



Innovation in Homecare

The Apodi Accelerator Newsletter
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For more information about how we help our customers **DRIVE ACCESS** to their medicines and services and **TRANSFORM PATIENT LIVES**, visit our website at www.apodi.co.uk

Here you will also find a plethora of resources and featured articles.

Innovation Framework

The provision of increased value to key stakeholders (the NHS and Patients) through innovation and differentiation drives greater access to medicines. Opportunities exist for those companies that aspire to an improved Homecare service to dramatically '*change the game*'.

A framework for innovation at scale includes the following components:

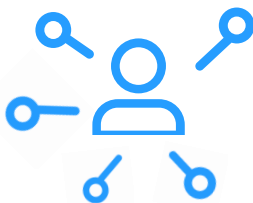
1. New Delivery Models of Homecare Nursing
2. New Partnership Models of Delivery
3. New and Improved Processes that Reduce Initiation Cycle Times
4. Customising Services to Trust Localities and Patients
5. Implementation of Synergistic Services across Pathways

1 New Delivery Models of Homecare Nursing

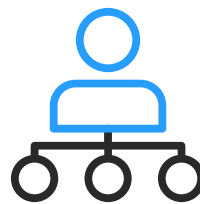
Traditionally, Pharmaceutical Companies have primarily used the Syndicated Nursing Model to support their Homecare Services. Nurses often support up to 10 different products from different companies and therapy areas.

The Dedicated Nursing Model drives significant improvements in patient and trust experiences and outcomes – Nurses are dedicated to 1 company and often 1 product.

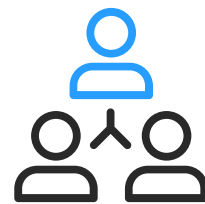
Apodi has recently introduced its 'Flexible Locality' Homecare Model which in certain situations combines economies of scale with high quality nursing. This model utilises both flexible and local Nurse resource on a dedicated basis to clients – for more information on this, please email us directly at info@apodi.co.uk.



Syndicated Model



Dedicated Model



Flexible Model

2 New Partnership Models of Delivery

The core processes required to deliver a world class Homecare Service are primarily:

- Dispensing and Delivery processes that ensure products arrive at a predesignated location and time in good condition.
- Nursing Care processes that ensure patients receive customised quality care at the appropriate time.

These two sets of processes differ significantly, and it is a real challenge for companies to build processes, core strengths, management teams and cultures that can simultaneously succeed in these different areas.

For this reason, Partnerships between companies who are specialists in 1 of the above sets of processes can be very successful i.e. a Dispensing and Delivery Company and a Nursing Services Company. **Apodi has partnered with Personal Homecare Pharmacy** to provide a synergistic service that combines such specialist support.

3 New and Improved Processes that Reduce Initiation Cycles

Many managers of Homecare services in Pharmaceutical Companies wish to reduce the length of time it is taking to initiate patients onto therapy. Initiation cycle times can be reduced from several weeks to days if new processes incorporating digital technologies, data capture and reporting are combined with the appropriate model of delivery (see section 1).

4 Customising Services to Trust Localities and Patients

Customising services can be a huge differentiator to patients and trust localities. Processes for understanding specific requirements of each trust and patient is critical. Again, the chosen delivery model is critical to success – for example, the deployment of Syndicated resource reduces customisation opportunities materially.

5 Implementation of Synergistic Services across Pathways

The provision of a Homecare service does not address all the blocks in driving access to medicines. For example, huge waiting lists caused by capacity problems in the NHS require services such as the provision of Initiation Clinic programmes to supplement and integrate with Homecare services if the access issue is to be adequately addressed.

Summary

Opportunities exist for companies to transform their traditional Homecare service provisions. Apodi's new and differentiated models of delivery and processes work to optimise access to your companies' medicines.