

Help the NHS Now

Keep Innovation Simple and Effective

INTRODUCTION

In last months innovation article '[Help needed now – the link between Innovation: Simplicity: Speed](#)' we quoted Steve Jobs: *"It takes a lot of hard work to make something simple, to truly understand the underlying challenges and come up with elegant solutions.....simplicity is the ultimate sophistication."*

EXAMPLE FROM OUTSIDE OF HEALTHCARE

The writer of this Article is a regular user of ferry services in Europe and frankly not the biggest fan. Here is his story:

The experience can be burdensome, uncomfortable and boring. Of the ferry companies used, Brittany Ferries probably



provides the most pleasurable travel experience. However, even with this company the boarding and disembarkation process can be insufferably long.

Passengers are encouraged to arrive early to check in and normally boarding is shortly before departure time. This long wait to board is often exacerbated because of the need to plan long journey times because of the travelling distance and the potential for delays – often resulting in early arrivals hours before departure.

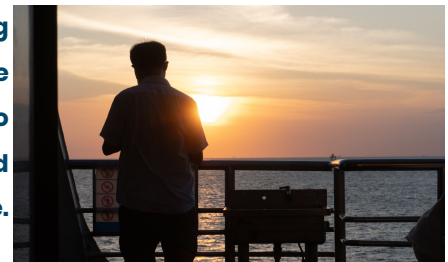
I therefore recently arrived at the Spanish port of Santander some 3 hours prior to departure time. Having undertaken this trip many times, we settled down in the car park expecting to wait 2.5 hours before boarding the boat – facilities in the port of Santander are not extensive.

Surprisingly, almost immediately we were directed to board

the boat, were able to go to our cabin and sit in the luxurious 'Commodore Club.' Similarly, when we arrived in Portsmouth rather than face the normal 1 hour wait on the boat after arrival, we were asked to disembark immediately and arrived home at least 1 hour earlier than expected.

We couldn't believe our luck and wondered why it couldn't be like that all the time. However, it wasn't luck – the day after our return we received this e-mail:

'Thank you for travelling with Brittany Ferries. We are always looking to improve our services and your travel experience.'



'On your last crossing, you were able to benefit from priority embarkation and/or disembarkation from the ship. We are currently testing this service with a targeted number of customers, including you, in order to study its expected feasibility. We would like your feedback on your experience.'

To me this was an example of the link between Innovation: Simplicity: Speed and ultimately customer satisfaction (p.s., our feedback was 'brilliant').'

APPLYING TO PATIENT PROGRAMMES

Imagine the following scenario: a Trust has extensive waiting lists caused by excessive workload and staff shortages etc. Patients are waiting on average 6 months longer for treatment than the care pathway envisages leading to poor outcomes and experiences.

A Pharmaceutical Company approaches the NHS with the simple proposition:

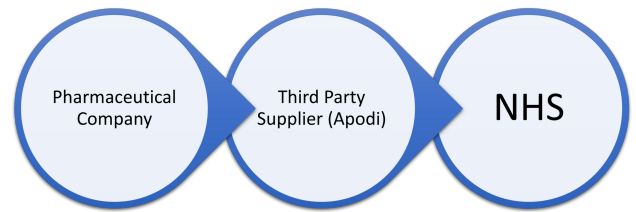
We will provide you with the resources to drastically cut your waiting lists. These expert specialist resources (for example, specialist nurses or admin support) will work to your existing protocols and integrate with the NHS to underpin the relationship between the NHS and its patients. These resources will be provided free of charge to both the NHS and of course its patients.



Following successful completion of a Pilot Programme the NHS sends out the following message:

'Thank you for your recent visit and enabling us to provide you with the care you required.'

You were able to benefit from a new relationship between the NHS, a Pharmaceutical Company and a third party supplier. As a result, your treatment programme commenced with no delay. We are currently testing this service with a targeted number of customers, including you, in order to study its expected feasibility. We would like your feedback on your experience.'



Innovative new relationships can drive dramatic results – the Patient Programme even at its most basic level can transform the lives of those working in the NHS and their patients.

APODI'S RESOURCE HUB

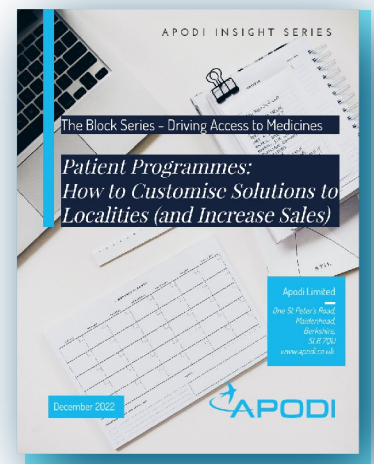
Apodi has over a decade of experience in identifying and implementing innovative access strategies for our pharmaceutical clients that drive appropriate access to its medicines and transform patient lives. Here are some of our findings and best practices:



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