



# **NHS Innovator Accelerator 2025 Intake**

*Guide for Applicants  
For Completing the Application Form*

## Guide for Applicants - For Completing the Application Form

Please also read the **Call for Applications** document within the [Resource Library](#) before completing the application form.

### Registration

You will need to register on the application process portal to begin and submit an application.

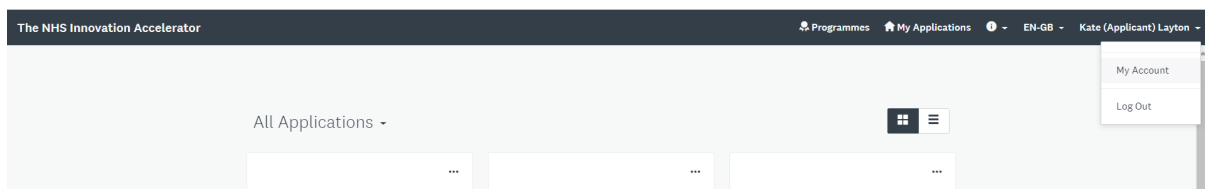
- Go to <https://nia.smapply.org/>.
- Here you will find a link to the application page.
- Click on either *Apply* or *Register*.
- On the registration form, provide the email address with which you would like to register (Please note that this is the email address to which correspondence will be sent).
- You will receive an email from [noreply@mail.smapply.io](mailto:noreply@mail.smapply.io) with a link asking you to confirm your email address (Please check your Clutter and Junk mailboxes if it does not appear in your Inbox).
- If you do not receive the registration confirmation email, please email [nia@uclpartners.com](mailto:nia@uclpartners.com).

Please note: You will need to allow cookies on this site to continue with your application. For further information on “Survey Monkey Apply” and how your data is used, please see visit “[Data & Privacy](#)”.

When you have completed the registration process, please:

1. Click on *View Programmes* on the first page that appears.
2. Click *More* under NHS Innovation Accelerator.
3. Click on *Apply* on the right-hand side of the page.
4. Enter the name of your innovation in the pop-up box that appears.

**NB.** Please can you make sure you set the site language to **English (British)** by clicking on your user name (top right hand corner on the menu bar), selecting *My Account* and updating default language settings to *English (British)*.



**You will then be able to begin the application process.**

## Screening Questions (Eligibility)

Applicants must complete a series of screening questions before gaining access to the full application portal. The answers to these questions will help you determine whether your innovation is at a stage suitable for the NHS Innovation Accelerator (NIA) prior to starting your application. Please click on the *Check Eligibility* link on the right side of the page to proceed.

1. Is there a single named Applicant?

As the NIA support is provided to one consistent individual representing each innovation (and not a company and / or an interchangeable individual from the company), the information submitted in the Applicant section should only be about the individual who is seeking to be a Fellow.

2. Please indicate whether your innovation addresses any of the healthcare challenges below by selecting all of the ones that refer to the problem your innovation is attempting to address.

3. Please indicate if your innovation impacts a particular disease or condition, providing the details even if you think they have been covered elsewhere in the application.

4. Please indicate **all** the categories that **can** describe your innovation.  
These are the only type of innovations that the NIA are able to support.

5. Please indicate a primary category that **best** describes your innovation.

6. Please confirm that you have evidence to show the impact or benefits of your innovation.  
You will be asked to elaborate further on this evidence in the main application form.

7. Is your innovation ready for wider adoption across the health and care system?  
Your innovation should be ready to be deployed at scale and with pace prior to joining the NIA, and should therefore have sufficient resources, both financially and in personnel, to be able to take up opportunities that arise from your participation in the NIA.

8. Has your innovation been deployed in an NHS or care setting?  
You will be asked to elaborate further on the current use of the innovation in the main application form.

9. Has your innovation met the regulatory requirements for its expected use in the NHS?  
Applicants accepted onto the NIA are expected to have completed all regulatory requirements for their particular type of innovation prior to commencing the Fellowship. If you are in the process of completing requirements, please select No and provide details of the expected completion date in the text box.

10. Are you able to commit at least two days per week during the initial 12 months of the NIA to scale your innovation in the NHS in England?

Applicants must have the capacity and permission from their employing organisation to deliver on the two days per week commitment to scaling their innovation, aided by the support provided by the NIA over the initial 12 months. This includes attendance at the launch and induction

events, published quarterly and Year 1 events, regular reporting to the NIA Team as to progress made, and virtual sprint meetings every 4 months. It is expected that the two days commitment will be undertaken during normal working hours.

Dates for your diary:

Induction event and pitch practice for the NIA Launch

- 17 March 2025 (full day)

2025 Intake Launch Day and 10<sup>th</sup> Anniversary Celebration (to be held in Manchester)

- 26 March 2025 (full day)

2025 Intake Fellow initial 1:1s

- w/c 14 April 2025 (1 hour per Fellow)

All Fellows' quarterly events (full day)

- Tuesday 6 May 2025
- Tuesday 1 July 2025
- Tuesday 7 October 2025
- Tuesday 3 February 2026

2025 Intake Year 1 events (full day)

- Tuesday 3 June 2025
- Tuesday 9 September 2025
- Tuesday 3 March 2026

**Please select *Yes* or *No***

---


















After completing and submitting this form, you will receive an instant pop-up. Please press *Okay* and then click on the *Apply* link on the right-hand side of the page to take you through to the application documents.

## Application Process

The application process is split into nine tasks:

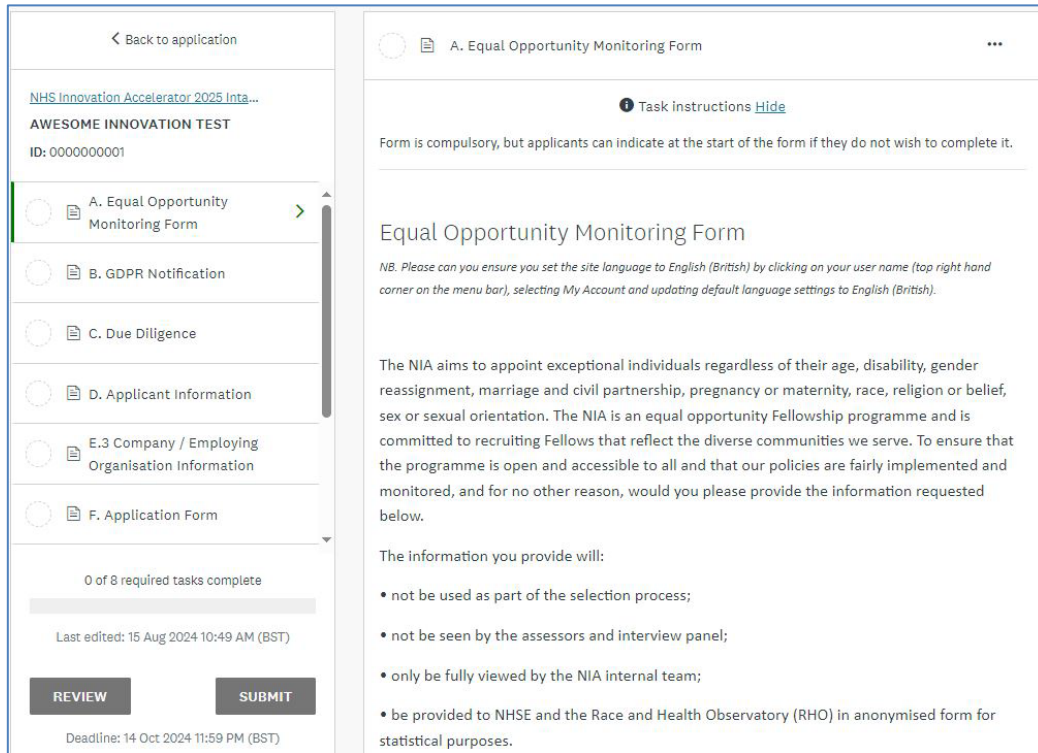
- A. Equal Opportunity Monitoring Form
- B. GDPR Notification
- C. Due Diligence
- D. Applicant Information
- E. Employing Organisation Information

- F. Application Form
- G. Authorising Signature
- H. References
- I. Additional Supporting Document (if needed)

1	 A. Equal Opportunity Monitoring Form  Equal Opp Monitoring Form	  
2	 B. GDPR Notification  GDPR Notification	
3	 C. Due Diligence  B. Due Diligence	
4	 D. Applicant Information  Applicant Information	
5	 E.3 Company / Employing Organisation Information  Applicant Information	
6	 F. Application Form  Application Form	
7	 G. Upload Signature from Employer	
8	 H. References	
9	 I. Additional Supporting Document (if needed) Optional	

To access and download this *Guide for Applicants*, click on *Instructions* on the page that appears when you sign in [Instructions](#).

The left-hand side of the page in the *Your Tasks* list details each part of the process, which you will need to fully complete before submitting the NIA Application. To start your application, click on *A. Equal Opportunity Monitoring Form*.



← Back to application

NHS Innovation Accelerator 2025 Inta...  
AWESOME INNOVATION TEST  
ID: 000000001

- A. Equal Opportunity Monitoring Form
- B. GDPR Notification
- C. Due Diligence
- D. Applicant Information
- E.3 Company / Employing Organisation Information
- F. Application Form

0 of 8 required tasks complete

Last edited: 15 Aug 2024 10:49 AM (BST)

REVIEW SUBMIT

Deadline: 14 Oct 2024 11:59 PM (BST)

A. Equal Opportunity Monitoring Form

Task instructions [Hide](#)

Form is compulsory, but applicants can indicate at the start of the form if they do not wish to complete it.




### Equal Opportunity Monitoring Form

*NB. Please can you ensure you set the site language to English (British) by clicking on your user name (top right hand corner on the menu bar), selecting My Account and updating default language settings to English (British).*

The NIA aims to appoint exceptional individuals regardless of their age, disability, gender reassignment, marriage and civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation. The NIA is an equal opportunity Fellowship programme and is committed to recruiting Fellows that reflect the diverse communities we serve. To ensure that the programme is open and accessible to all and that our policies are fairly implemented and monitored, and for no other reason, would you please provide the information requested below.

The information you provide will:

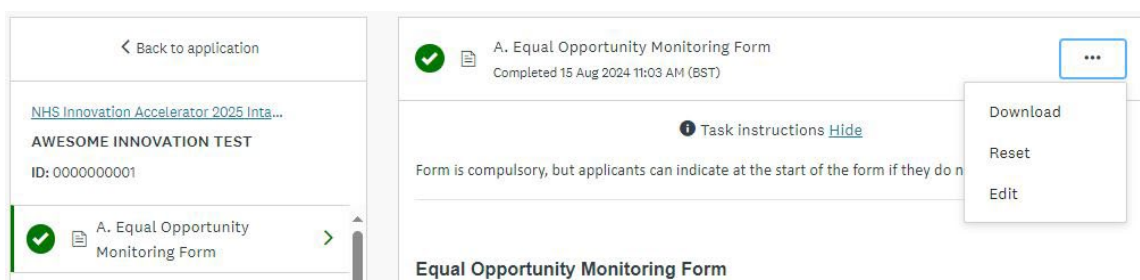
- not be used as part of the selection process;
- not be seen by the assessors and interview panel;
- only be fully viewed by the NIA internal team;
- be provided to NHSE and the Race and Health Observatory (RHO) in anonymised form for statistical purposes.

Please use the task list on the left side of the page to navigate to and from each task that forms your application. You will be able to *Save and Continue Editing* each task and return to it before you *Mark as Complete* for the final submission. The task list will show which tasks are complete , partly completed , and yet to start .

You must complete sections *A. Equal Opportunity Monitoring Form*, *B. GDPR*, *C. Due Diligence*, *D. Applicant Information* and *E. Company Information* prior to starting the full application. Please note only task *I. Additional information* is not a mandatory or required section.

When all of the nine tasks are marked as complete, you will be able to review the completed form before you make your final submission.

If you would like to make changes to a task that you have marked as complete, click the task, and when the task page appears, you will see three dots on the right-hand side. Click on the dots and you will have the option to Download, Reset or Edit.



← Back to application

NHS Innovation Accelerator 2025 Inta...  
AWESOME INNOVATION TEST  
ID: 000000001

- A. Equal Opportunity Monitoring Form

1 of 8 required tasks complete

Last edited: 15 Aug 2024 11:03 AM (BST)

REVIEW SUBMIT

Deadline: 14 Oct 2024 11:59 PM (BST)

A. Equal Opportunity Monitoring Form  
Completed 15 Aug 2024 11:03 AM (BST)

Task instructions [Hide](#)

Form is compulsory, but applicants can indicate at the start of the form if they do not wish to complete it.

### Equal Opportunity Monitoring Form

Download  
Reset  
Edit



If at any stage you forget your password, please use the *Forgot your Password* option on the *log-in* page.

**Application deadline: 23:59, Monday 14 October 2024.**

*Please note: the application portal will close at this time and late submissions will not be accepted.*

If you have any questions, please contact: [nia@uclpartners.com](mailto:nia@uclpartners.com).

## **A. Equal Opportunity Monitoring Form**

This form is compulsory, but applicants can indicate at the start of the form if they do not wish to complete it.

We are an equal opportunity fellowship programme. The NIA aims to appoint exceptional individuals regardless of age, disability, sex, gender, marriage and civil partnership, pregnancy or maternity, race, religion/ belief, or sexual orientation.

To ensure that the programme is open and accessible to all and that our policies are fairly implemented and monitored, would you please provide the information requested in the form. Please be assured this information will not be used for any other reason.

If you do not wish to complete the form, please tick *I will not complete the form* at the start of the form.

## **B. GDPR Notification**

Please read the notification which details how the NIA and UCLPartners will use your data.

You will not be able to commence with the other tasks until you have confirmed that you have read and understood the contents of the notification. If you require any further information before confirming, please email [gdpr@uclpartners.com](mailto:gdpr@uclpartners.com).

## **C. Due Diligence**

As part of the due diligence process, we are keen to ensure we are supporting Fellows who will uphold the principles underpinning the NIA and whose conduct in the past will not reflect negatively on the programme. We also want to understand your approach to Information Governance to identify what support the NIA might need to provide you. The information provided in this section will not be provided to Assessors.

All fields are mandatory; you will not be able to move to the next task without completing these details.

C1. Please tick "Yes" if you have any convictions that are not yet spent under the Rehabilitation of Offenders Act 1974. The term 'convictions' is used to refer to any sentence or disposal issued by

a court. If all your convictions are spent, you can tick “No”. If you’re not sure if your convictions are unspent or spent, you can use a tool available at <https://unlock.org.uk/disclosure-calculator/> and read guidance at <https://unlock.org.uk/guide/rehabilitation-of-offenders-act-1974/>. This information will not be shared with assessors and will be kept confidential.

If you have answered yes, please provide further details. Answering 'yes' to the question will not necessarily bar you from the programme. This will depend on the information you provide, and with whom and where the innovation will be used.

C2. Please answer *Yes* or *No* to this question.

Please note that if you answer *Yes* to this question and represent an NHS or a public sector organisation you do not need to answer questions C3 and C4.

C3. Please indicate if any of the statements apply to your company by selecting the appropriate *Yes* or *No* answer. If you answer *yes* to any of the statements, please provide details on the context, current situation and outcome or likely outcome if no decision has been made.

C4. Please indicate if any of the statements apply to your organisation by selecting the appropriate *Yes* or *No* answer. If you answer *yes* to any of the statements, please provide details on the context and outcome.



#### D. Applicant Information

The NIA is aimed at individuals, therefore **only the applicant** will be appointed as an NIA Fellow. However, we recognise that you are likely to be part of a wider team with complementary skills and there are likely to be events and briefings during your time on the NIA that are open to your wider team.

All fields are mandatory except for *Website Address*; you will not be able to move to the next task without completing each field.

For information, assessors will not be provided with the personal information entered by an applicant.

##### D1. Applicant's first name

This field is pre-populated by the answer you supplied when you first registered.

##### D2. Applicant's surname

This field is pre-populated by the answer you supplied when you first registered.

##### D3. Job title of applicant

Please state your job title/s and roles held.

##### D4. Employing Organisation/other

Please state your employing organisation or the company you work for.

##### D5. Applicant Postal address

Please provide a postal address. This will be used for any correspondence relating to this application.

##### D6. Applicant Town/City

Please state the town or city for your postal address. This will be used for any correspondence relating to this application.

##### D7. Applicant Postcode/Zip code

Please state the postcode or zip code for your postal address for correspondence purposes. Leave blank if not applicable.

##### D8. Applicant Country

Please state the country for your postal address. This will be used for any correspondence relating to this application.

##### D9. Applicant Contact email

This field is pre-populated by the answer you supplied when you first registered.

##### D10. Applicant Contact telephone number

Please provide a daytime telephone number including the country code. The NIA team may contact you during the selection process if more information is required.

**D11. Alternative contact name (Must be someone who also works for the innovation)**

Please provide the name of a contact we can reach out to in cases of emergency, should we be unable to reach you during the course of your application. This could be your Personal Assistant/Secretary/Executive Assistant, or any other individual **who works for the innovation you are applying for**. The NIA team may contact them during the selection process if more information is required and they are unable to reach you directly.

**D12. Alternative contact email address**

Please provide the email address of the person named in D11

**D13. Alternative contact telephone number**

Please provide the contact telephone number for the person named in D11, including the country code

**D14. Where you heard about the NIA 2025 intake recruitment Call**

Please let us know where you heard about the Call. Please note, your response is for NIA information purposes only and will not have an impact on your application assessment.

**D15. Reasonable adjustments**

Please state any reasonable adjustments based on a disability or long-term health need that you might require during the recruitment process or if you are successful in gaining a Fellowship place (no word count).

The answer to this question will help us to better support you through the recruitment process and will not form part of the assessment process.

## **E. Company Information**

Assessors will not be provided with your company information; the information will be used during the due diligence stage in order to assess the sustainability of the company.

**E1. Company/Employing organisation / other**

Please state the name of the organisation you represent. If the name of the innovation you are applying on behalf of is different from the company name, please state the **registered company name**.

**E2. About your company/employing organisation - Is your company/employing organisation NHS or a public sector organisation?**

Please note that if the answer to this question is *Yes* and you represent an NHS or a public sector organisation, you do not need to answer questions **E3** to **E14**.

Please note that if the answer to this question is *No* and you represent a registered company whether for profit or not for profit, you must complete all fields for **E3** to **E14** before you can proceed with your application.

**E3. Company/Employing Organisation Postal address**

Please provide a postal address. This will be used for any correspondence relating to this application.

**E4. Company/Employing Organisation Town/ City**

Please state the town or city for your postal address. This will be used for any correspondence relating to this application.

**E5. Company/Employing Organisation Postcode/ Zip code**

Please state the postcode or zip code for your postal address for correspondence purposes. Leave blank if not applicable.

**E6. Company/Employing Organisation Country**

Please state the country for your postal address. This will be used for any correspondence relating to this application.

**E7. Company/Employing Organisation Website address**

Please provide a website address for your innovation, if you have one.

**E8. Please provide a summary of your Company/Employing Organisation (100 words).**

Please provide a short summary of the company/employing organisation's purpose including any plans for substantial changes in the near future. Examples of substantial changes could include buyout / mergers with another company/employing organisation, a rebranding that dramatically changes the nature of and customer experience of the company/organisation etc.

**E9. Company/charity registration number**

Please provide your company or charitable registration number. If, for any reason, you do not have a company registration number, please leave this blank.

**E10. Date incorporated**

Please provide the date of incorporation in DD/MM/YYYY format. Your company's *date of incorporation* is the *date* on which your company formation application was approved by Companies House - this *date* will be stated on your Certificate of *Incorporation*.

**E11. Company type (tick box from following options):**

- Private Limited by Shares
- Private Limited by Guarantee
- Limited Liability Partnership
- Community Interest Company
- Charity
- Other (please specify)

**E12. How many employees does your company/employing organisation have?**

Please provide the number of employees your organisation has.

**E13. Your Company/Employing Organisation's financial state**

Please provide the amounts in GBP projected for the **next 12 months**.

#### E14. What is your company/organisation's funding/ownership structure?

Please provide details of your organisation's ownership structure, how it is funded and what proportion of overall revenue from the service/product is from the innovation that you are applying to the NIA with.

## F. Main Application

It is strongly advised that you read the documents within the Resource Library on the NIA website before completing your application.

**Please keep the use of acronyms to a minimum.** Only use acronyms where a term is used frequently throughout the application. If you do choose to use an acronym, do not assume that the reader knows what it means, and be sure to define it when first used.

You are strongly advised to structure the longer sections of the application form in such a way that they can be read easily by reviewers. **The use of long passages of dense, unstructured text should be avoided.**

When completing your application form, please use [plain language](#) and answer each question in a concise manner.

A word limit is given for each question. When you start typing in the answer box, the word limit, and how many words you have written, will be displayed below the box. You will not be able to go beyond this limit. If you have pre-typed your responses offline and are copying and pasting into the response boxes, any words that surpass the word limit will automatically be cut off. You may expand the textbox to see all you have typed by dragging the bottom right-hand corner of the textbox.

Please complete all questions. The application form is divided into three main sections in order to capture information about:

- You the applicant.
- Your innovation.
- Evidence for your innovation.

At the end of each task, you will be asked to *Save and Continue Editing* or *Mark as Complete*. Please select *Mark as Complete* when you have finished adding all details for each section. You will be able to edit these details prior to submission by clicking on the tab for the particular task.

When you have entered all details, uploaded a single additional document, if relevant, and are happy that the content you have entered is accurate and suitable for your application, please select *Review & Submit* from under the task list. Please note that any document uploaded should contain succinct and sufficient detail for the content to be standalone without the need to access external links.

You will not be able to update information after you have submitted your application, so please ensure that you are happy with the contents prior to submitting.

If you have any queries, please contact the NIA team at [nia@uclpartners.com](mailto:nia@uclpartners.com), quoting the name on the registered account.

## Section 1. APPLICANT

- F1. Applicant's Pitch: As this is a fellowship, please explain why you are applying to the NIA and why you should be selected as an NIA Fellow? (max 200 words)

Please detail concisely what has motivated you to apply to the NIA, and how this scheme fits with your career to date and future aspirations.

We are looking for applicants who are open to learning and will consider the potential need to adapt their innovation and/ or scaling strategy to suit different contexts. You should also be able to demonstrate key personal characteristics, such as ambition, courage, resilience, and a commitment to having a positive impact on the health outcomes of the population.

You can be the inventor of the innovation, the lead for it within your organisation, or simply the representative of an innovation you find compelling, and as such, wish to scale across the NHS.

- F2. Experience and expertise: Please describe with examples/evidence how you meet the characteristics, skills and competencies as detailed in the Call for Applications document in our [Resource Library](#). (max 300 words)

An important part of our assessment will be how you demonstrate the passion, experience, skills, and value set needed to deliver innovation into practice. As such, it is important to summarise how your track record is relevant to delivering on the aims of the NIA. Please refer to section 2 of the Call for Applications.

- F3. Applicant support needs: Please summarise the support you hope to receive from the NIA to enable you to spread your innovation. (max 200 words)

There is no single solution to spreading an innovation, and as such we do not expect every applicant to have the full range of skills necessary to scale their innovation further into practice. Applicants need to be aware of their own areas for development, be open to learning, and should be able to articulate their personal learning needs (as opposed to their product needs).

The information provided in this section will be used to inform the content of the NIA learning programme.

- F4. Commitment: Please detail exactly how much time you will have to participate in the programme (see requirements within the Call for Applications document in our [Resource Library](#)) and how you will manage your existing commitments to enable this. (max 200 words)

Applicants must be able to commit to the 2-days per week to be eligible for the NIA.

Assessors will need to be assured that an applicant has sufficient protected time to actively participate in the NIA and has considered how to achieve this alongside other work commitments.

For more information, please refer to Section 4b in the Call for Applications document.

F5. 1 Are you currently receiving any support for your innovation?

F5.1a Please detail the benefit you or your product gain from the support. This can include any UK funding to support the development of your innovation. (max 150-words).

F5.2. Select all that apply

F5.3. Select all that apply.

## Section 2. INNOVATION

F6. Healthcare issues addressed

This field is pre-populated by the answer supplied in the Eligibility task.

F7. Type of Innovation

This field is pre-populated by the answer you supplied in the Eligibility task.

You can only apply with one innovation per application.

F8. What problem is your innovation trying to solve? (max 500 words)

Include the current consequences of the problem.

For example, the process of checking a patient's pulse to determine if there is atrial fibrillation using a finger and a watch is inherently inaccurate. Using this method approximately 25% of patients are not referred to secondary care who should be (false negative) and 15% of patients who are referred are referred unnecessarily (false positive). For those patients who are not picked up at this stage, their underlying disease will progress before being correctly diagnosed.

F9. Give an overview of how your innovation works. (max 300 words)

If this is or might be a medical device, include the intended purpose statement (opens in new window).

For example, *GPs will identify patients with suspected atrial fibrillation from their history and reported symptoms. This innovation is a portable device that patients wear over a 7-day period. The device will monitor the patient's heart rate continuously whilst they are wearing it. GPs will need to be trained in using the device and interpreting the results. GP practices will need to store the device and consumables.*

F10. Please select the benefits or impact of your innovation for patients and people

If the benefits are not listed, please select **Other benefits for patients and people**, and use the free textbox to specify with the other benefits are.

F11. Please select the benefits or impact of your innovation for the NHS and social care system.

If the benefits are not listed, please select **Other environmental benefits** or **Other benefits for the NHS and social care**, and use the free textbox to specify with the other benefits are.

F12. Please select all that apply.

F13. Please select all that apply.

F14. Please select all that apply.

F15. Please provide the environmental impact that your innovation may have in the care pathway / care setting it is intending to operate in, including how it may contribute in reducing the NHS carbon emissions (as explained in the [Delivering a net zero NHS report](#), pages 11 and 12). Please use the SBRI's [low carbon care STEPS guidance](#) to help with your assessment of the impact of the innovation on the care pathway

F16. Please choose 'yes' or 'not yet' to indicate whether you have considered the carbon emissions associated with your organisations and the steps to reduce them

F16.1. Please provide further details about your carbon emissions and plans to manage them (max 150 words)

F17. Please state whether you have estimated the carbon reduction or savings that your innovation will bring  
All NHS suppliers will be expected to provide the carbon footprint associated with the use of their innovation, as outlined in the [Delivering a Net Zero NHS report](#) (opens in new window).  
If this is something you are unsure of, the NHS Innovation Service can support you with this.

F17.1. If the answer to F17 is yes, then please provide the estimates and details on how this was calculated (max 75 words)

F17.2. If the answer to F17 is no, then please explain how you plan to calculate the carbon reduction and savings (max 75 words)

F18. Please state whether you have or are working on a carbon reduction plan (CRP) by choosing one of the 3 options.  
All NHS suppliers will require a carbon reduction plan (CRP), as outlined in the [NHS Suppliers Roadmap plan](#) (opens in new window).

F18.1 Please provide more details about your CRP

F19. Please state whether you have completed a health inequalities impact assessment or not. By this, we mean a document or template which asks you about the impact of your innovation on health inequalities.  
One example is this [Equality Impact Assessment Standard](#) (opens in new window).

Please note that it is not compulsory for Applicants to have undertaken an Equality Impact Assessment before applying. However, applicants who have completed one may be better



able to detail at interview the populations their innovation is seeking to serve, their progress in achieving inclusivity in access, experience, and outcomes, and the steps taken to ensure their innovations will not widen health inequalities.

F19.1. If the answer to F19 is yes, then please upload the health inequalities impact assessment, or any relevant documents

F20. Please explain how you have considered the accessibility and impact of your innovation on health inequalities and describe the activities you are currently carrying out to address these.

Please add as much detail as possible, specifying the type of inequalities your innovation is addressing. (max 300 words)

F21. Please provide the names of all individuals and organisations jointly supporting this application and their specific roles. (max 150 words)

Please list the individuals and organisations that will be supporting the delivery of your scaling plan, including the nature of their involvement over the initial 12 months of the programme, and the rationale for their involvement.

F22. Subcontractors: If you subcontract any of your work to other providers, what mechanisms do you have in place to assure the quality of these suppliers and their ability to meet your demands during the delivery of your scaling ambitions (as detailed in 14)? (max 150 words)

Please provide information on all subcontractors including their company names and post code, the type of work they undertake on your behalf, the frequency of this work, and how you quality assure the work undertaken. Please also detail any risks and mitigations to delivery of your scaling ambitions where you are reliant on subcontractors.

## MARKET RESEARCH

F23. Please state whether you have conducted market research to determine the demand and need for your innovation in the UK.

By this, we mean any research you have done to determine the market opportunity for your innovation. You will be able to explain any testing you have done with users later in the record.

F23.1. Please describe the market research you have done, or are doing, within the UK market. (max 200 words)

There are different methodologies available and could include a mix of the following:

- In-depth interviews
- Focus groups
- Telephone interviews
- Patient record forms
- Computer-assisted telephone interviews
- Online surveys
- Market research online communities



- Ethnography

F24. Please state which one of the options best describes your innovation.

F25. Please provide details on what competitors or alternatives exist; if there are no competitors and your innovation is a first of its kind, please provide details on how the problem is addressed in current practice. (max 250 words)

Include how your innovation is different to the alternatives in the market.

Please outline any existing practices or innovations - currently available or in the pipeline - that could be considered by users or commissioners as being in competition with your innovation.

Please detail how your innovation compares with existing practices and also to each competitor on a range of relevant criteria, including impact and cost.

#### CURRENT CARE PATHWAY

F26. Please state whether your innovation relates to a current NHS care pathway.

If your innovation does not play a role in the delivery of care, select 'does not form part of a care pathway'.

An NHS care pathway outlines the entire patient journey and the actions taken in different parts of the healthcare system. It's key to understand the existing routines of clinical and care professionals, administrators and others who will be impacted by your innovation.

F27. Please provide details on the potential care pathway with your innovation in use. (max 200 words)

Focus on any areas that will be impacted by introducing your innovation to the care pathway.

#### Page 5 - ENGAGEMENT WITH STAKEHOLDERS

F28. Please tick all that apply.

If the intended users are not listed, select Other and use the free textbox to provide further details.

F29. Please confirm whether you have involved stakeholders in the design process.

This includes involving patients or the public, carers, clinicians or administrators in the design process, including people with different accessibility needs.

F30. Please confirm if you have tested your innovation with its intended users in a pilot / clinical trial / real life setting.

You may include any testing you have done with users in a controlled setting.

F31. Please specify which groups of intended users have you engaged with.

If the group is not listed, please select Other and provide details in the free textbox.

F32. Please describe the kind of testing and/or engagement undertaken through the life of your product with the following stakeholders:

Describe the testing and/or engagement, as well as the feedback received.

Provide a brief summary of any healthcare professional, patient, carer, or service user engagement and involvement (PPIE) activities you have done, and the methods utilised, the insights and/or outcomes this work generated and the key findings.

Please ensure that the information provided relates specifically to engagement around the innovation with which you are applying, and **not general engagement your organisation has undertaken.**

F33. Upload any documents that showcase your user testing

#### REGULATIONS, STANDARDS, CERTIFICATIONS

F34. Please specify whether you know which regulations, standards and certifications apply to your innovation.

F35. Please specify which regulations, standards and certifications apply to your innovation. If you answered No or Not relevant for F34, please select Other and state Not applicable.

F35.1. Please state whether you have a certification for UKCA / CE or In-vitro diagnostics (if applicable)

F35.2 Upload all certification documents

#### INTELLECTUAL PROPERTY

F36. Please confirm whether you have any patents for your innovation?

- I have one or more patents
- I have applied for one or more patents
- I do not have any patents, but believe I have freedom to operate

F36.1 please supply patent number(s)

F37. Please confirm whether you have any other intellectual property for your innovation.

F37.1 Please provide details of the patents. (50 words)

#### REVENUE MODEL

F38. Please specify the revenue model for your innovation.

If the model is not listed, please select Other and use the free text box to provide more details.

F39. Please provide details of which NHS or social care organisation and department would pay for the innovation (max 100 words)

Be as specific as you can. If there are several organisations and departments, then please state this and outline why each would pay. If you are unsure, then please state this.

F40. Which NHS or social care organisation and department would benefit from the innovation? (max 100 words).

Be as specific as you can. In some circumstances, the payer may not be the ultimate beneficiary of the solution your innovation provides e.g. software used in primary care that can provide insights into whether a patient is likely to access secondary patients, and alert the primary care organisation on steps they could put in place to lessen the impact of this, may be paid for by a primary care organisation but the main benefit of reduced activity may be seen within a secondary care organisation.

F41. Please confirm whether you have secured funding for the next stage of development.

F41.1 If the answer to F41 is yes, please describe the funding you have secured for the next stage of development. (max 100 words)

For example, venture capital, angel investor, seed funding, grant funding, government funding or similar.

F41.2 If the answer to F41 is no, please explain why you do not need to secure funding (max 100 words).

We recognise that all SMEs may not seek external funding. The answer to this question should demonstrate how the company plans to ensure financial sustainability should they not wish to receive external funding.

## COST AND SAVINGS

F42. Please specify if you know the cost of your innovation.

By cost, we mean the cost to the NHS or any care organisation that would implement your innovation (and not the cost to you to create, deploy, run or manufacture your innovation).

F43. Please state the cost of your innovation (max 100 words)

Include the relevant metric such as a flat capital cost or cost per patient, cost per unit or cost per procedure. Include any costs associated with implementation and resources.

For example, £10 based on 500 units per site. £345 per procedure and a typical patient requires two procedures.

F44. Please provide a rough estimate on the number of patients that would be eligible for your innovation in the UK.

At interview, you will likely be asked how this figure was calculated so please consider your answer carefully.

F45. Please specify the eligibility criteria for your innovation (max 200 words).

For example, users need to be over a certain age, or have a certain medical history or current health status.

Answer 'not relevant' if your innovation does not have any eligibility criteria.

F46. Please state the number of units of your innovation you would expect to sell in the UK per year (max 50 words)

F47. Please provide a rough estimate of the life expectancy of each unit of your innovation (max 100 words)

By this we mean the shelf life of the product, or the product's lifespan. This can include the lifespan of any components such as batteries.

F48. Please select one option.

## DEPLOYMENT

F49. Please state where you deployed your innovation (max 150 words)

Provide the name of the organisation and the department, if possible.

F50. Please describe the commercial basis for deployment (max 400 words)

For example, did you provide your innovation for free or was it purchased? Or was it part funded by yourself and the NHS area in which it's being deployed?

F51. Please describe how the deployment of your innovation affected the organisation(s) (max 400 words)

For example, which job roles were affected and how was the care pathway redesigned?

F52. Please confirm that your team has the resources for scaling up to national deployment.

This includes having a team with the right combination of skills and knowledge.

If you are offered a conditional offer of a place on the NIA, the resources of your organisation and its ability to effectively deploy the innovation will be probed further.

F53. Upload any relevant implementation planning documents.

## EVIDENCE

F54. Please confirm whether there is any evidence to show the impact or benefits of your innovation.

You will be able to elaborate on the evidence below.

F54.1 Please select the type of evidence or research you want to submit

Evidence can include clinical and economic evidence, as well as service evaluation, environmental and social impact or other proven benefits such as staff and system benefits.

F54.2 Please select in what form the evidence is presented

F54.3 Write a short summary of the evidence. (max 500 words)

Please provide evidence to substantiate how your innovation delivers significantly improved quality outcomes and lowers costs for the NHS and the wider care system. Please state clearly what evidence you have for the value proposition, and where there is no evidence why you have not been able to produce it to date. You may describe value broadly – health economics, process and workflow, quality of care both clinical outcomes and patients' experience of care, safety, and workforce.

Please provide a summary of findings, which can be from publications, trials, and case studies as appropriate, and refer to where these have been published. Links to publications and documents on trials/ case studies should be provided, but these should be supplementary and should not take the place of a detailed summary within the application. Please note that assessors are not required to read all referenced documents.

Please only include in this section evidence that directly relates to your innovation. Research that demonstrates the underpinning principles or theory of change for your innovation but does not constitute direct evidence should be included in F9 or in your Additional Supporting Document.

The evidence base for the innovation could come from local, national, or international settings, and from research or practice. It could include case studies, such as improvement or audit projects, or research studies.

Please outline the value of your innovation, with reference - where possible - to the outcomes of previous pilots and/ or trials. We are looking for evidence that you have explored in detail: the cost of commissioning, implementing, and utilising the innovation, and that your innovation has delivered (or will deliver) cost savings over a specified time period. Please detail where these savings are accrued and how they were realised.

We are seeking innovations that improve quality (clinical outcomes, safety, and experience) at a lower cost. This cost-quality relationship must be clearly evident, not only at the level of the individual patient / user but also across larger patient populations.

Assessors will want to see quantified improvements in outcomes and experience (e.g., timeliness of care, clinical effectiveness, safety, reduced harm, experience and usability measures, equity of access) and a strong health economic case (e.g., efficiency, return on investment, cost savings).

F54.4 Upload any documents that support this evidence

F55. Please state if you are currently collecting evidence, or have plans to collect evidence

F55.1 If the answer to F55 is yes, then please provide a short summary of your ongoing or planned evidence gathering. (max 200 words).

Please use F54 as a guidance on what should be detailed about the evidence you are planning to collect.

F55.2 Upload any documents relevant to this evidence collection

### **G. Signature from Employing Organisation**

Please include a statement from your employer or employing organisation confirming the amount of protected time you will have to participate in the programme and to deliver your innovation into practice.

This supporting statement is an essential requirement and will need to be signed by a senior member of your employing organisation. You will need to save this as a separate document (such as Word or PDF) and upload it in this section.

This section must be completed for the application to be submitted.

### **H. References**

Please upload two reference letters in support of your application. One should be your line manager or senior individual from your organisation; the other should be from a healthcare provider/ commissioner site where your innovation is currently in use (if your innovation is not yet in use in the NHS in England, please provide a reference from a site in another country). References will need to be submitted along with the full application; applications submitted without two references will not be considered.

This section must be completed for the application to be submitted.

### **I. Additional Supporting Information (where applicable)**

This section is not compulsory and does not need to be completed for the application to be submitted.

If you have additional information that helps to explain your innovation (any answers to questions within section F), please upload this here. You can use diagrams, charts, and tables where you believe they will help the assessor to understand your proposal. Please upload a maximum of one document of no more than four pages. File formats can include Word, PowerPoint, Excel, PDFs, JPEGs etc. Links to key documents (e.g. publications) can be provided but these should be supplementary and should not take the place of a detailed summary within the supporting information document. Please note that assessors are not required to read referenced documents.

---

**If you have any questions or issues with the application process, please contact [NIA@uclpartners.com](mailto:NIA@uclpartners.com).**