

NHS Innovation Accelerator 2022 Intake Call

Theme 3: Delivery of pro-active personalised care

The health and social care system is facing unpredicted demands due to demographic and financial pressures; technological advances and changing attitudes towards people wanting to be more in control of their health and wellbeing. There is growing evidence that by involving people in decisions about their health and care we will improve their health and wellbeing; improve their quality of care; and ensure they make more informed use of healthcare resources.¹

People with Long Term Conditions (LTC) and Complex Needs make up about 30% of the population and are not always well serviced by our current system, which can be fragmented and often results in overdiagnosis, over-prescribing and over-treatment:

- 70% of each health pound is spent on supporting people with LTC, who also account for 50% of all GP appointments and 70% of hospital beds.
- National surveys tell us that over 40% of people want to be more involved in decisions about their care, and similarly 40% of people living with LTC want more support to manage their health and wellbeing on a day-to-day basis.²

The NHS Long Term Plan has made a commitment that up to 2.5 million people will have the same level of choice and control over their mental and physical health as they have come to expect in every other aspect of their life. Valuing people as active participants and experts in the planning and management of their own health and well-being ensures that the outcomes and solutions developed have meaning to the person in the context of their whole life, leading to improved chances of successfully supporting them.³

Integrating health and social care at the point of assessment and planning means the person will not have to repeatedly share their story time and time again, as they will have one assessment and planning experience that results in a single integrated personalised care and support plan.⁴

We want to see innovations that support pro-active personalised care.

We are interested to hear about all types of innovations (e.g., service, pathway, process, workforce, device, IT platform or app) that support health and social care to deliver a comprehensive model for personalised care, that is proactive and multi-disciplinary and that links with and supports delivery of one of the following.

- personal health budgets
- social prescribing referrals
- personalised care and support plans
- Person-centred segmentation and risk stratification to identify at-risk groups.

This could be around any health condition or in the identification of groups at risk of emergency admission/ re-admission and the rehabilitation that can be provided to these individuals. We would love to see innovations that support health and social care services to work together to keep people as well as they can be.

If your innovation has a digital component, we would welcome a discussion about how you are / can begin to address possible digital exclusion and how culturally competent communications are being developed.

¹ [NHS England » House of Care – a framework for long term condition care](#)

² [NHS England » House of Care – a framework for long term condition care](#)

³ [NHS Long Term Plan](#)

⁴ [NHS England » Personalised care and support planning](#)