



Bright Ideas in Health Awards 2022

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.

The entry criteria for **Outstanding Industry Collaboration** 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 pathway/service/device/technology over current methods or products? a) for patients b) for clinicians c) in terms of cost
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