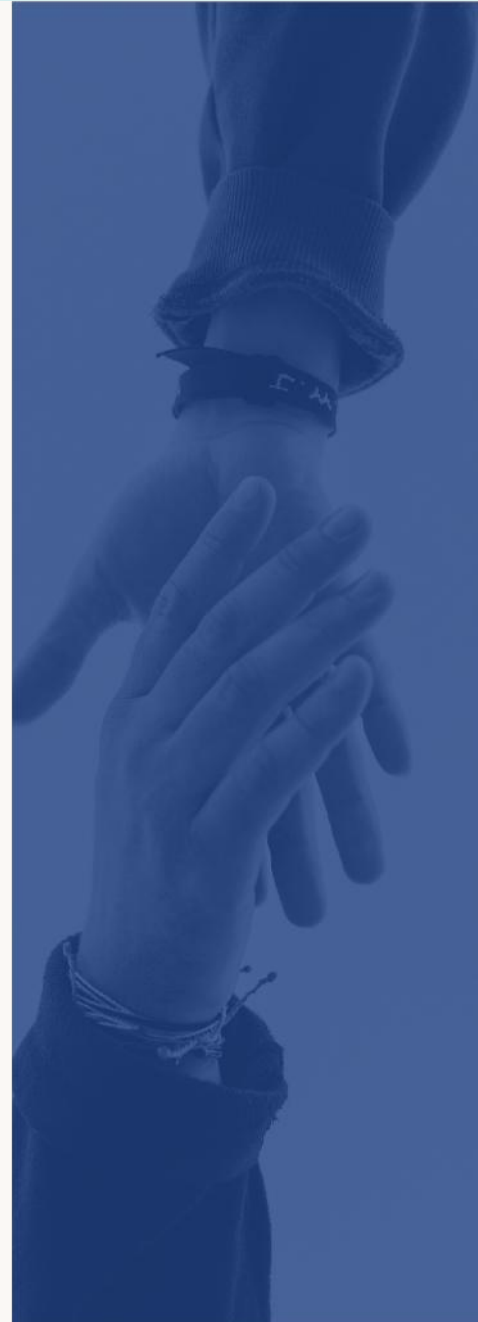
As **Peter Drucker** said:

“ Any innovation to be more effective has to be simple and it has to be focused. ”

Likewise, **Steve Jobs** reminded us:

“ Simplicity is the ultimate sophistication. ”

When the design of innovative PSPs is simplified, they launch faster, patients receive care sooner, and the NHS benefits immediately.



# Steps to accelerating PSP Delivery

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There are **six steps** to accelerating PSP delivery:



## Define Ambition

Set clear objectives and timelines.



## Spot Complexity Triggers

Identify bottlenecks early (legal, pharmacovigilance, contracts).



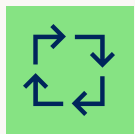
## Create a Simplicity Blueprint

Map streamlined PSP processes.



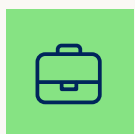
## Customise

Ensure the programme can be customised simply to meet locality requirements.



## Use Sprint-based Execution

Launch in short, iterative cycles.



## Embed New Practises

Make simplicity the norm, not the exception.

# Making the innovation work in practice

Imagine this PSP scenario:

*A pharmaceutical company has identified the problems in driving access to their medicine given huge waiting lists in the NHS – they have decided to design and implement a simple but effective PSP to help unblock the waiting list.*

*A sprint execution process is deployed in the set-up phase of the PSP reducing the total set up time to weeks, rather than months.*

*The design of the programme has anticipated locality customisation requirements and specialist nurses and/or admin support are deployed shortly thereafter aligned to NHS protocols and funded fully by pharma.*

*A short pilot is implemented with patients beginning treatment immediately, and the NHS receives feedback from patients calling the experience “brilliant”. Full roll out follows quickly thereafter.*

This demonstrates how a **simple, swift**, and **properly executed** PSP can transform patient care and NHS experience.

## An Unpalatable Alternative

We are aware of Pharmaceutical Companies sitting on Programmes and other value based initiatives which have simply failed to get off the starting blocks.

Our research shows that these failures are normally down to one, or both, of the following:

- **Overcomplicated programmes** that are just too difficult to implement.
- The solution the programmes were designed to solve were **never attractive enough** to stakeholders in the first place





## Simplicity Now

If companies and/or third party suppliers continue to overcomplicate PSPs, they will keep delaying care and missing opportunities to reduce waiting lists and driving access to medicines.

The time to act is **now**.

Let's design programmes that are simple, fast, and effective - because patients are waiting.



**This article has been revised and expanded from its 2022 version.**

Contact Apodi today, to explore how we can help you deliver PSPs that make a real difference!

Email us directly here, to enquire:

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