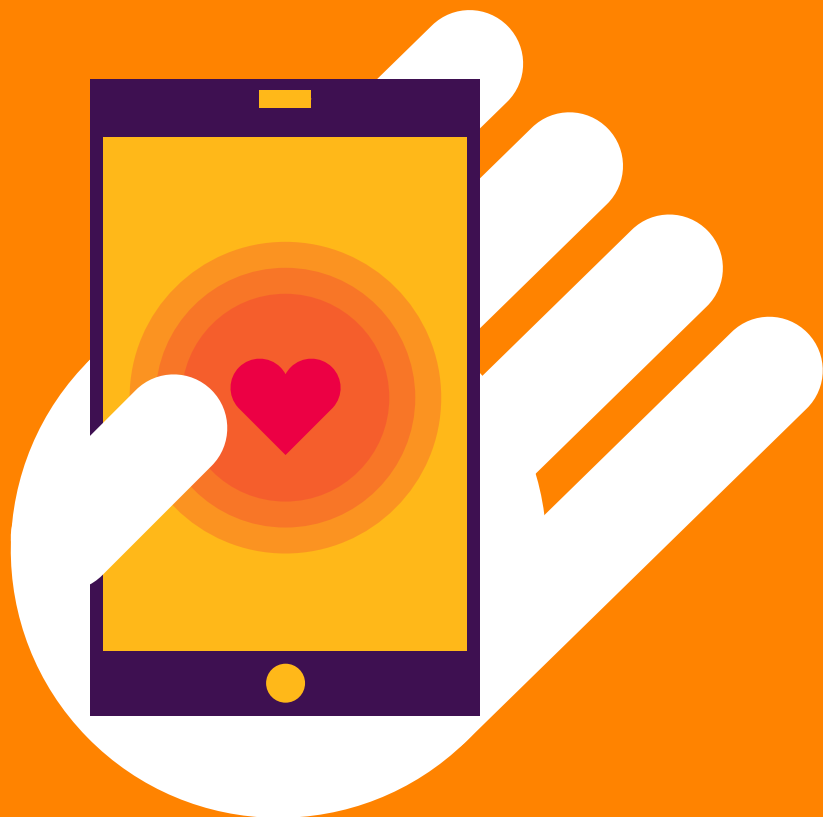


# Nesta's work in Health



**Nesta is a global innovation foundation.  
We back new ideas to tackle the big challenges  
of our time.**

We use our knowledge, networks, funding and skills - working in partnership with others, including governments, businesses and charities. We are a UK charity but work all over the world, supported by a financial endowment.

**We see** Making sense of opportunities and challenges.

**We spark** Generating new ideas.

**We shape** Helping to test, grow and adapt new solutions.

**We shift** Changing whole systems.

The kinds of big challenges we tackle include ageing; stretched public services; a fast changing jobs market and people feeling disempowered. We focus on areas where the combination of digital technology, empowered individuals, and better use of data and evidence can have the biggest impact.



# How Nesta is tackling the big challenges of our time: Our work in health

**The challenge:** How to support a population living with more long-term health conditions when the health and care system is under serious financial pressure.

**Nesta's response:** We look for better ways for people to remain healthy - drawing on their own energy and ideas, as well as the insights of medical science and new digital tools.

**What we want to see:** A people-powered and data-driven health system that makes the most of resources around the system: from patients' motivation to data, as well as the knowledge and commitment of health professionals.

## **Our work focuses on:**

- **New sources of support** - which make it possible for people to be more involved in their health. These include peer support, health coaching, neighbourhood groups, high-impact volunteering and social movements. For example, we led the Realising the Value programme to bring together evidence and practice on how these methods work best.

- **New sources of data** - which improve people's knowledge about their health. These include people generating their own data via smartphones and wearables - to help manage health every day, inform clinical decision-making and drive new research. For example, we have backed numerous digital innovations, such as an app that uses the accelerometer in smartphones to track Parkinson's tremors.
- **New sources of innovation** - that generate new solutions, including our 100-day innovation method for transforming systems; challenge prizes that open up innovation to more people; and new methods to analyse data at scale.

**Nesta has set up Health Lab to act as a centre of expertise on people-powered and data-driven health:** We work with partners from the health, care, voluntary, community and social enterprise sectors to test and scale new ways of doing things.

**We never work alone. Our partners have included:** NHS England, The Cabinet Office, The Health Foundation, The Department of Health, The Big Lottery Fund, Voluntary Voices, Guy's and St Thomas' Charity, The State Government of São Paulo, The Behavioural Insights Team, Alzheimer's Society and Alzheimer's Research UK.

Over the past few years we have backed over 100 local health systems and individual organisations with more than £20 million of funding.

# Nesta approaches challenges from multiple angles

We combine thinking and doing to bring ideas to life, test them on the ground, demonstrate what works and help the best to grow.

We see new opportunities and challenges

**Futures and explorations:** We explore emerging trends and technologies through our futures work. For example, *The NHS in 2030* report looked at what a health system could look like in 2030 with more people and data power, genomics and behavioural insights; simultaneously saving money and improving health. We're now exploring the many ways in which artificial intelligence and machine learning could transform health systems.

**New research and evidence:** We generate new insight and evidence of what works. For example, *Health as a Social Movement* is groundbreaking research on the power of people in movements to improve health. We also apply new research techniques, such as web-scraping, to map where new innovations are emerging.

## We spark creative solutions from many sources

**Early-stage innovation funds:** We run early-stage innovation programmes that discover and incubate new practice. Our funding programmes incorporate mentoring, capacity-building and prototyping to enable early testing. For example, we ran the Helping in Hospitals programme, supporting the creation of new roles for volunteers in hospitals with demonstrable impact on patient mood, hydration and nutrition.

**Challenge prizes:** Challenge prizes are one of a family of 'open innovation' methods tested and refined by Nesta, that help organisations tap brains far beyond their own boundaries. Nesta's Challenge Prize Centre is behind the Longitude Prize, a £10 million prize fund to hold back the lethal rise of drug resistant infections. The prize is developing a rapid, accurate, safe and affordable point-of-care diagnostic test.

## We shape the most promising ideas so they can work at scale

**Scaling innovation funds:** We run later-stage innovation funds to grow proven innovations. These funds emphasise implementation at scale and evidence of effectiveness. We increase capacity to generate revenue, be commissioned or receive investment. For example, through the Accelerating Ideas Fund we are scaling innovations like Shared Lives family-based care for older people across the UK. The Centre for Social Action Innovation Fund backed 20 health and ageing innovations to grow using £5 million of funding, which generated an additional £10 million from other sources. We have also helped to create and grow the GoodSAM app for smartphone activated medics, which has now spread globally.

**Impact investments:** Nesta has used investment to support innovation for nearly 20 years. We seek positive financial and social returns by investing in innovative approaches and technologies to reduce health inequalities. We support businesses that have a combination of high social impact, demand from consumers or healthcare providers and the opportunity for scale. Our existing healthcare investments include Oomph!, Genera, and Cellnovo.

## We shift systems in a new direction

**Building alliances:** Nesta acts as a convener across sectors and seeks to build alliances which have large-scale impact. For example, we were a driving force behind the Coalition for Collaborative Care, a national alliance of more than 50 member organisations committed to person-centred care.

**100-day innovation method:** Nesta has developed an innovation method with the Rapid Results Institute that transforms local systems by supporting frontline staff and leaders to achieve meaningful change in 100 days. In Essex, the work has sparked deeper collaboration across the health, care and voluntary sectors and led to reductions in unnecessary hospital admissions for frail people.

**Policy influence:** Nesta has influenced policy at the national and local level including the focus on people power in NHS England's Five Year Forward View.

**Innovation skills:** We help people in every part of the health system to innovate more effectively. For example, we are supporting the next generation of public sector innovation leaders to learn the methods and skills of innovation.

## International work

Nesta is a UK charity but we work globally. We collaborate on health-related innovation projects across the world, such as mapping open innovation techniques to improve health systems in Brazil. We also search globally for innovative solutions - the Longitude Prize is a global race to solve antimicrobial resistance. And we have supported a number of international organisations, including Médecins Sans Frontières and the International Federation of the Red Cross, to strengthen their innovation capabilities.



## CASE STUDY

# People Powered Health in Greater Manchester



Salford Dadz, Little Hulton – one of the Dadly Does It groups supported by Unlimited Potential.

**The challenge:** How to enable people across Greater Manchester to be healthier and more involved in their health and wellbeing.

**Our intervention:** Since 2011 we have been working in Greater Manchester to test, support and grow a range of ways for people and communities to be supported to improve their own health and wellbeing. For example, Stockport Together helps people with mental health conditions develop a local circle of support. And Dadly Does It works with fathers to speak up about their problems and share solutions father-to-father, in ways that improve the wellbeing of them and their children.

**The result:** Our work has developed best practice and directly influenced the recent Greater Manchester Population Health Plan.

# By 2021 Nesta will have...

**Nurtured and grown effective sources of support to improve people's health and wellbeing**, such as peer support, and contributed to these approaches reaching millions of people through mainstream adoption.

**Created new pools of data collected by people**, with many millions of datapoints, that improve day-to-day management of health, inform clinical decision-making and drive new research.

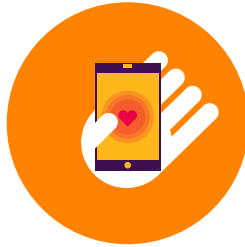
**Enabled the development of a rapid, accurate, safe and affordable point-of-care diagnostic test** that can reduce inappropriate antibiotic use globally.

**Used the 100-day innovation method to transform at least 40 local health and care systems at pace.**

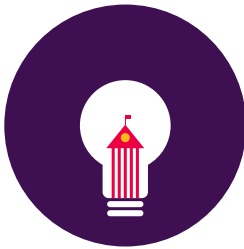
**Developed a portfolio of successful healthcare impact investments** that reduce health inequalities and improve health outcomes whilst delivering commercial returns.

If you'd like to find out more about Nesta's work in health, please contact: [health@nesta.org.uk](mailto:health@nesta.org.uk)  
Or visit: [www.nesta.org.uk/areas-work/health](http://www.nesta.org.uk/areas-work/health)

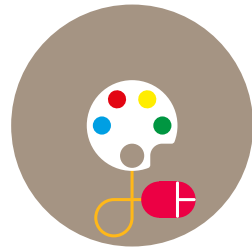
# Our five priority fields



Health



Government  
innovation



The creative economy,  
arts and culture



Innovation  
policy



Education

**At Nesta we are experts in methods for innovation.** We apply these methods in priority fields where there are big challenges and our capacities are suited to the action that's needed: **health; education; government innovation; the creative economy, arts and culture; and innovation policy.** In each field we bring together research, funding for practical work, convening and advocacy.



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