Response to NHS Chief Executive’s Open Call for Evidence and Ideas

Respondent ID: 260

Organisation name: Vernacare Ltd

Type of response: Online
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<th>Respondent ID:</th>
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<td>Vernacare Ltd</td>
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<td><strong>Please choose the description below that best fits your organisation’s main role:</strong></td>
<td>Private sector (med tech)</td>
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**What can the NHS and NHS Commissioning Board learn from national and international best practice to accelerate the pace and scale of adoption of innovations throughout the NHS?**

Vernacare has been working with the NHS for almost 50 years. In 2007 we launched a unique patented detergent proof washbowl which reduced the risk of cross infection from plastic bowls. The product was developed with input from Clinicians (a critical part of the development process)- this was done by trials and focus group. A robust sales and marketing strategy focussed on clinicians needs becomes an intergral part of getting buy in at hospital level.

The product is manufactured in the UK and this year the product was awarded the Queens Award for enterprise - innovation.

**What specific actions do you think national NHS bodies, such as the NHS National Commissioning Board, need to take to encourage and stimulate the successful and rapid adoption and spread of innovations throughout the NHS?**

Clinicians and private sector working more closely on innovations - events bringing the right mix of people together.

Help the NHS recognise the importance of continuous development in line with QIPP.

I would be interested in the feedback here in terms of industry. It would be beneficial for patient groups to be involved in the decision making process for new products at present this is not an area we get involved with yet our products are developed to help improve patient care.

**Do you have any further comments about accelerating the adoption and**
spread of innovation in healthcare?

I would be more than happy to provide further details on our product development process and our innovations.

We would like to be able to follow up interesting comments and case studies. Can we contact you for this purpose?

Yes

Do you want to be kept in touch with the next steps in this process?

Yes

Do you want to be included in a wider community of interest?

Yes

What specific actions do you think local NHS bodies, such as providers and Clinical Commissioning Groups, need to take to encourage and stimulate the successful and rapid adoption and spread of innovations throughout the NHS?

Working with relevant organisations - i.e. enabling trials at ward level. Sharing successes at key events and in the media to encourage further innovations/ spread of that innovation.

Discussions in forums about good innovations - spreading the word.