

Oxford AHSN case study

Date: Q1 2019/20

Programme / theme:

Title: Oxford AHSN commercialisation workshop helps Consentricare gain adoption support from key stakeholders in the local health and social care system

Overview Summary

CareHound is a free mobile app for people organising elderly care, designed by [Consentricare](#).



Consentricare was set up by two friends after they had difficulties accessing information and organising social care for their elderly parents. The app helps family and friends navigate the local health and social care environment and uses information gleaned from local councils and healthcare providers. The aim is that by giving people access to the relevant information for their area, as well as information about their entitlements, it will enable patients and their families to make more informed decisions and move more smoothly through the NHS and social care, potentially reducing delayed transfer of care and pressure on the system.

Through the Bucks HSC Ventures programme, the Oxford AHSN provided a commercialisation workshop to help direct Consentricare's future customer discovery, develop their value proposition and further develop their product.

CareHound gives the opportunity to access and organise social care in one place and a channel for product and service providers to market to people who need these services. The app is currently available in Surrey, Buckinghamshire and Kent. A national rollout is now taking place with the assistance of [Bucks HSC Ventures](#) as a partner.

Challenge identified and actions taken

Nearly 1.4m older people in the UK are missing out on the care they need, due to difficulties in accessing information about what is available to them. There is a bewildering array of services options available, and it is often difficult to find the relevant information – especially after a medical emergency that results in a hospital stay.

Consentricare were struggling to identify and contact the key relevant stakeholders within the health and social care sector who could give them a better understanding of the landscape, and how their product could fit within it.

How is the AHSN involved?

As a key part of the Bucks HSC Ventures programme, the Oxford AHSN ran a commercialisation workshop with Consentricare to help develop and articulate their value proposition and identify their key stakeholders within the social care environment. The Strategyzer workshops help companies to visualise and communicate their business model using strategic management and lean start up templates for developing new or documenting an existing business model.



The business model canvases were developed by Alexander Osterwalder and involve the use of templates such as the Value Proposition Canvas, which looks at identifying stakeholders and their requirements to allow innovators to see how well their product matches up. The workshop also uses the Business Model canvas, which allows companies to visually map out their business structure, in a light touch way, and see if they have a viable model. Companies are encouraged to go out and test all of their key assumptions on these canvases, as part of their customer discovery.

The AHSN also shared their knowledge on the health and social care landscape, providing Consentricare invaluable insight into the sectors. Additional input to further the product development was also provided, which would meet the needs of those stakeholders.

Impacts and outcomes of the AHSN involvement to date

Oxford AHSN provided a Strategyzer workshop, which allowed the company to test and validate their value propositions and business model. Consentricare were strongly encouraged to rework the canvases regularly and keep a log of them, to collate them and show to any future potential investor as part of their pitch deck to demonstrate due diligence.

Oxford AHSN also provided Consentricare with contacts in the health and social care system in the Buckinghamshire area, which the company are now exploring to enable uptake and collaborative working.

Learning to date

Through Oxford AHSN Consentricare were provided with an NHS perspective on how their solution meets the clinical need, supplemented with input from a social care perspective provided by Buckinghamshire County Council. This helped Consentricare think about the system in a more holistic manner and tailor the CareHound app accordingly.

Supporting quotes

Innovator

“The support provided has been invaluable in helping us to understand the dynamics in dealing with the NHS and the interaction between the NHS and social services”.

Bill Palmer, Executive Partner and Founder, Consentricare

AHSN

“Through the Bucks HSC Ventures programme, Oxford AHSN was able to provide insights during Lean Strategyzer workshops and provide access to key individuals in the local health and care system to support the adoption of CareHound”.

Nicki Bromwich, Head of Commercial Development, Oxford AHSN

Plans and timescales for spread and adoption

The plan is to develop the app’s capabilities and to continue to strengthen national presence, with the potential to develop and spread into other areas in the AHSN region.

Consentricare would be interested in partnering with other AHSNs to gain an understanding of the health and social care systems in other regions, and to receive help to develop their app for that area. Companies are welcome to apply for either Bucks HSC Ventures or Oxford AHSN Accelerator programme to receive support.

Start and end dates

2019 - Ongoing

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