

SBRI MANAGEMENT BOARD

DOCUMENT TITLE:	Communications plan for 2018		
AGENDA ITEM:	2.4		
AUTHOR:	Irina Higginson		
DATE OF MEETING:	15 th March 2018		
EXECUTIVE SUMMARY:			
<p>Attached is the outline communications plan for 2018-19. There are two primary aims:</p> <ol style="list-style-type: none"> 1. To support the AHSNs to promote the programme and particularly the adoption of SBRI Healthcare backed products. 2. To support the programmes' growth by gaining knowledge and support from senior leaders in NHS and the wider OLS community. 			
KEY ISSUES TO NOTE OR CONSIDER:			
The board are invited to comment on the plan and offer any guidance and additional content.			
KEY RISKS OR CONCERNS TO HIGHLIGHT:			
The communications plan will need to reflect any changes to the commissioning of the programme. It is anticipated that communications support for the adoption of SBRI Healthcare backed products will need to continue.			
REPORT RECOMMENDATION:			
That the communications plan progress as outlined.			
PURPOSE OF THE REPORT (Indicate with 'x' the purpose that applies):			
FOR INFORMATION	FOR DECISION	FOR DISCUSSION	
KEY AREAS OF IMPACT (Indicate with 'x' all those that apply):			
Financial	X	Competitions	
Governance		Programme Management	
Legal & Policy			
Comments: <i>[elaborate on the impact suggested above]</i>			
Budget will be allocated to match the plan within the planned Programme Management costs.			
PREVIOUS CONSIDERATION:			



SBRI Healthcare Communications Strategy 2018



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England

- Governance review identified communications issues
- 9 AHSNs joined WebEx discussions on strategy, 12 consulted in total

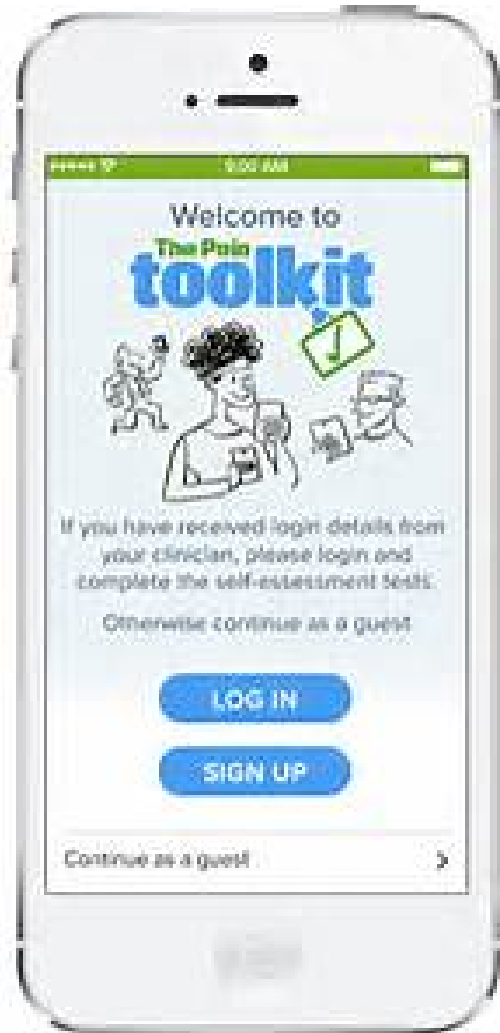
Key points	Useful resources
Branding: AHSNs agreed with approach, SBRI team to send boiler plate	Valued the website – felt it was insufficiently used, more content welcomed
Key messaging around economic growth valued	Tweet sheets and winners announcements working well
Agreed with key messages – SBRI team to share slides	Need more video and online case study content to promote
Adoption messages will develop around the support process from AHSNs, showcasing SBRI process and AHSNs’ support from the creation stage to adoption, tracking the journey through innovation pathway	Produce SBRI ‘national’ company stories which highlight key stages of their journey through the innovation pathway
Stakeholder analysis and messaging to be developed for 6 key groups with specific narrative	Consider further how to exploit the annual report process/publications
Welcomed raising awareness of SBRI Healthcare programme through a series of visits to AHSNs (similar to NIA Roadshows)	Case studies – more in the pipeline and AHSNs will use these across their channels

Programme objectives 2017/18

Work with the AHSN leaders to:

- build a **strong financial footing** for the programme beyond the annual budgeting cycle;
- improve the **identification of the problems** that will respond to technology intervention;
- support the **adoption and spread of the developed solutions** in the NHS and wider international markets.





- Use SBRI Healthcare as a **flagship brand** to **support AHSNs'** position as leaders in healthcare collaboration, innovation and change
- Promote launch of **new competitions**
- **Evidence and promote the impact** to identified key opinion leaders
- **Support the adoption** and use of SBRI Healthcare supported products.

Communications strategy

- Build recognition by promotion to the life science associated industry sectors
- Support AHSNs to create targeted publicity that will showcase SBRI products
- Align communications around AHSNs strategy
- Maximise traffic to the SBRI Healthcare website and build content
- Create clear narratives for each of the audience groups using case studies and key messages.



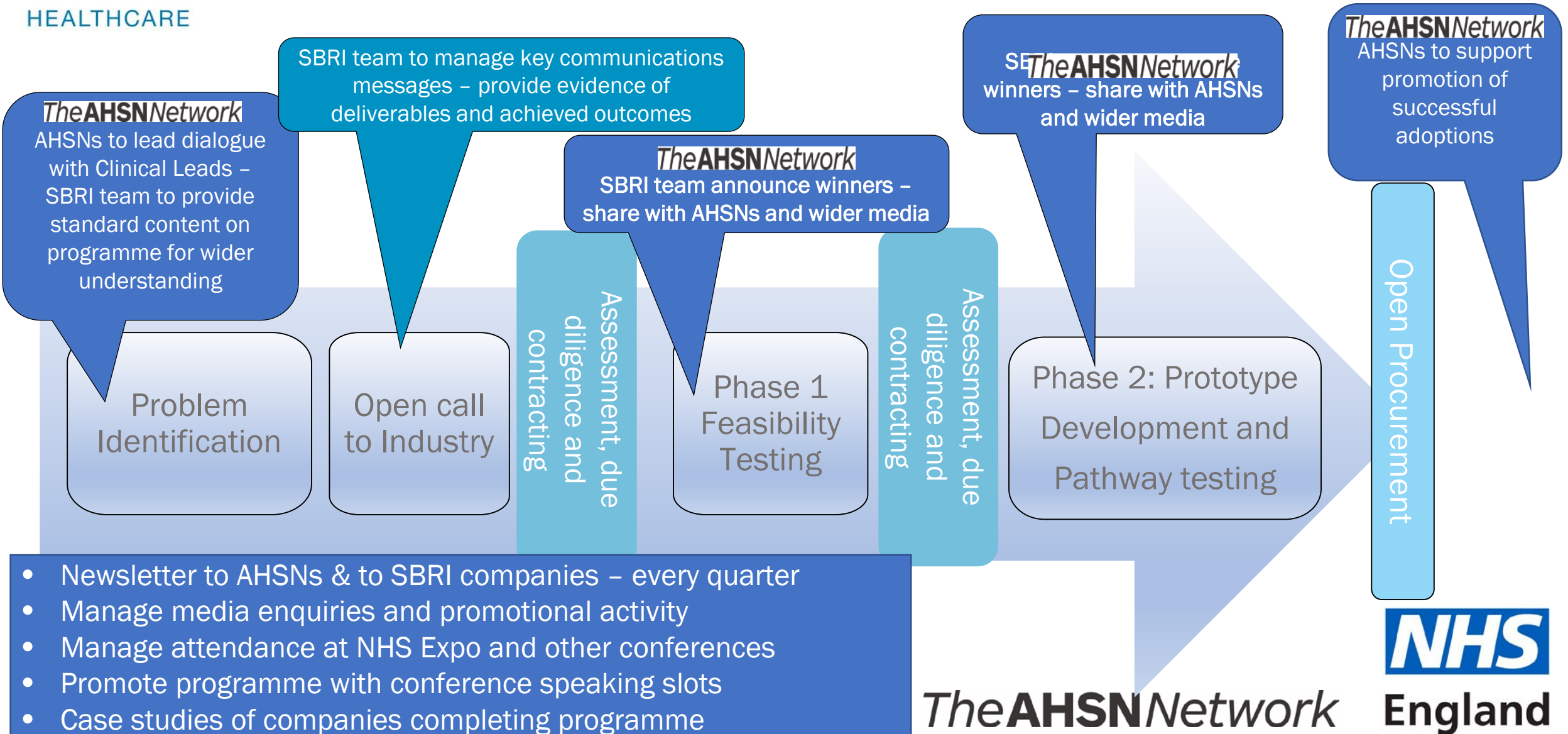
- Agreed to always use the three logos with the following messages:

- SBRI Healthcare
- Funded by NHS England
- Delivered by The AHSN Network



- Boiler plate for press releases/slides and other resources updated to share with communications leads.

Target Audience	SBRI Comms team	AHSN Comms teams
AHSNs	SBRI Team to lead the information flow with key messages for AHSNs to disseminate	AHSNs to use key messages to promote SBRI programme through their networks
Clinicians in leading therapy areas	SBRI Team to lead interactions with national leads – National Clinical Directors, Medical Directors and Chief Nurses	AHSNs to lead interactions with regional leads – Medical Directors, Directors of Nursing, Directors of Finance
Industry networks and key opinion leaders Medilink, ABHI, and others	SBRI Team to lead interactions with national leads – CEO’s and lead directors	AHSNs to lead interactions with regional leads – Medilink EMids, North West, South West etc; trade bodies: One Nucleus, Cambridge Wireless
Economic partners – LEPs Innovate UK, UKTI, OLS, BEIS,	SBRI Team to lead interactions with national leads	AHSNs to lead interactions with LEPs and regional partners within UKTI
Key Opinion leaders – OLS, HMT/DH ministers; Simon Stevens, Ian Dodge, Paul Bauman.	SBRI Team to lead interactions with national leads and provide messaging for AHSNs to utilise in their interactions.	AHSNs to use key messages to promote SBRI programme through their KOL interactions.
Media – health related innovation stories	SBRI Team to lead interactions with national media and specialist health/business media	AHSNs to lead interactions with regional and local media – SBRI team will provide key messaging.



Case studies – first set of 5

Company name	Atlas	SBRI Website (10)	SBRI flyers
365Response	Published in Atlas March 2018	Published	Under review
uMotif	Submitted in Oct 2017, rejected	Published	Under review
Isansys	Prepared for submission in Nov 2017	Published	Under review
Careflow	Due for submission (March- April 2018)	Due in March	Under review
11Health	Due for submission (March – April 2018)	Published	Submitted

Another 17 companies in the pipeline: Advanced Therapeutic Materials, Fuel 3D Ltd, Inotec AMD Ltd, Ieso Digital Health, Message Dynamics, MIRA Rehab, MyHealth, Pro Real, Open Bionics, Snap 40 – see next slide

Case studies x second set of 5

Company name	Atlas	SBRI Website (10)	SBRI flyers
Owlstone	Due for submission (March- April 2018)	Published	To be updated
Open Bionics	Due for submission (March- April 2018)	Due in March – April	To be updated
Snap40	Due for submission (March- April 2018)	Due in March – April	To be updated
IESO DH	Due for submission (March- April 2018)	Due in March – April	To be produced
Mayden	Due for submission (March- April 2018)	Due in March – April	To be produced

Remaining 7 companies in the pipeline: Advanced Therapeutic Materials, Fuel 3D Ltd, Inotec AMD Ltd, Message Dynamics, MIRA Rehab, MyHealth, Pro Real

Timetable of highlights 2018

What	When	Who	Key message
Competition winners announcement (GP of the Future and Cancer)	19 February 2018	SBRI central team AHSN network	Funding awarded to develop and support innovations to address key healthcare challenges
National Clinical Directors – speaking slot	20 February 2018	SBRIH Director	Addressing service needs through innovation
Future healthcare – speaking slot	13 March 2018	SBRIH Director	Impact of innovation on the way healthcare is delivered & how will it lower costs/improve patient care
SBRIH Alumni conference	27 March 2018	SBRI Central Team AHSN Commercial leads	Support for adoption – focus on IT partners
What the evidence shows – report	March /April 2018	SBRI central team	Analysis of recent reviews
King’s Fund webinar	26 June 2018	SBRI Director	Adoption and spread case studies
Next competition call	June / July 2018	SBRI central team	Call to action for innovators
Annual report / impact report	August 2018 (publication)	SBRI central team	Overall programme success and key impact delivered

Slidesets	Case studies	Leaflets and publications	Website materials	Online media
<ul style="list-style-type: none"> Core presentation outlining programme 	<ul style="list-style-type: none"> 10 on web site 5 being published 1st SBRI case study in AHSN Network Atlas (365Response) 	<ul style="list-style-type: none"> 224 publications featuring SBRI Healthcare including HSJ and Bloomberg reports 	<ul style="list-style-type: none"> Searchable database of funded companies 3 published reports evidencing value and outcomes 	<ul style="list-style-type: none"> Short film case studies to showcase innovations and patient benefit, to share and embed
<ul style="list-style-type: none"> Slide decks for each AHSN area in development, highlighting regional innovations and challenge areas 	<ul style="list-style-type: none"> 10 case studies in pipeline Case studies for NHS 70 / Expo / Confed 	<ul style="list-style-type: none"> Annual report Refresh programme flyer SBRI brochure compiling innovations in challenge areas 	<ul style="list-style-type: none"> Previous competition – market descriptions News releases published and shared with The AHSN Network 	<ul style="list-style-type: none"> E- newsletter Innovation profiles Online events and webinars

Key activities from communications plan

Focus areas	Activity
<p>BRAND BUILDING AND RAISING PROFILE IN LIFE SCIENCES</p>	<ul style="list-style-type: none"> Publicise SBRI annual report in capsule, engaging/targeted format Publicise reports and analysis validating the programme Reinforce key headlines and recommendations from evaluation reports Articles in trade press Bulletin and promotional articles for sector partner communications
<p>SHOWCASING SBRI PRODUCTS AND CASE STUDIES IN AHSN PATHWAYS</p>	<ul style="list-style-type: none"> Monthly updates in AHSN Network digital communications National adoption and spread webinars (King's Fund) Series of webinars/e-seminars showcasing products and innovators Vodcast case studies, short films interviewing innovators and patients Product prospectus highlighting SBRI Healthcare role in adoption and spread NHS prospectus- value and patient impact Series of webinars/e-seminars showcasing products and innovators with NHS leads Listening exercises and online engagement with clinical leads and STP leads 20+ case studies in the pipeline with 4 to feed to national AHSN Atlas Set up Atlas editorial board in early April to review 6+ SBRI companies Infographic to illustrate role of SBRI in the AHSN led innovation pathway

Key activities from communications plan

Focus areas	Activity
PROMOTION OF AHSN LEADERSHIP	<ul style="list-style-type: none"> • Speaker slots at innovation events and national conferences • SBRI prospectus profiling leadership and products • Live events with SBRI and AHSN leaders, promoting role of SBRI in adoption and spread • Design of interactive heat map of AHSN coverage
BUILDING SBRI WEBSITE AS RESOURCE FOR SMEs AND AHSNs	<ul style="list-style-type: none"> • Regional interactive map highlighting innovations and AHSNs • Engage key AHSN and SME leads across social media and promote SBRI • AHSN resources page and SME resources page



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