STRATEGY PROGRAMS

DIGITAL HEALTH INNOVATION STRATEGY

The digital health innovation strategy program is designed to equip delegates with the knowledge and insight to support the development of a digital health innovation strategy within their own organisation.

DIGITAL HEALTH INNOVATION STRATEGY

INTRODUCTION

Digital health is a complex and rapidly evolving field that spans every element of health, care and the life sciences. It offers a fundamentally different approach which is powerful but also challenging to embrace.

Many organisations are seeking to enhance their current product or service portfolio through the application of digital health technologies or to enter the digital health market by developing novel products and services. In such circumstances a digital health innovation strategy is essential.

DHV-NET's strategy program is delivered in 6 x 1 hour sessions across 6 weeks to provide an efficient and convenient way to equip delegates with the knowledge and insight to support the development of a digital health innovation strategy within their own organisation. The program is delivered virtually in either group sessions or 1:1 with additional time available to call upon DHV-NET's domain expertise.

Please note: Driving change in the delivery of healthcare services or pharma processes (clinical trials, marketing, in-market surveillance, etc) through the deployment of digital health technologies may be achieved through a digital heath implementation strategy (addressed in a separate DHV-NET program).

The program is suitable for individuals in commercial, technical or regulatory roles with med tech, pharma or technology backgrounds.

DIGITAL HEALTH INNOVATION STRATEGY

OVERVIEW

What are the key qualities and capabilities of a digital health company?

How can my organisation embrace digital health?

How can we incorporate "digital health thinking" into our business?

For organizations outside of the digital health sector, such questions are legitimate but can lead to misguided strategic initiatives. There have been attempts to define digital health but its many facets determines that strategies based on maps or matrices of this rapidly evolving field are likely be ineffective.

DHV-NET's innovation strategy program is based on an inverse rolling framework in which the need to define digital health is avoided by innovating around the limitations of the current state of the art whilst continually upskilling the work-force through engagement with the surrounding ecosystem. Working through this process using either the delegate's real world situation or a theoretical example, this program provides the skills and understanding for delegates to lead on the development of a digital health innovation strategy.

DHV-NET's program is suitable for experienced strategists and for those who are at the beginning of their journey.

PROGRAM OVERVIEW

MODULE 1: A Strategic Framework

An inverse rolling framework

Defining scope

From strategic objectives to MVP

OFI Analysis

MODULE 4: Governance

Mapping & matching to existing structures

New SMART structures

Stakeholder roles

The role of external parties

MODULE 2: Creating Buy-In

Purpose & vision

Your strategy as a brand

Stakeholder mapping

The communication matrix

MODULE 5: Ecosystems

The role of the ecosystem

Strategic aims

Partners & outsourcing

Building your own ecosystem

MODULE 3: Up-Skilling

Learning & dissemination sub-strategy

Commercial leadership

HR & RnD

L&D & objectives

MODULE 6: Measuring Success

Creating a dashboard

Effective review

Objective measurement

Implementation & project management

DIGITAL HEALTH INNOVATION STRATEGY

The program can be delivered 1:1 or in a group learning environment in 6 x 1 hour sessions across a 6 week period.

MODULE DETAIL

MODULE 1

An inverse rolling framework

Defining scope

From strategic objectives to MVP

OFI analysis

MODULE 2

Purpose & vision

Your strategy as a brand

Stakeholder mapping

The communication matrix

A Strategic Framework

This module provides an overview of the program and outlines the core strategic approach which is designed to avoid the need to define digital health by using an inverse rolling framework.

A method is shared which describes how to create key challenges that define the scope of the strategy, working down from an organisation's high level objectives to create SMART-based strategic objectives.

This is complemented by a process to create product/service features by cascading from strategic objectives into MVPs derived from opportunities for innovation identified by reviewing limitations of the state of the art or an existing product/service portfolio.

Getting Buy-In

A successful strategy depends on an array of disparate parties which may be internal or external to an organisation.

A brand-based approach is combined with consideration of market communications to effectively convey a clear and compelling vision to promote stakeholder buy-in and to influence key decision makers.

The art of stakeholder mapping is described along with the creation of a communication matrix to create a structured approach to stakeholder engagement.

The relationship between the scope and ambition of an innovation strategy is considered ahead of strategy development and engagement of stakeholders.

DIGITAL HEALTH INNOVATION STRATEGY

The program is suitable for individuals with med tech, pharma or technology backgrounds.

MODULE DETAIL

MODULE 3

Learning & dissemination sub-strategy

Commercial leadership

HR & RnD

L&D & objectives

Up-Skilling

In this module, the principles of developing a coordinated plan to enable an organisation to build its knowledge and expertise in the field are considered as a means to achieve strategic objectives.

The role of commercial, technical and HR teams in both development and execution of the innovation strategy is explored as is the requirement for an informed regulatory team.

The need for commercially-led innovation is emphasised which requires knowledge of associated business models and market dynamics. The unique challenges associated with commercialisation are reviewed and considered within learning and dissemination activity.

MODULE 4

Mapping & matching to existing structures

New SMART structures

Stakeholder roles

The role of external parties

Governance

An organisation's existing processes and structures relevant to strategy development and execution are considered within this module along with the need for new governance structures. The role of good governance and SMART-based working is explored.

The representation of internal stakeholders and their influence throughout strategy development and implementation is reviewed along with potential mechanisms for the involvement of external stakeholders.

Real world examples of strategic governance will be highlighted together with learning from digital transformation initiatives.

DIGITAL HEALTH INNOVATION STRATEGY

The program can be based on theoretical situations or under NDA, it can focus on the delegate's own circumstance.

MODULE DETAIL

MODULE 5

The role of the ecosystem

Strategic aims

Partners & outsourcing

Building your own ecosystem

Ecosystems

This module will explore the role of the ecosystem in supporting the innovation strategy and in particular its critical role in delivery of the L&D sub-strategy.

The activity required by commercial, technical and regulatory teams to engage effectively with the ecosystem is reviewed along with options to build an ecosystem around your organisation's strategic interests.

The link between strategy development, strategic objectives and the ecosystem will be considered including options to outsource or work with external partners when required.

Real world examples of partnerships will be included to illustrate the value of ecosystem dynamics.

MODULE 6

Creating a dashboard

Effective review

Objective measurement

Implementation & project management

Measuring Success

The strategic framework is designed to support continual review of strategy development and implementation. The creation of a dashboard to monitor progress based on objective measurement is reviewed together with practical suggestions on implementation and project management.

As a key aspect of this module, mechanisms to identify and rectify issues deriving from the strategy or its implementation will be shared.

A final review of the program is included such that course delegates leave equipped with the knowledge and understanding to take a leading role in developing a digital innovation strategy.

DIGITAL HEALTH INNOVATION STRATEGY

Additional sessions can be arranged to draw on the program lead's domain knowledge of digital health to enhance the learning experience.

THE TIMES BUSINESS INSIGHT ARTICLE AND FRONT PAGE 2013

DR STEVEN DODSWORTH

After gaining a PhD in molecular immunology, Steven joined the Sanger Centre as one of the first five scientists on the Human Genome Project. Recruited by Sir John Sulston, he led the Sanger's CpG Island group at the inception of epigenetic science and contributed to the sequencing of the first human chromosome.

Steven worked at the forefront of high-throughput automation and developed an early understanding of the delicate relationship between technology, people and change.

He joined a university spin-out in the late 90s where he combined his knowledge of automation with cutting edge solid phase DNA technology to act as a technical lead before moving into project management and then into commercial executive roles.

Prior to the company's $90M+ acquisition, Steven was mentored in business strategy by a highly experienced CEO and subsequently took on a role with an agency of the Scottish government where he developed one of the first digital health growth strategies in 2009. As a pioneer in the field, he featured on the front page of the Times Business Supplement for his early strategic work in digital health as well regularly appearing in the UK national media such as the BBC and the Guardian.

PROGRAM LEAD

On co-founding one of Europe's first digital health consultancies in 2013, Steven was invited to participate in strategy workshops across Europe and the US organised by pharma and medtech companies who lacked sectoral expertise; a valuable learning experience.

Identifying strengths and gaps in various strategic approaches, Steven began to combine this learning with his own expertise to become involved in strategy consulting in the digital health space.

Since 2017, he has regularly hosted strategy workshops to promote innovation and growth in the field of digital health, working with organisations across the spectrum of healthcare and the life sciences. In 2020, Steven was selected from a pool of investors, CEOs and leading consultants who had acted as advisors to companies on the EIT health catapult program, to become a "Supermentor" to deliver strategic support to the C-Suite of some of Europe's leading digital health companies; he has been invited back to fulfil this role every subsequent year.

Strategy development requires a significant commitment from both parties (client and consultant) and so at the end of 2023, Steven devised DHV-NET's digital health innovation strategy program which offers an efficient and convenient way for organisations to acquire the skills and knowledge necessary to develop their own digital health innovation strategy.

CONTACT US

FOR MORE INFORMATION ON OUR STRATEGY PROGRAMS

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VISIT OUR WEBSITE:
www.dhv-net.com

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Green, effective & efficient