NHS Innovator Accelerator

Guide for Applicants - for completing the application form

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Please read the *Call for Applications* document before completing the application form.

The application process is in four sections:

1. Application Form
2. 60 second elevator pitch
3. Additional supporting information (where applicable)
4. Authorising signature

Registration

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

- Go to https://nhsaccelerator.com/apply/
- Here you will find a link to the application page
- Click "Sign up" on the right hand side
- On the registration form, provide a few details, including your email address
- Make sure you select "NIA Applicant" from the group drop down menu
- Provide a memorable password and click 'Register' to complete the form
- You will receive a confirmation email

Apply

- Once signed-in, create a new submission
- Select "NIA Applicant"
- Provide a suitable name for your application. This should be the name of your innovation
- Click "Get Started"
- Complete the following sections:
  - o NIA application form
  - o Upload your 60 second elevator pitch
  - o Upload supporting information (if required – this is for diagrams, charts and tables where you believe they will help the assessor to understand the proposal)
  - o Upload a statement detailing the time commitment you can make and an authorising signature from your employing organisation
- Submit your application. Once you have submitted your application you will no longer be able to edit any of your answers.

If at any stage you forget your password, please contact NIA@uclpartners.com and the NIA Team will reset it.

Application deadline: **midnight, Wednesday 24 October 2018.** Please note, applications received after this time will not be read. If you have any questions, please contact: NIA@uclpartners.com

1. Application Form

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. You will not be able to go beyond this limit. If you have pre-typed your responses offline and are copy and pasting into the response boxes, any words that surpass the word limit will automatically be cut off.

Word limits can be viewed below and are also displayed under the answer box for each question on the application form.

A. Contact information

A1 and A2. Lead applicant's name
This should be a nominated representative of your innovation, who will be the named Fellow and primary contact.

A3. Job title of lead applicant
Please state the job title/s and roles held.

A4. Employing organisation/other
Please state the name of the organisation you represent.

A5. Postal address
Please provide a postal address. This will be used for any correspondence relating to this application.

A6. Postcode
Please state your postcode.

A7. Contact email
Please provide a valid email address. Our assessors may contact you during the selection process if more information is required.

A8. Contact telephone number
Please provide a daytime telephone number. Our assessors may contact you during the selection process if more information is required.

A9. Website address
Please provide a website address if you have one.

A10. Where you heard about the fourth NIA Call
Please let us know where you heard about the fourth NIA Call using the drop-down menu. If not listed, please add in 'other'.

B. About your organisation

The following questions are relevant to those applicants that represent a registered company whether profit or not for profit. This does not need to be completed for NHS organisations.

B1. 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.

B2. 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.*

B3. 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) _____

B4. How many employees does your organisation have?

Please provide the number of employees your organisation has.

B5. What is your annual turnover?

Please state your most recently reported annual turnover.

B6. The NIA is aimed for innovations mature enough to scale.

Please note that this question is relevant to those applicants that represent a registered company whether profit or not for profit. This does not need to be completed for NHS organisations.

The NIA is for innovations that are both ready to scale across the NHS in England, and that have the necessary resources and team to scale across England over a 12-month period and beyond. Therefore, the NIA is looking to recruit SMEs and larger organisations, rather than start-ups.

Please confirm by selecting 'Yes' or 'No' that your commercial entity is beyond start-up and that you can provide evidence to show it has the resources to operate for the duration of the NIA Fellowship. You will be asked to provide this evidence if you are offered a place on the NIA.

C. Screening questions

C1. Is there evidence to support the impact of your innovation?
Please refer to section 2b of the *Call for Applications*.
Please select "Yes" or "No"

C2. Which of the three NIA themes does your innovation address?
Please read the theme documents available on the NIA website:
www.nhsaccelerator.com/apply
Please tick which of the three challenges your innovation addresses. You are able to tick more than one box:

- Prevention and early intervention
- Mental Health
- Primary Care

C3. Are you able to commit at least two days per week during the initial 12 months of the programme to scale your innovation in the NHS in England? This will include attendance at the published dates for the quarterly events, submission of quarterly sprint plans and progress updates, and face-to-face sprint meetings every six weeks

Applicants must have capacity and support from their employing organisation to deliver on the two days per week commitment to the NIA over the initial 12 months. This includes attendance at the launch and induction events, quarterly events, 6-weekly 1:1 meetings and regular reporting to the NIA Team as to progress made.

Dates for your diaries:
NIA Fellow Pre-meets in preparation for joining the NIA
- Week commencing 25th February

NIA Fellow pitch practice
- Monday 25th February 2019

The date of the NIA launch is:
- 5th March 2019

The date of the NIA induction event is:
- 19th March 2019

The dates of the quarterly events are:
- 24th April 2019
- 3rd July 2019

- 16th October 2019
- 29th January 2020

Please refer to Section 6 of the *Call for Applications.*
Please select "Yes" or "No"

D. Innovation category

D1. Type of innovation
Please select a category for your innovation from the drop-down box. If an appropriate category is not available, please select the 'other' box and specify your innovation type in the free text box.

D2. Speciality (if relevant)
If your innovation is related to clinical practice, please state the clinical specialties for which your innovation is relevant.

Main application form
Please complete all 12 questions. The application form is divided into three sections in order to capture information about: you as the applicant; your innovation; and your scaling strategy.

Each question has a maximum word limit. 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.

Once you have completed a section of the form, click 'Next' to move on to the next question. This will automatically save your responses. The form will only be submitted once you have completed all the questions. When you have finished the questions, click on the 'Exit' button to return to the application overview page where you can complete the other tasks.

If you have any queries, please contact the NHS Innovation Accelerator (NIA) team at NIA@uclpartners.com, quoting the name on the registered account (found in the top right of the application screen.)

E. Applicant

E1. 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.

E2. Experience and expertise: Please describe with examples/evidence how you meet the skills and competencies as detailed in the *Call for Applications*. Include details of any relevant training, including leadership development (max 300 words)

An important part of our assessment will be how you demonstrate the 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.*

E3. Support needs: Please summarise the support you will require through the NIA to spread your innovation (max 300 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 diffuse their innovation into practice. Applicants need to be aware of their own areas for development and open to learning.

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

E4. Commitment: Please detail exactly how much time you will have to participate in the programme (see requirements within the *Call for Applications)* and how you will manage your existing commitments to enable this (max 200 words)

It is essential that applicants are able to commit to the time required to participate in the learning programme and to accelerate the adoption of their innovation into the NHS in England.

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 6 of the *Call for Applications.*

F. Innovation

F1. Pitch: Please provide a concise summary of your innovation in plain language (max 500 words)

Please provide a concise summary for your innovation. This should cover:
- What problem or need your innovation is addressing
- Who will benefit from your innovation
- What impact it will have for patients and the NHS in terms of quality and cost
- Why it is innovative.
- How users have been involved in the development of the innovation
- The innovation's environmental sustainability credentials

Please avoid the use of jargon and ensure your description can be understood by an assessor who does not have prior knowledge of the subject. If helpful, imagine the response will be used on a public website to describe your work.

F2. Problem: Please detail the need or challenge your innovation addresses with reference to one or more of the NIA themes (max 300 words)

Please provide details of how you have identified the need or problem that your innovation addresses. Explain the cause, nature and severity of the need or problem, as well as its impact on patients or patient care. You may refer to the significance of the health issue, condition or disease for patients, its symptoms and their impact on quality of life, its effect on mortality and its impact both locally and nationally. You may want to draw on information such as: population prevalence and incidence, cost to health services and wider society, and alignment of priorities with key stakeholder organisations.

The case for addressing this problem needs to be convincing. You must demonstrate clearly how it fits with at least one of the three themes for this year:

- Prevention and early intervention
- Mental Health
- Primary Care

Please refer to the specific 4th call themes. (https://nhsaccelerator.com/apply/)
For more information, please refer section 2b of the *Call for Applications.*

F3. Evidence: Please detail the benefits (quality <u>and</u> cost) your innovation delivers for people, carers, staff and the NHS. Please include references or links to publications and case studies covering, for example, clinical outcomes and experience, improved safety/reduced harm, affordability and cost savings (max 500 words)

Please provide evidence to substantiate how your innovation delivers significantly improved quality outcomes and lowers costs for the NHS and wider care systems. Applicants will want to show how their innovation has been tested and evaluated with the extensive involvement of users, is supported by robust evidence and is ready to be scaled widely across the NHS.

Please outline where and with whom the innovation has been tested, and implemented, and with what outcomes. Please summarise publications, trials and case studies as appropriate and refer to where these have been published.

Within this response (or the 'additional supporting information') please include references, where available, as these may be reviewed by assessors. However, it is essential that you provide sufficient information within this response (and the 'additional supporting information') for assessors to appraise your innovation's evidence base without needing to read any references.

The evidence base for the innovation could come from a local, national or international setting, and from research or practice. It could involve improvement projects or appropriate research evidence.

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 accrue and how they were realised.

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

F4. Competitors: Please detail your competitors, and how your innovation compares with both current NHS practices and your competitors (max 300 words)

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.

G. Scaling

G1. Readiness: Please explain why your innovation is ready for scaling across England. Include your progress to date in the adoption of your innovation within the NHS and/ or other health care systems, details of who you have engaged, current adoption sites, who is buying or commissioning your innovation, pricing strategies, regulatory approvals etc. (max 300 words)

Please give details of, for example:
- Who has been engaged in the development and testing of your innovation
- Where the innovation is already being commissioned and/or used
- Pricing strategies
- Processes undertaken to ensure the innovation is ready for spread (for example, regulatory approval, adherence to GDPR)

G2. Market: Please state your scaling ambition and projections for your innovation over the coming 12 months. Include details of the intended users, adoption sites and geographical coverage, how your business model allows you to scale, etc. (max 300 words)

Please outline the potential adopters you are seeking to target, with reference to patient groups, population types, relevant conditions, organisations and geographies. Projections for your innovation will need to be supported by a rationale drawing on your understanding of the NHS and any traction your innovation has already achieved.

If you propose to transfer the innovation to a different setting, please explain in detail why this is feasible. This must include the context for the original innovation, the conditions for success and an explanation of how these conditions exist or will be created in the proposed setting.

G3. Approach: Please detail your diffusion plan including key objectives, how you will address the most significant challenges to achieving scale in the NHS in England, and your business model (max 500 words)

Please detail the main objectives within your scaling plan. Applicants will need to show they have sought relevant information from potential adopters, users and commissioners to understand the most significant barriers they may face and any enabling factors.

Effective scaling also requires a viable business model that works within the NHS context. Please describe your current or proposed business model for scaling. This will need to include:

- The vehicle from which your innovation will scale. This could include a private profit generating company, a charity, a community interest company, a facilitative model or other.
- How your scaling plan will be sustainably resourced and what you envisage to be the main costs you will incur.
- How the NHS will access or purchase your innovation and the costs they will incur in adoption. Where the NHS will be purchasing your innovation, please include information on your pricing strategy and how this represents value for money.

H. Partners

H1. Please provide names of all individuals and organisations jointly supporting this application and specific role (max 200 words)

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

J. References

J1. Line manager or senior representative
J2. Second reference

Please provide two references in support of your application. One should be your line manager or senior individual from your organisation. References will not be taken up unless you are offered a place on the NIA.

Additional requirements

Elevator pitch

As part of this application form, we would like you to film a one-minute elevator pitch covering why we should select you and your innovation to join the NIA. This does not need to be high quality and can be filmed on a smartphone. The elevator pitch must not exceed one minute. Please upload this one-minute film to YouTube providing a private link and insert this link onto the application form.

To upload a video to YouTube, please read this simple guide:
http://www.wikihow.com/Upload-a-Video-to-YouTube. You will need to create a YouTube account if you do not have one already.

Due to confidentiality issues, please upload your video through YouTube only, ensuring that your video is set to **unlisted** so that "only people with the link can see the video". The application portal will accept Vimeo videos, however we cannot easily protect the confidentiality, therefore it is not recommended.

Additional supporting information (where applicable)

If you have additional information that helps to explain your innovation, please upload this here. Please use diagrams, charts and tables where you believe they will help the assessor to understand your proposal. Please upload a maximum of one document, which should be no longer than five pages. File formats can include Word, Power Point, excel, PDFs, JPEGs etc.

Signature of employing organisation

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

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

If you have any questions or issues with the application process, please contact NIA@uclpartners.com