



Bright Ideas in Health Awards 2022

Category: Innovation and Improvement in Reducing Healthcare Inequalities

Health inequalities are the preventable, unfair and unjust differences in health status that arise from the unequal distribution of social, environmental and economic conditions within societies, which determine the risk of people getting ill, their ability to prevent sickness, or opportunities to take action and access treatment when ill health occurs.

NHS England and NHS Improvement's Core20PLUS5 approach aims to support the reduction of healthcare inequalities experienced by communities most at risk at both national and system level. The approach defines a target population cohort; i) the 20% most deprived and ii) 'PLUS' groups experiencing poorer than average care. It also identifies '5' focus clinical areas requiring accelerated improvement – maternity, severe mental illness, chronic respiratory disease, early cancer diagnosis and hypertension case finding.

This award recognises innovative and creative initiatives which aim to reduce healthcare inequalities at a national or local level – especially those which align with the Core20PLUS5 approach. Therefore, award entries should have a focus on the most deprived communities, inclusion health groups (any population group that is socially excluded).

Judges are looking for entries that drive tangible improvements in access, experiences and outcomes for patients, carers, people and/or communities. Winners will be projects co-designed and co-produced with patients, built on strong local partnerships, that use data and insights effectively and intelligently to target interventions and demonstrate measurable impacts outlining what has actually made a difference to communities.

Eligibility: All NHS organisations (including providers, partnerships and systems), General Practice and primary care organisations.

The entry criteria for **Innovation and Improvement in Reducing Healthcare Inequalities Award** are:

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 your innovation? e.g. has any funding been secured? plans in place for development/timescales etc

Evidence

5. Is there any evidence to demonstrate the effectiveness of the idea? a) is this already being used? b) if it is being used, where? c) through clinical trials/real world validation?
6. Are you aware of any companies/organisations who offer similar products or services?
7. Please detail any clinical/expert or PPI feedback you have received with regards to the innovation.

Development

8. Has your idea been discussed or shared with others?
9. Describe any challenges that may need to be overcome to further develop and/or implement your idea:
10. Have any other people or organisations been involved with your idea?
 - i. If so, who and how?
11. Are you aware of anyone conducting research or trying to solve the same problem?
 - i. If so, who?
12. Should this idea go further, would you be prepared to invest time in its development?
13. How does your innovation address issues related to health inequalities such as digital poverty, accessibility, diversity etc)
14. How does your innovation impact on the NHS sustainability agenda (carbon footprint, travel etc)

Adoption and Sharing

15. 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 25th November 2022

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