Bright Ideas in Health Awards

Category: Digital and AI Innovation in Healthcare

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

Artificial intelligence (AI), digital systems, and advanced virtual technologies are transforming healthcare delivery, improving access, enhancing patient experience, and enabling more personalised, efficient care.

From intelligent automation and remote monitoring to virtual platforms and data-driven insights, innovation is helping health and care services respond to rising demand while improving outcomes for patients and communities.

This award recognises initiatives that use digital and AI technologies in truly innovative, patient-focused ways to address real-world healthcare challenges.

Whether through supporting clinical decision-making, empowering individuals to manage their health, improving communication and accessibility, or enabling more proactive and preventative care, these solutions demonstrate meaningful impact.

Successful innovations will show clear benefits in health outcomes, patient experience, or service effectiveness, alongside strong user-centred design, ethical implementation, and collaboration.

Crucially, they highlight not only innovation, but real-world adoption and the ability to transform care delivery at scale.

Eligibility:

Open to all NHS organisations (including providers, partnerships and systems), General Practice, primary care organisations and NHS-led partnerships implementing digital and AI-enabled solutions.

The entry questions for the **Digital and AI Innovation in Healthcare** category are:

1. What digital, AI or virtual technology has been developed or implemented?
2. What healthcare challenge does it address?
3. How does the solution improve care, access, experience, efficiency or outcomes?
4. How has the solution addressed health inequalities, accessibility and digital inclusion, and what impact has this had on underserved populations?
5. How were users, patients or staff involved in design and implementation?
6. What evidence is available to demonstrate impact?

7. How have ethical, safety, accessibility, data or information governance considerations been addressed?
8. How has the solution been adopted in practice?
9. What is the potential for scale across health and care settings?

Specific judging focus:

- Innovative use of digital or AI technology
- Reduction of health inequalities, accessibility and digital inclusion
- Patient-centred design
- Ethical and safe implementation
- Evidence of impact
- Adoption and scalability

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 27 November 2026

For further information and to enter please visit: https://brightideasinhealth.org.uk/

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