Oxford AHSN case study

Date: Q3 2017/18

Programme/Theme: Strategic and Industry Partnerships

Title: Roadmap published to guide digital health developers

Supportive quotes

"Fantastic new resource from our colleagues @OxfordAHSN to help innovators turn ideas into products to improve health" University College London Partners

"Everything you need to get your idea to market!" MedCity

"This looks great – a really useful resource!" Imperial College Health Partners

Overview summary

The Oxford AHSN, in collaboration with Oxford University Innovation and with consulting support from Oxentia, has produced a Digital Health Roadmap for innovators and entrepreneurs interested in developing and commercialising digital health products and services. It was launched at the Innovation Forum leadership conference in December 2017 and highlighted further at the NIHR MindTech conference two days later. Further details at: http://bit.ly/roadmapOX

The Roadmap was produced after a gap in support for SMEs developing and commercialising digital health products - including health management apps, wearable tech and online interactions – was identified.

The Roadmap was intended as an update of the Oxford AHSN 'Map the App' guide published in 2013. Since then there have been significant changes to the development pathway for digital health solutions and the need for a revised and updated report was very evident. The Roadmap sets out the different stages of development – from concept to adoption by the NHS and other health systems - and addresses each one in detail:

> **Stage 1** Needs assessment and idea generation
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> **Stage 2** State of readiness screening
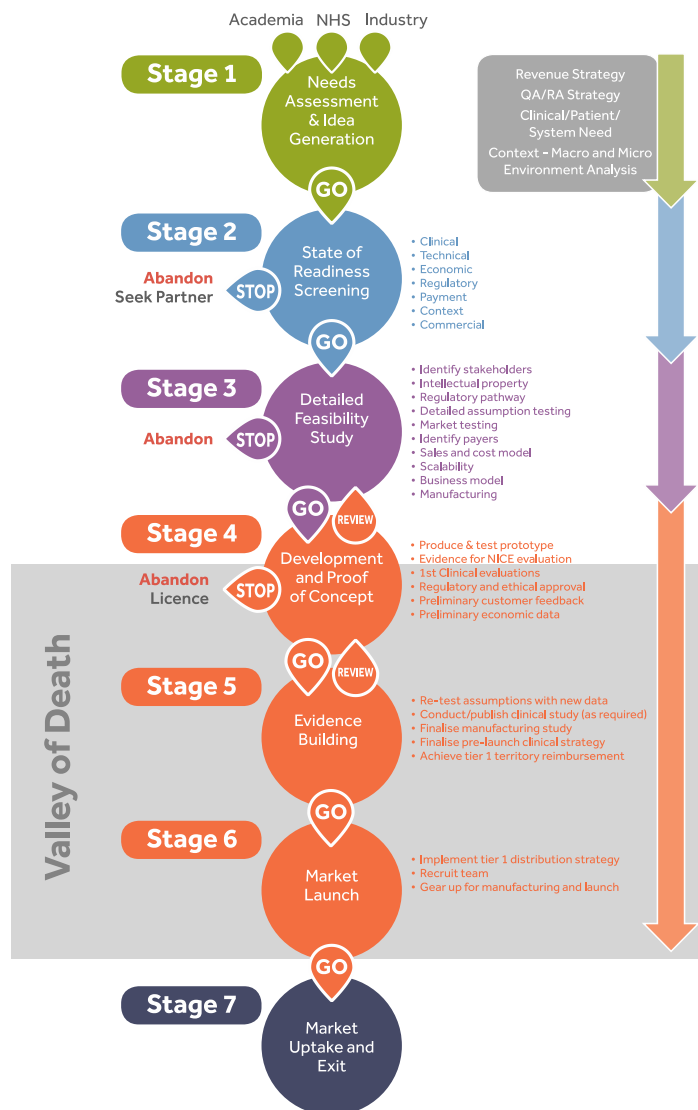>
> **Stage 3** Detailed feasibility study
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> **Stage 4** Development and proof of concept
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> **Stage 5** Evidence building
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> **Stage 6** Market launch
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> **Stage 7** Market uptake and exit

Oxford AHSN's Digital Health Roadmap

Challenge identified

The rapidly developing global market for digital health products poses numerous challenges for both innovators and payers, with many innovators facing issues around digital health products that will be adopted by the health and social care systems, and in particular the NHS. There is currently no clearly defined pathway to support innovators in navigating their way through the development, commercialisation and commissioning of digital health products. More specifically there are a number of challenges at different stages of the pathway including the identification of the problem to be solved in any given care pathway, interoperability, information governance, evidence generation through the appropriate trial structure, regulatory requirements, scalability and the development of a commercial model and the NHS commissioning pathway.

Digital technology is an important enabler in the delivery of high quality services, improving patient outcomes and increasing efficiency and productivity in health and social care systems. Health and

social care systems across the world are undergoing significant change and restructuring to manage demand, maximise self-management and to keep people healthy and out of hospital. Digital health is increasingly recognised as having the potential to play a leading role in this transformation.

Actions taken

The Oxford AHSN Digital Health Roadmap addresses each of the different challenges providing detailed guidance and support at each stage of the journey from concept through to adoption. Specific chapters in the guide cover key areas such as concept generation, design and development, interoperability, information governance and data management, the regulatory framework, clinical testing and the development of a commercial model. The Roadmap provides a tool also to support the interactions between the Oxford AHSN and innovators, facilitating easier navigation of the pathway, and providing a basis for a more detailed dialogue.

The Digital Health Roadmap will help innovators and companies develop digital health products that are more aligned with the needs of the NHS and which also have an improved chance of reaching the market. The report will also provide detailed signposting to different resources at various stages of the development pathway, thereby providing support and facilitating the pathway to adoption.

Priorities addressed

AHSNs

- • Speeding up adoption of innovation into practice to improve clinical outcomes
- • Building a culture of partnership and collaboration

NHS England
- • Care and quality
- • Funding and efficiency
- • Health and wellbeing
- • Driving economic growth

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Further information

- • http://bit.ly/roadmapOX