



## Bright Ideas in Health Awards 2021

### Category: Outstanding Industry Collaboration

This category is open to organisations in the North East and North Cumbria

This award recognises the development of a collaboration with industry that addresses a significant need(s) and has or will have a major positive impact on patient care.

This includes, but is not limited to, reduction in treatment time, cost benefit etc. Applicants should be able to demonstrate how the collaboration provides an innovative solution(s) and how it can add benefit within the NHS.

This category is sponsored by RTC North & Innovate UK EDGE

The entry criteria for **Outstanding Industry Collaboration** is:

#### The Idea

1. Describe the unmet need or problem your idea addresses:
2. Describe your solution and how it works:
3. What is the benefit of the idea over current methods or products used?
4. What is the current status of the idea?

#### Evidence

5. Is there any evidence to demonstrate the effectiveness of the idea?
6. Are you aware of any companies/organisations who offer similar products or services?

#### Development

7. Has your idea been discussed or shared with others?
8. Describe any challenges that may need to be overcome to further develop and/or implement your idea:
9. Have any other people or organisations been involved with your idea?
  - i. If so, who and how?
10. Are you aware of anyone conducting research or trying to solve the same problem?
  - i. If so, who?
11. Should this idea go further, would you be prepared to invest time in its development?

#### Adoption and Sharing

12. Whilst innovation is undoubtedly important its value is strengthened by its ultimate adoption. How would you drive the adoption of your innovation?

#### Entries will be assessed on the following:

**Innovation:** originality of the idea

**Value:** impact of the initiative on patient care and/or service effectiveness

**Patient focus:** evidence that patient/service user need was central to the work

**Collaboration:** evidence of the involvement of other professionals, services and/or patients in the project

**Clinical effectiveness:** data demonstrating how this initiative drives clinical enhancements

**Leadership:** evidence of entrants championing their innovation in their organisation or more widely

**Adaptability:** ideas that could be adapted for use elsewhere in entrants' organisations or other organisations

**Sustainability:** initiatives that can be embedded within organisations to operate without the input of the people who developed them

**The deadline for entries is 13th September 2021**

**For a full category explanation and to enter please visit: <https://brightideasinhealth.org.uk/>**

**If you have any queries, please contact [sarah.black@ahsn-nenc.org.uk](mailto:sarah.black@ahsn-nenc.org.uk)**