

# Help Needed Now



## The link between Innovation: Simplicity: Speed

### INTRODUCTION

With huge and growing waiting lists, patients and the NHS need help now. An article in the Evening Standard recently stated **"an estimated 117,000 patients died last year waiting for care in the NHS"**. Similarly, Pharmaceutical Companies need to drive access to their medicines as soon as possible to improve its commercial health as well as satisfying the demand of their key customers – patients and the NHS.

Many Patient Programmes implemented by Pharma are designed to meet these demands. Why, therefore, does it take some companies so long to initiate programmes when the need is so immediate?

### KEY ISSUES

Of course, there are a number of issues at play but here are two that are often found:

1. Many organisations (Pharma Companies, NHS and Suppliers) have never been more complex with legacy systems and heavy organisational structures that struggle to be agile and innovate.
2. A risk averse culture within these organisations results in overly complex processes and documents filled with just about every possible scenario imaginable. Whereas, what is needed, is to empower individuals within the organisation to have the confidence to be clear, precise and have an understanding of what the organisation is trying to achieve.

### INNOVATION: SIMPLICITY: SPEED – WHAT THE EXPERTS SAY

Peter Drucker identified the link between simplicity and innovation stating that:

***"any innovation to be more effective has to be simple and it has to be focused"***

This link can be extended to the speed of implementation. Innovative and new Patient Programmes can be implemented far quicker if simplicity is at its core.

So why is simplicity so elusive? As Steve Jobs said:

***"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"***



# THE ROLE OF THE LEADER

The role of the leader of a Patient Programme is critical to the speed of initiation. The leader has to make sure that bureaucracy doesn't overtake the entrepreneurship that has identified the need for the Programme.



## 5 KEY STEPS – AN INNOVATIVE APPROACH

There are five key steps that the leader needs to implement to drive the acceleration process:

### 1) Define the Ambition for the programme

This should include a clear timeline for the set up phase of the programme



### 2) Diagnose where simplicity and complexity are likely to occur - there are obvious examples such as:

- Legal contracts
- Pharmacovigilance issues
- Honorary contracts
- Sequential working during the set up phase
- Risk-averse managers involved in the programme



### 3) Create a 'Simplicity Blueprint and Roadmap' and communicate these to all stakeholders



### 4) Implement the set up phase through short sprints and communicate these to all stakeholders



### 5) Embed the new ways of working into key processes for longer term benefits



## A MATTER OF LIFE AND DEATH

Complex and bureaucratic implementation processes waste people's time and can have a devastating impact on Patients, the NHS and Pharmaceutical Companies.

**NOTE:** This article has been kept short and concise to be consistent with its subject matter.



**"An estimated 117,000 patients died last year waiting for care in the NHS"**

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