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difrent

AI

*Most Influential
Business Woman In
Digital Transformation
2020*

WINNER

HEALTH TECH
LEADERS AWARDS 2020

We're Difrent

We help healthcare organisations solve big, complex problems using research, data, service design and technology.

Our team work in partnership with our clients to turn their strategies and challenges into effective digital solutions that deliver desired results:

- Researchers
- Analysts
- Designers
- Engineers
- Project delivery professionals



Our clients



How we do this

1. Learn

2. Design & test

3. Build or buy

4. Run & scale

1. Learn

We learn enough about the problems that our clients face to create ideas for potential solutions.

- Vision, strategy, goals and objectives
- Problems and their impact
- Needs and experiences of people affected
- Operating models and environments
- Opportunities to improve



2. Design & test

We design solutions and test their potential for success with the people they affect.

- Prototype
- Test
- Validate assumptions we've made
- Iterate our ideas
- Develop our best solutions



3. Build or buy

Our best ideas become requirements for building or buying and configuring digital products and services.

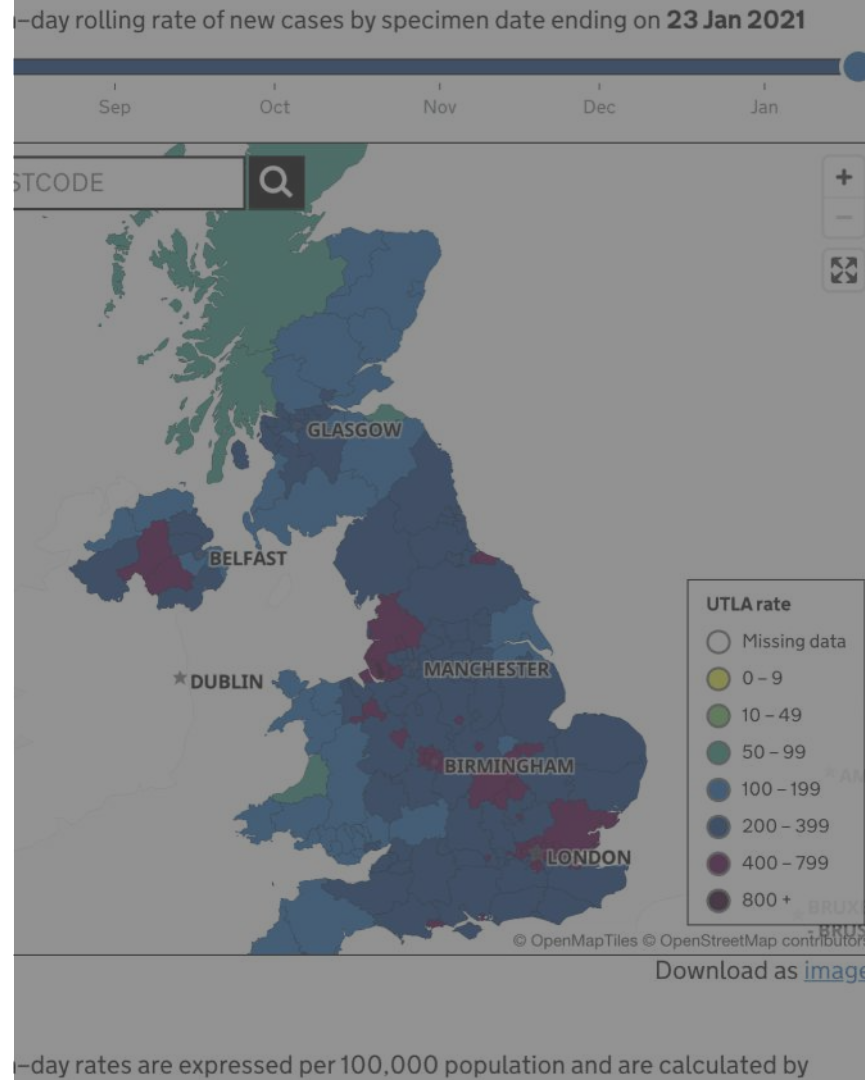
- Iterative, agile implementation
- Deliver results quickly
- Invite and test
- Compare with existing solutions
- Measure success



4. Run & scale

We launch new digital products and services used by millions of people. We ensure high performance, availability and continuous improvement.

- Operational digital service
- Robust and scalable hosting, maintenance and support
- Performance data and analytics
- Continuous user feedback
- Iterative future-proofing



Impact on the NHS

Problem: 40% of healthcare staff were self-isolating with unconfirmed COVID-19 symptoms, creating staff shortages.

- Launched a working digital service in 8 days from scratch. Scaled the service nationally in 1 month.
- Got 67% of self-isolating key workers back to work quickly with negative COVID-19 symptoms confirmed.
- Distributed millions of home testing kits.

Coronavirus home test

This service is enabling Key Workers to confirm whether or not they can return to work.

Home testing involves:

1. Collecting a swab sample from your throat and nose at home using the kit
2. Registering your sample
3. Returning it to the lab via a pre-paid courier
4. Receiving your result via email or text

Only use this service if:

- You are a Key Worker and
- You, or someone you live with, currently has Coronavirus symptoms
- You have a clinical referral, are aged 65 or over, or must currently travel to work

You must use this test as instructed. Please do not order kits for future use.

☐

I have read and understand

[Request a kit >](#)

NHSBSA

Problem: The existing service took too long to hire NHS professionals. User satisfaction was low, resulting in higher recruitment costs.

- More NHS organisations are hiring through the new service, reducing NHS recruitment costs.
- Users prefer the new service and feel better supported.
- The hiring process is speeding up significantly.

The screenshot shows the NHS Jobs website interface. At the top, there's a blue header with the NHS logo and 'Jobs' text, along with links for 'Sign in' and 'Create an account'. Below this, there's a navigation bar with 'English' and 'Cymraeg' options. A yellow banner below the navigation bar states: 'BETA Your feedback will help us to improve this service. The next system release is scheduled for 10th September 2020. [Read more about why we are doing this.](#)'

The main content area features a job listing for 'ITU Nursing Opportunities - London' by 'HCA Healthcare UK'. The closing date is '27 September 2020'. There's a green arrow icon and a link 'Apply for this job'.

The job details are organized into sections: 'Job overview', 'Job Description', 'Main duties of the job', and 'Duties & Responsibilities'. The 'Job Description' section states: 'We have opportunities across our critical care units at London Bridge Hospital, Princess Grace, The Harley Street Clinic, The Lister and The Wellington Hospital. As a Staff Nurse in the Critical Care unit, you will be required to provide a high level of care for patients by assessing, planning, delivering and continued evaluation of care. Additionally, you will be responsible and accountable for your own practice and for ensuring the delivery of a high quality service at all times.'

On the right side, there's a sidebar with the HCA Healthcare UK logo and a table of job details:

Date posted	21 July 2020
Pay scheme	Other
Salary	£35,000 to £45,000 a year
Contract	Permanent
Working pattern	Full-time

NHS Digital

Goal: Supporting the Government's commitment to helping citizens self-manage their health, we delivered various digital services. UK citizens can now:

- Find information about their conditions, medications, recommended treatments.
- Access the right NHS services at the right time.
- See their health records, order repeat prescriptions and more.

