



Selling to the UK National Health Service



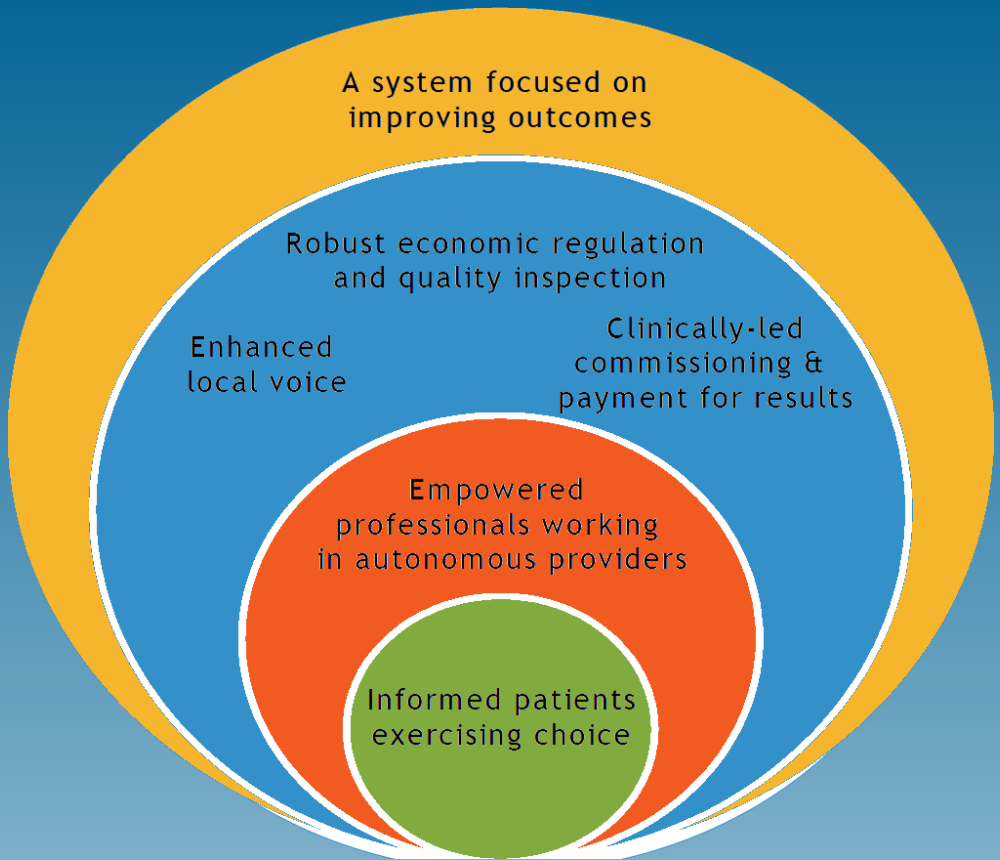
NHS

New Government DoH 'White Paper'



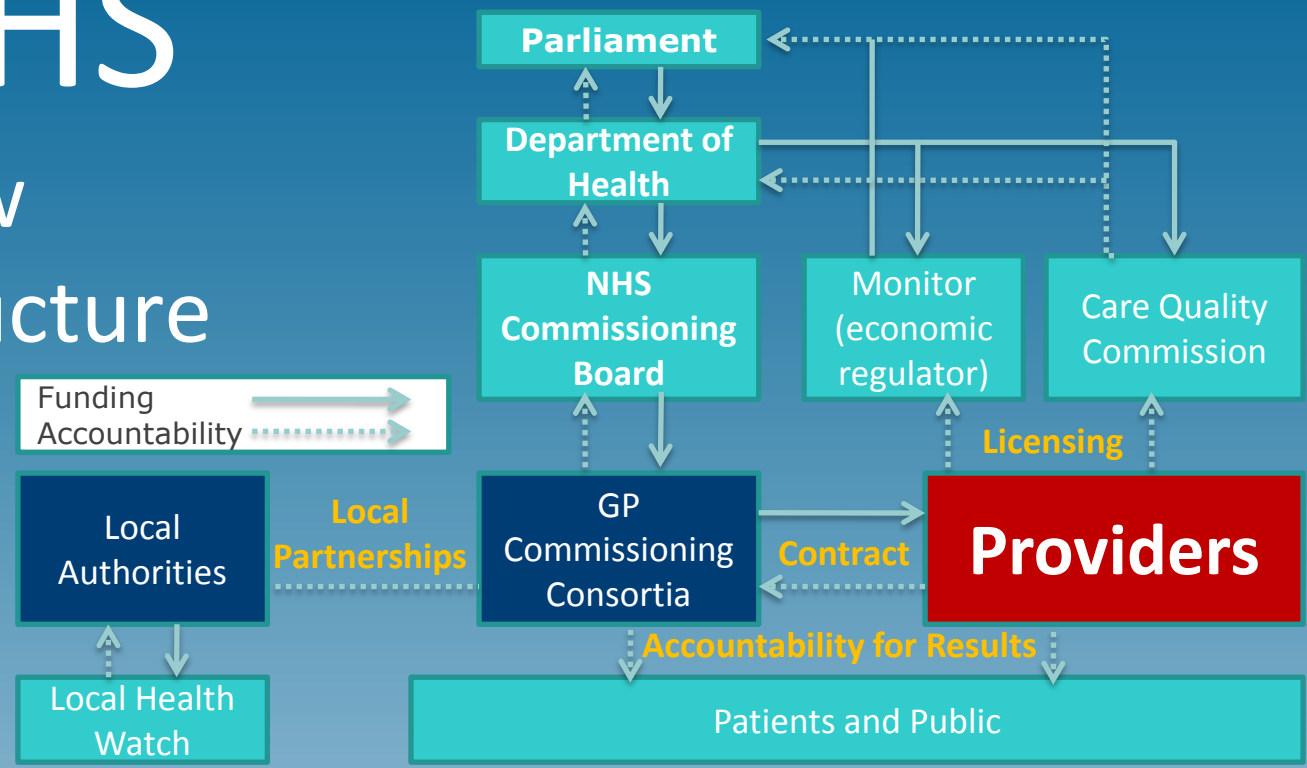
NHS

Key Drivers



NHS

New Structure



NHS

“All those who work on the frontline should be thinking carefully, and imaginatively, about how we can do things differently.

The QIPP process is a home for this in the NHS and the way that we can implement the best and brightest ideas across the service.

As the Prime Minister said: ‘Don’t hold back – be innovative, be radical, challenge the way things are done.’”

Andrew Lansley, Secretary of State for Health – 2 July 2010.



NHS

QIPP



- Quality
- Innovation
- Productivity
- Prevention

As suppliers we need to be able to provide innovative products and services to enable the NHS meet these key criteria





.....the challenge

How can a SME
make a difference





Improved Health Outcomes & Signposting



Weight



BMI



Body Fat



BP & Heart Rate



Step 1 – Product

- Quality

Looked good, robust, clinically validated and met wide-range of quality standards

- Innovation

offered a new or improved option not only now but for the future (TELEHEALTH)

- Productivity

More efficient and cost effective – strong business case with supporting CBA

- Prevention

Evidenced based opportunistic screening of large populations – **important data capture**



Step 2 – Awareness

- Find the GAP!

Wellpoint strong in delivering large-scale cost effective opportunistic screening

- Flexibility

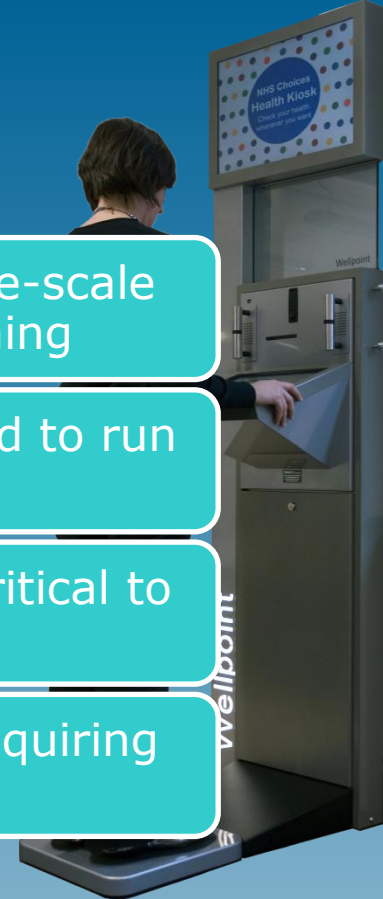
We had to be patient and prepared to run pilots and assemble case studies

- Partnerships

Formed strategic partnerships - critical to Wellpoint's success

- Collaborations

Many projects are complex and requiring multi-disciplines



Step 3 – Key Partnerships

- Technology

Logica, IBM, Oracle, BT & NCR

- Health Content & Social Marketing

NHS Choices, NHS Institute for Innovation and Improvement & Change 4 Life

- Collaborations

Serco, Capita, Morrisons Hypermarket, Lloydspharmacy, Fitness 2 Live & IntouchwithHealth



Wellpoint - Key NHS Activity

Department of Health (DoH)

- DoH Vascular Team
- DoH Kidney Tsar
- DoH Skipton House
- DoH Richmond House

Partnerships

- NHS Choices
- NHS Institute for Innovation and Improvement
- Change4Life

Relationships

- NHS Newham
- NHS Derby City
- NHS Hull
- NHS Wakefield District Trust



NHS choices

DH Skipton House

DH Richmond House

NHS

Derby City

NHS

Hull

NHS

Tower Hamlets

Local Companies Prisons

change 4 life
Eat well Move more Live longer



Health Central
St Stephen's Shopping Mall



Heart Risk Assessment



wellpoint
Health Kiosks

UK meets NL 

NHS St Stephen's Hull Shopping Mall



Wellpoint

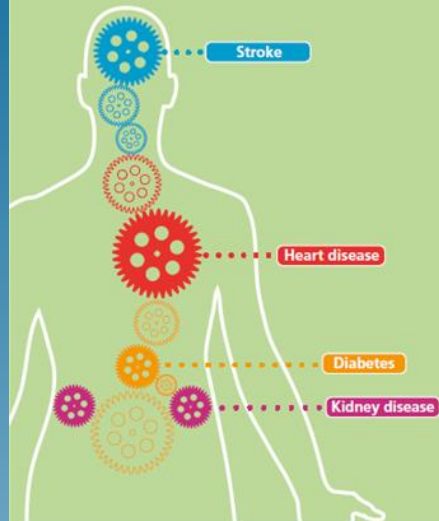
NHS
Choices

NHS
Tower
Hamlets

2-month
pilot
assessing
10-year
risk CVD

- Population
England & Wales
40-74 yrs
- No pre-existing
CVD

Putting Prevention First
NHS Health Check: Vascular Risk
Assessment and Management
Best Practice Guidance



Free NHS Health Check

Helping you prevent heart disease, stroke,
diabetes and kidney disease.



NHS
Tower Hamlets



Full Health Test

This option allows you to measure your weight, body fat, pulse rate and blood pressure

+

QRISK2
CVD risk assessment tool



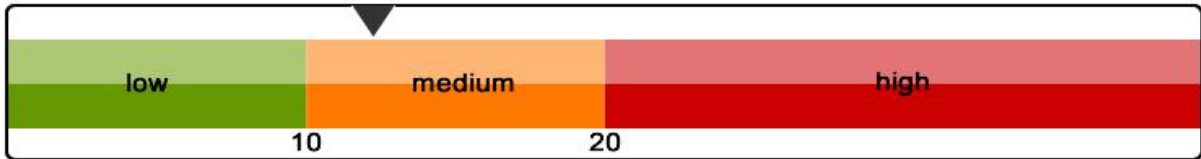
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Health Kiosks



◀ back

Congratulations. You have finished the health assessment.
Here is your Healthy Heart Result.

Your 10-year risk score 12.2%




How to register with a GP


Print my results


Send results to my GP


Local Services

continue

NHS choices

wellpoint
Health Kiosks



UK meets NL 



Exit

Wellpoint Health Test Results			
Gender: Male	Age: 30	Height: 5' 11"	
Weight	92kg	BMI	28.4
Body Fat	25%	BMR	1860 kcal/day
TDEE	2884 kcal/day	Blood Pressure	185/75
Heart Rate	59 bpm	<div style="border: 1px solid black; padding: 2px;"> Your 10-year risk score 12.2% </div>	

Overall Score **7.7**
 Trend **Lower**

- [Text](#)
- [Email](#)
- [Print](#)
- [More Info](#)

[Continue](#)



Outcome from Pilot

Site	Days Active	Total Tests	Tests per day	QRISK			QRISK Result	QRISK Result	QRISK Result	% eligible	% against target	% Gender Split	
				40-74 eligible	< 10	10 - 20						20+	840
East London Mosque	5	189	38	85	63	27	18	18	33%		181	8	
Anchorage House	63	1821	29	832	755	584	127	44	41%		1025	796	
Chrip Street	63	1596	25	580	479	295	92	92	30%		1037	559	
Roman Road	63	1369	22	601	525	336	108	81	38%		654	715	
TOTAL		4975		2098	1822	1242	345	235	37%	217%	2897	2078	



Global Connectivity synchronising health & population data



Extensive access to
health profiling

Tracking progress of
health promotions
across regions and
national

Opportunistic
screening





Selling to the UK National Health Service

