

NHS Clinical Entrepreneur Programme

Cohort 7 Application Form Guidance

August 2022

About this slide deck

This guidance aims to support all potential applicants when applying for the NHS Clinical Entrepreneur Programme, exploring; assessment questions, top tips and further information

Important initial checks:

Are you eligible to apply?

The programme is open to **all** NHS Staff (If you would like a full list of eligible roles, please visit our FAQ page on the website www.nhscep.com/apply-now). Please ensure the eligibility criteria is read carefully, as applications from individuals not working in the NHS or do not fall into the categories outlined on our website will not be considered.

Have you read about the programme and what it offers?

The programme is a 1 year workforce development programme. It is not an application for employment and we do not offer funding. The programme is completely free to those who are successful, however you will be responsible for funding your own travel and accommodation to in-person events.

You can read more about the programme on our website www.nhscep.com/programme

What are we looking for in an application?

There are 5 main areas the application is scored and these are:

Personal Motivation

Personal Capability

Clinical Impact

Priority to the NHS

Viability of innovation

The applicant needs to have researched the problem and show that their idea is worth pursuing; have clear motivation, is committed and passionate to support the NHS Long Term Plan and has the right drive to succeed on the programme.

Important Information

Please read the following guidance carefully before submitting your application form.

- Incomplete applications will not be able to progress and they will be removed. To ensure your application progresses, please ensure all key documentation is uploaded and reviewed before the application deadline.
- Applications will only be accepted when submitted through submit.com, applications sent via email will not be valid.
- Once you have submitted your application, you will not be able to amend the information or add attachments after the application deadline.

Lean Canvas Information

The **Lean Canvas** is a business modelling tool created by Ash Maurya to help deconstruct a start-up idea into its key and most risky assumptions. Deeply influenced by the lean start-up methodology, the Lean Canvas serves as a tactical plan to guide entrepreneurs when navigating their way from ideation to building a successful start-up.

The NHS Clinical Entrepreneur Programme encourages all aspiring entrepreneurs to complete their Lean Canvas and provides a preparation session around 'Working on your innovation', which includes the exploration of this exercise.

To register for the CEP Prep sessions, please [click here](#).

Application Cohort 7 Assessed Questions

Question: Please upload a one-minute video elevator pitch introducing yourself, your innovation/project/idea.

Why are we asking you to record an elevator pitch?

The NHS Clinical Entrepreneur Programme requests the upload of a 1-minute elevator pitch to hear about you and your innovation at a personal level. This allows us to see you and your motivations come to life and explore if you are suitable for the programme.

The elevator pitch is a quick and concise speech to highlight the key components of your innovation, and should theoretically be the same length as an elevator ride. This task explores that if you have a small amount of time with someone, how can you make your idea stand out and be impactful.

What should be included?

- An introduction to you and your background.
- The problem your innovation addresses and if it meets an unmet need in the NHS.
- Whether there is evidence to support the benefit of your innovation.
- What impact your innovation will have on patients/service users and the NHS (e.g. better clinical outcomes, cost efficiencies so increased

opportunity for service transformation, better staff wellbeing so improved performance).

- Whether your innovation focuses on a high priority area for the NHS (i.e. supports the NHS Long Term Plan) or a high-need population (e.g. those experiencing significant health inequalities)

Our top tips!

Avoid the use of abbreviations or overly-technical terminology.

We don't require embedded videos, or animations, we would just like to see you and hear about your idea.

Record in a well-lit area, with limited background interruptions and address the camera.

Unfortunately, if your application does not include the pitch, you will not be considered for the programme.

Please do not include any patient identifying or confidential information, including pictures of individuals or names without permission.

Most important, be yourself and remember to smile!

Application Cohort 7 Assessed Questions

Question: Does your innovation address a need within the NHS?

Why are we asking if your innovation addresses a need within the NHS?

The NHS Clinical Entrepreneur Programme aims to provide the commercial skills, knowledge and experience needed to successfully develop and spread innovative solutions to the challenges facing the NHS. It aims to allow entrepreneurs to pursue their innovation without having to leave the health service, providing a wider benefit to economic growth through inward investment in the health, social care, and life science sectors.

This question ensures that your idea has been thought through and is viable, It is also an opportunity to showcase your research and how you would like to benefit the NHS.

What should be included?

- The problem your innovation addresses and if it meets an unmet need in the NHS.
- Whether there is evidence to support the benefit of your innovation.

- What impact your innovation will have on patients/service users and the NHS (e.g. better clinical outcomes, cost efficiencies so increased opportunity for service transformation, better staff wellbeing so improved performance).
- Whether your innovation focuses on a high priority area for the NHS (i.e. supports the NHS Long Term Plan) or a high-need population (e.g. those experiencing significant health inequalities)

Our top tips!

Research is key- please ensure you have conducted the relevant research to demonstrate clear justification.

Read the [NHS Long Term Plan](#) – The plan provides an overview of key challenges facing the NHS, and key focus points which need support.

Explore NHS England, NHS Digital, Local trust and Health Education England priorities to identify how you align.

Ensure you have completed a Lean Canvas exercise to get to the heart of your idea.

Application Cohort 7 Assessed Questions

Question: Does your innovation impact different populations?

Why are we asking if your innovation impacts different populations?

As a key priority within the NHS, Anglia Ruskin University, and the NHS Clinical Entrepreneur Programme, tackling Health Inequalities (HIs) and ensuring Equality, Diversity, and Inclusion (EDI) is very important. This question aims helps us to understand whether EDI and HIs have been considered within your innovation.

Health inequalities are avoidable, unfair, and systematic differences in health between different groups of people. The programme supports 'Core20PLUS5' and the 'NHS long term plan' in tackling inequalities and improving health outcomes for our population.

Equality, Diversity and Inclusivity is central to the programmes vision and values, and it is important to ensure the NHS CEP reflects the diverse workforce and patients of the NHS.

The NHS CEP are proud to be supporting the reduction in Health Inequalities and promotion of EDI.

What should be included?

- Whether the accessibility of your innovation, and its impact on health inequalities have been thought about.
- Whether a diverse range of patients/service users and/or staff have been involved in the development of your innovation and how you will engage with them in the future.

Our top tips!

Research is key- ensure you have a strong understanding of Equality, Diversity, Inclusion and Health Inequalities.

If you require further information on this subject, contact your local EDI team, who will be able to signpost you to resources, events and further information.

Click on the icon for more information on the 'Core20PLUS5' approach and explore the infographic on the next slide.

Core20PLUS5

NHS

REDUCING HEALTHCARE INEQUALITIES

The Core20PLUS5 approach is designed to support Integrated Care Systems to drive targeted action in healthcare inequalities improvement

CORE20
The most deprived 20% of the national population as identified by the Index of Multiple Deprivation



PLUS
ICS-chosen population groups experiencing poorer-than-average health access, experience and/or outcomes, who may not be captured within the Core20 alone and would benefit from a tailored healthcare approach e.g. inclusion health groups



Target population

CORE20 PLUS 5

Key clinical areas of health inequalities

1



MATERNITY
ensuring continuity of care for 75% of women from BAME communities and from the most deprived groups

2



SEVERE MENTAL ILLNESS (SMI)
ensuring annual health checks for 60% of those living with SMI (bringing SMI in line with the success seen in Learning Disabilities)

3



CHRONIC RESPIRATORY DISEASE
a clear focus on Chronic Obstructive Pulmonary Disease (COPD), driving up uptake of Covid, Flu and Pneumonia vaccines to reduce infective exacerbations and emergency hospital admissions due to those exacerbations

4



EARLY CANCER DIAGNOSIS
75% of cases diagnosed at stage 1 or 2 by 2028

5



HYPERTENSION CASE-FINDING
and optimal management and lipid optimal management



SMOKING CESSATION
positively impacts all 5 key clinical areas

Application Cohort 7 Assessed Questions

Question: What research have you undertaken around your innovation.

Why are we asking about the research you have undertaken?

The solid foundation of an effective idea is research. This question allows you to provide evidence to support your application, to ensure your idea/ innovation has been thought through, and is viable.

When undertaking research it is important to identify if your idea/ similar ideas are already on the market, and if there is a need for your innovation in the NHS.

What should be included?

- Your understanding of the potential market and your competitors.
- Your proposed business model and the steps you plan to take to make your innovation sustainable.
- Whether your innovation is viable.
- The stage of development your innovation is at.
- Whether your innovation is competitive/novel in ways that would provide significant added benefit to patients/service users and the NHS.

Our top tips!

Local NHS trust library's, often have free training and access around effective researching using programmes such as Open Athens. We would encourage aspiring entrepreneurs to visit their library's and explore what is available.

Get to know the problem you would like to resolve in depth and understand the need within the NHS, linking back to key documentations, including the NHS Long Term Plan and People Plan.

Identify your Unique Selling Proposition (USP) and how you will stand out against competitors.

Complete a Lean Canvas exercise to support your business modelling.

Application Cohort 7 Assessed Questions

Question: If applicable, describe how your idea/project/innovation will contribute the NHS's ambition reach net zero carbon emissions by 2045.

Why are we asking you about sustainability?

The climate emergency is a health emergency. According to the WHO, climate change is the greatest threat to global health in the 21st century. Representing 4-5% of emissions globally, healthcare is part of the problem but also part of the solution. Recognising that climate change and human health are inextricably linked, in October 2020, the NHS became the first in the world to commit to [Delivering a Net Zero National Health Service](#). To discover how the NHS is becoming greener, watch this short [video](#). Investment in net zero is rising rapidly in response to the world's climate challenge. By 2030, the UK government expects to leverage up to £90 billion of private investment to support net zero. Venture capital investment in [UK Net Zero companies](#) is rising, with the highest total number of net zero companies in Europe. Crucially for entrepreneurs, the NHS is relying on innovation to decarbonise areas of healthcare where low carbon solutions are as yet to be discovered or scaled.

How is the NHS CEP supporting net zero?

For healthcare innovation to be future proof, it needs to be sustainable, inclusive, and environmental impacts need to be understood. These principals not only apply to innovations from our Clinical Entrepreneurs,

but how the programme, it's partners and the wider network address their own impacts. Read our [commitment](#).

The NHS CEP is proud to be supporting the Greener NHS Campaign.

Benefits to embedding net zero now

The transition to a low carbon society has moved from possible to inevitable. The government is to set in law the world's most ambitious climate change targets to cut emissions by 78% by 2035, while nearly a third of the UK's largest businesses have pledged to eliminate their contribution to carbon emissions by 2050. Businesses which do not engage in this agenda risk being left behind.

In the Delivering a Net Zero report, NHS England and NHS Improvement committed to reaching net zero across all scopes of emissions, including the supply chain, by 2045. In order to deliver this commitment, the NHS will shift approaches to no longer procure from suppliers that do not match the NHS net zero ambition. This means that healthcare entrepreneurs will want to be ahead of the curve and align themselves with the Net Zero Supplier Roadmap in order to compete in the coming decade. .

Application Cohort 7 Assessed Questions

Question: If applicable, describe how your idea/project/innovation will contribute the NHS's ambition reach net zero carbon emissions by 2045. Continued...

Some tips on thinking about the carbon impact of your innovation

To understand how your innovation could contribute towards delivering a net zero NHS, you first need to understand what the key clinical/service impacts of your innovation. If you are still in the concept phase, this will only be hypothesis at this stage. By combining your clinical/service impacts with the carbon footprint of the NHS in the ['Delivering a NetZero National Health Service'](#) you can come up with a rough estimate of carbon reduction potential of your innovation.

Perhaps your innovation is an app which supports self-management and will be saving carbon by reducing travel to and from appointments, or maybe you have designed a new 3D printed device which uses far less plastic in its manufacturing? Maybe you have developed a clinical decision tool which not only improves patient care, but ensures patients get speedy discharge from a carbon intense hospital environment. When answering this question, consider how environmental benefits can be tied in with improved outcomes, efficiency or reduced cost.

Please see the list of [2021 SBRI Net Zero Healthcare winners](#) for examples of innovations which are focusing on their carbon impact.

Training

An excellent introduction to the work of the Greener NHS can be found in the ['Building a Net Zero NHS'](#).

Useful Reading

[Delivering a 'Net Zero' National Health Service report \(2020\)](#) -

Provides a national level framework for action on climate change and sustainability.

[NHS Long Term Plan \(2019\)](#) -. Includes several sustainability commitments, ranging from reducing single-use plastics and water consumption, through to improving air quality.

Tools

Sustainable Healthcare Coalition, [Care Pathways Carbon Calculator](#) also helps to assess the carbon impact of healthcare activities and procedures.

Application Cohort 7 Assessed Questions

Question: Why do you want to join the programme?

Why are we asking you this question?

The NHS CEP is a workforce development programme which focuses on the individual and therefore we would like to learn a bit more about you and what attracted you to the programme.

Our [values and vision](#) are very important to the programme, and therefore having Clinical Entrepreneurs who align with the importance of community, empowerment, inclusivity, innovation, education and collaboration is key.

What should be included?

- What are your motivations for pursuing innovation and entrepreneurialism and what is your commitment to improving the NHS.
- Your personal values, skills, and behaviours.
- Your career ambitions/goals and your resilience and drive to succeed.
- What you will bring to the programme.

- Your development needs and how the programme can assist with these.
- The potential impact you can have on the culture of NHS organisations.

Our top tips!

Be authentic!

Please refer to the [NHS CEP values and vision](#) web page as this will help you explore your alignment with the programmes mission.

Highlight your unique qualities and provide relevant examples.

Application Cohort 7 Assessed Questions

Question: If applicable, briefly outline any previous experience of developing and/or implementing innovations?

Why are we asking you this question?

This question aims to examine if you have any experience of working on innovative or entrepreneurial projects, this could include projects in your workplace. This will help the programme team to understand your relevant experience around innovation.

What should be included?

- Any experience you have had working on innovative or entrepreneurial projects, including examples.
- Your career ambitions/goals and your resilience and drive to succeed.
- What you will bring to the programme.
- Your development needs and how the programme can assist with these.
- The potential impact you can have on the culture of NHS organisations.

Our top tips!

Please highlight all relevant experience, this may include innovative projects within your NHS trust or a more personal venture.

If you do not have experience, please do not worry- this information will help us to understand your development needs.

Please do not include confidential information or patient details in examples.

Application Cohort 7 Assessed Questions

Question: Please provide any additional links to that may support the content of your application?

Why are we asking you to provide additional links?

The provision of additional links help to support your application and provide evidence against the information you have provided.

The programme accepts individuals from all stages on the innovation journey, and therefore if you do not have a website yet, this is not a problem and you will not be scrutinised. This is solely an opportunity to provide further information if it is applicable.

What should be included? (if applicable)

- Website link/s
- Social media link/s
- Research link/s
- YouTube Video link/s
- Article link/s.
- All other link/s.

Our top tips!

Please ensure you check your links work before submitting.

Include all relevant links which could support your application, this could include YouTube videos which evidence the importance of your innovation, research papers which support the information you have provided and social media links to learn more about your personal journey.

Links are a great way to evidence that your innovation is well thought through and has strong validity, this is an opportunity to showcase the need within the NHS.

Application Cohort 7 Assessed Questions

Question: Please upload two professional letters of support

Why are we asking you to provide 2 professional letters of support?

Professional references provide a unique insight into the individual and their motivations. The programme receives a high number of applications a year and therefore the professional letter of support help us to select the highest quality individuals.

The professional letters of support are endorsements to support your application and evidence your strengths.

We request 2 letters of support per applicant and these must be provided from an individual you have worked with in a professional capacity over the past 2 years.

What should be included?

- Two professional letters of support from individuals you have worked with in a professional capacity over the past two years.
- The letters should be submitted in a MS Word or PDF format and must be included on your online application.

Our top tips!

If you would like an example of a professional letter of support/reference letter, Google have a wide range of free downloadable templates. Your NHS organisation may also have its own standard template.

Please ensure your 2 letters of support are submitted with your application, the programme team cannot accept just contact information and unfortunately all applications missing this information will not be considered.

We recommend you contact your professional referrers as soon as possible to ensure the letters are ready by the application closing date.

Application Cohort 7 Assessed Questions

Question: Please attach your CV

Why are we asking you to provide 2 professional references?

When applying for the programme, it is important that the team understand your experience and background. Your CV will act as evidence around your justification for joining the programme. This will also help the team to understand more about you and your journey.

What should be included?

- A full professional curriculum vitae, including your background, education and personal information.
- The CV cannot exceed our 2 page upload limit.
- The CV should be submitted in a MS Word or PDF file,

Our top tips!

If you would like an example of a professional CV, Microsoft Word and Google have a large range of free downloadable templates. Your NHS organisation may also have its own standard template.

Please ensure you upload an up to date CV before submitting your application as applications with missing information will not be able to progress.

Please ensure that the file is easily opened.

Contact us



Get in touch

Let's talk. If you have a question, please use the contact information below and we will get back to you as soon as possible – thank you

Get in contact

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