



Succeeding in the New Decision Maker Landscape

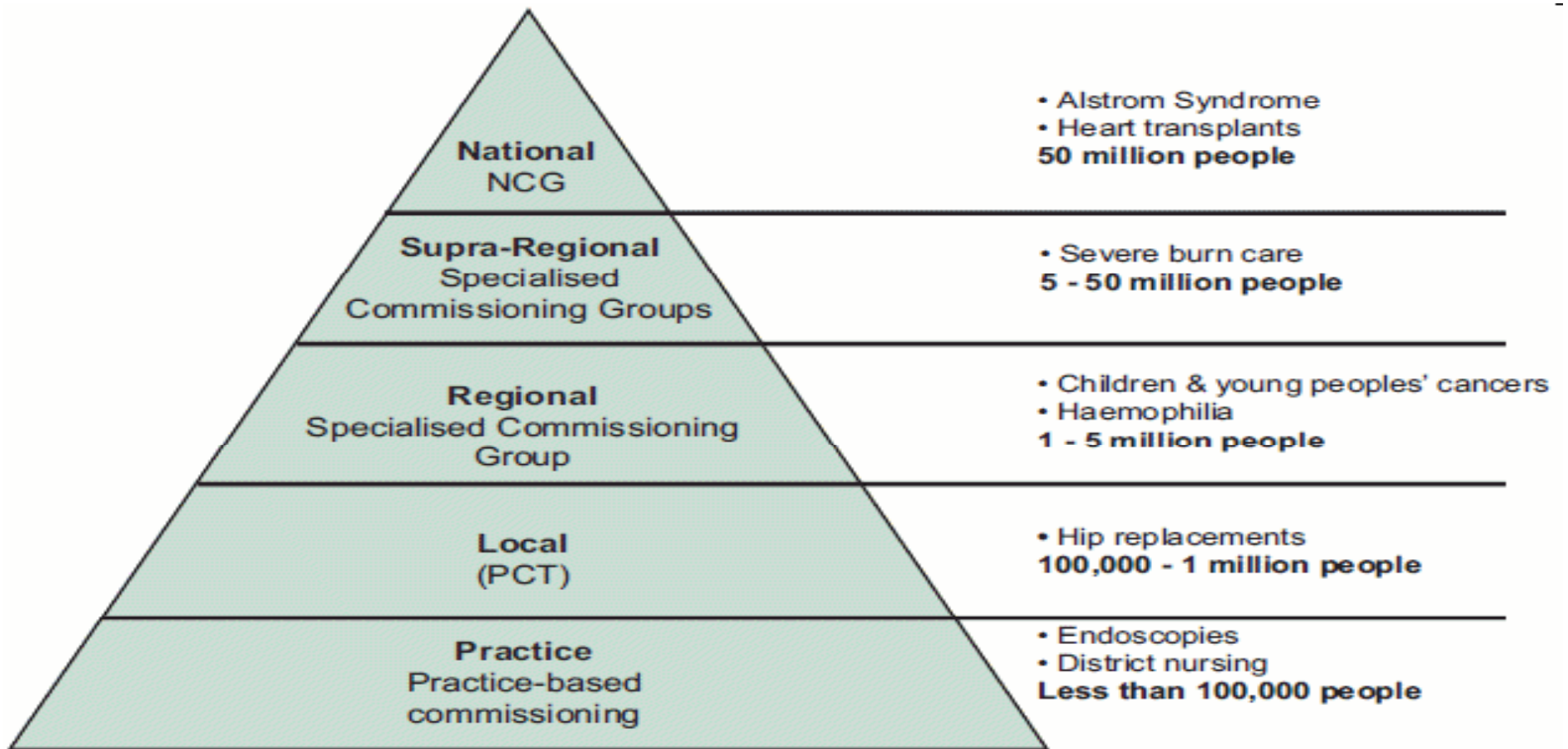
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NHS Commissioning

The Changing Landscape

NHS Commissioning Landscape



Source: National Specialised Commissioning Group website (FAQs)

Commissioning Landscape

Present

- ❖ **152 PCTs**
 - ❖ Down from 303 in 2006
 - ❖ >80% of NHS Budget
- ❖ **Practice Based Commissioning (PBC)**
 - ❖ Statutory authority remains with PCTs
 - ❖ 'Virtual' Budgets

Planned

- ❖ **GP Consortia**
 - ❖ Build on current function of PBC
 - ❖ Not instructed by Gov't
 - ❖ Number
 - ❖ Configuration
 - ❖ Likely to be smaller and more numerous than PCTs
 - ❖ Timetable
 - ❖ March 2011; Start in 'Shadow Form'
 - ❖ April 2013; Become statutory bodies when PCTs cease



NHS Commissioning Initiatives

The Changing Landscape

Initiation of GP Consortia

❖ Pathfinder Programme

- ❖ Announced by Secretary of State on 21 Oct 2010
- ❖ Pioneering groups of GP practices to accelerate commissioning of care
 - ❖ Participate in formal evaluation process and shape operational policy
 - ❖ Local 'learning networks' about commissioning
 - ❖ Test different design concepts for GP consortia
 - ❖ Increased involvement in delivering QIPP agenda
- ❖ SHA's to identify first groups by December 2010
 - ❖ Others to join on rolling basis throughout 2011/12
 - ❖ PBC's likely to be amongst early participants

NHS Outcomes Framework

- ❖ Replacing past performance target regime
- ❖ Comprised of national outcome goals supported by Quality Standards that the NHS Commissioning Board will be held accountable
- ❖ Quality Standards to be developed by NICE and comprised of:
 - ❖ Effectiveness
 - ❖ Safety
 - ❖ Patient Experience
- ❖ NICE to develop 150 Quality Standards within next 5 years
 - ❖ Comprehensive standards library for each segment of patient pathway
 - ❖ 5-10 quality standards and measures per
 - ❖ 1st three published in June (stroke, dementia and VTE) with other topics being selected
 - ❖ Will become the minimum standards for Commissioning
- ❖ First NHS Outcomes Framework issued later this year
- ❖ Full implementation from April 2012



Commercial Issues

The Changing Landscape

Commercial Issues

- ❖ For novel and disruptive products:
 - ❖ Increasing number of decision makers
 - ❖ Roles and responsibilities in a state of change
 - ❖ Need to contain commercial costs
 - ❖ Make the marketing and sales investment per decision maker more efficient
 - ❖ NHS objectives to address
 - ❖ 'Fit' with Quality Standards and aims
 - ❖ **Quality**, Innovation, **Productivity** and Prevention (QIPP) Agenda
 - ❖ Need to deliver compelling NHS value whilst delivering returns for your shareholder

The NHS Business Case

- ❖ Outcomes & patient pathway focused
 - ❖ Alignment and optimisation of product and NHS service pathway (process)
 - ❖ Delivers meaningful benefits for the budget and/or commissioner
- ❖ Claims and credible NHS evidence proving QIPP benefits for your product
- ❖ Championed by NHS clinical experts
- ❖ *'Seed and Propagate'*

The NHS Business Case

- ❖ Is it the right approach for commercialising disruptive products and services in the NHS?
 - ❖ Other options for improving commercial efficiency in the new NHS landscape?
- ❖ When & how to initiate?
- ❖ Pathway to NICE?
 - ❖ Risks and Benefits?
- ❖ A national or international corporate mindset?
 - ❖ Will there be benefits for other international markets?

The Risk of Following Others Instead of Innovating

MATT



'Has your husband fallen through the loft while searching for a Chinese vase? You're in a queue...'

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