



Yorkshire
& Humber
AHSN

Transforming Lives
Through Innovation



Digital Navigator

May 2021

Digital Navigator Recruitment Pack
including Job description and Person Specification

If you want to make a difference in Yorkshire and the Humber – and beyond – you have come to the right place. We need determined and passionate people to work with us to deliver our wide range of programmes. We want people who look at our values and think.....yes, that's just where I want to be!

We use our skills, knowledge, networks and relationships to understand the healthcare system and patient needs locally and regionally. We develop projects, programmes and initiatives that reflect the diversity of our local population and its healthcare challenges.

This role is responsible for driving a rolling digital health accelerator and navigation function for the region, which matches digital health innovators with the NHS and system partners. The programme will deliver accelerated digital health adoption and diffusion in the Yorkshire and Humber region and will be delivered as a partnership between Yorkshire and Humber Academic Health Science Network (YHAHSN) and programme sponsors.

You'll be joining a committed and high performing team that focuses on patient outcomes and supporting the people of Yorkshire and the Humber. We are committed to creating and sustaining a positive and inclusive working environment for all our employees to ensure our work and our workforce represents the communities we serve.

Applications should contain a CV and a covering letter. The covering letter should explain why you are interested in the role, why you would like to work with us at YHAHSN and what your knowledge and experience can bring to this role and our work.

Closing date is **Monday 31st May at 4pm** – late applications will not be accepted. Applications should be sent by email to hr@yhahsn.com.

If you would like to speak to someone prior to making an application, please email helen.hoyland@yhahsn.com to arrange a suitable time for a discussion.



Our corporate mission, vision, ambition and objectives

Mission

Transform lives through innovation

Vision

To improve the health and prosperity of our region by unlocking the potential of new ideas.

Ambition

“Within the next two years, evolve Yorkshire & Humber AHSN into a sustainable position as a trusted and valued partner delivering spread of innovation, quality improvement and economic growth locally, nationally and internationally in partnership with commissioners, clients, patients and the public”.

YHAHSN Strategic Priorities (2020-2023)

- Deliver our Business Plan to meet the satisfaction criteria of our commissioners
- Reinforce our reputation as a trusted and valued partner with our stakeholders
- Sustain and grow our income by protecting existing sources of revenue and securing new ones
- Establish Yorkshire & Humber AHSN as a great place to work
- Exceed our statutory duties and obligations

<https://www.yhahsn.org.uk/>





Our Values



Stronger Together

We're confident in the results we can achieve when we're united with our colleagues, stakeholders and partners



Always Learning

Every day's a school day. We're constantly searching for ways to excel and work tirelessly to build our expertise



People People

We love catching up for a cuppa and a natter but, more than that, we're curious about what makes people tick



Energetic Pioneers

We find new things and ideas that can make a difference to the health of our region. This is what gets us out of bed in the morning





What we will give you:

- Salary of £46,955 per annum
- 25 days holiday + 8 statutory days
- 3 extra days to take at Christmas/New Year (set by company)
- Flexible and agile working (all staff currently working from home due to COVID-19 as at May 2021- reviewed monthly)
- Contributory matched pension (up to 10%)
- Learning and Development
- Digital Perks platform (discounts off shopping and travel)
- Free parking at the head office in Wakefield
- Extensive Wellbeing programme including Westfield/Exos Wellbeing journey
- Employee Assistance Programme/Mental Health First Aiders
- Social event programme (currently virtual events only)



Digital Navigator Job Description

The programme:

The YHAHSN Propel programme has been successfully delivered by YHAHSN for the last two years. We supported 6 businesses in cohort one and 10 in cohort 2, helping these innovators on their journey to market. something about the number of companies that have been supported This is delivered in partnership with programme sponsors and provides innovative organisations developing digital health solutions with access to a structured course of support and advice. It is aimed at helping the business cohort to better understand and navigate the NHS, identify areas for development, help signpost to other support services, including funders, regulatory experts and future potential customers, whilst enabling accelerated company growth and increased market presence.

The course lasts six months and provides support including:

- Masterclasses covering human-centred design, clinical safety by design, understanding procurement in the NHS and other key topics.
- Digital innovator surgeries, a rolling programme to include pitch development with input from industry experts.
- Access to expert partner organisations including NHS providers and commissioners, primary and secondary care organisations, academic institutions and industry representatives.
- Developing a patient-centred, co-designed approach to your digital solution with input from patient representatives.
- Signposting and introductions to organisations who may be able to provide financial support.
- Other business essentials, such as expert mentoring and dedicated one-to-one support, covering topics such as marketing, legal, finance and more.



Key duties and responsibilities:

- Deliver a digital accelerator programme, building on the proven model to date, key relationships, sector knowledge and collaboration opportunities
- Drive and support the planning, management and delivery of key implementation projects
- Develop and maintain the evidence base for technologies adopted to support wider adoption and dissemination
- Provide delivery support to the Enterprise and Innovation team on a range of related activities such as company triage, SME support and innovation exchange events as required
- Act as key account manager for digital innovations in our pipeline, supporting commercial growth and spread and adoption
- Develop an excellent relationship with Propel alumni, seeking out opportunities for further adoption and spread
- Provide expert advice and guidance to related programmes of work—such as the delivery of international accelerators and AHSN network collaborations.
- Keeping up to date with the national digital policy and funding landscape, for example NHSX funding opportunities and national innovation funding opportunities and sharing intelligence and insights with the wider AHSN team.
- Work with the YHAHSN to develop relationships and influence, to ensure ownership of change is achieved, and that supportive and sustainable performance management frameworks are in place.
- Work with key stakeholders to support implementation of change initiatives in the many organisations that deliver care at primary, secondary, tertiary and community level. Stakeholders must include patients and the wider public.
- Establish and lead communication and engagement activity workshops and events across multiple stakeholders. Manage regular, consistent communications of programme vision and direction using a variety of formats including social media and NHS networks (e.g., via regular progress reports/newsletters).
- To deliver an agreed work plan for the digital health navigation programme, which includes specific milestones, activities and outputs.
- To provide regular progress reports to the executive teams at the YHAHSN
- Manage the Programme budget(s)
- To build up an extensive and effective network of contacts in the sectors relevant to the agreed areas of work.



- To maintain regular contact with these contacts to a high professional standard, to maximise cooperation, collaboration and development.
- To identify and exploit opportunities for innovation, development, wealth generation, service and health improvement in the designated area(s) of work.
- To support and contribute to the activities of any governing group relevant to the post holder's work.
- To measure the impact in line with the required outputs
- To be an expert resource to the YHAHSN and any of the structures with which it is associated, by maintaining a high level of current, evidence-based knowledge relevant to the post holder's areas of work interest.
- To arrange events such as meetings, workshops, webinars etc. in order to maintain a high degree of engagement, awareness, and transparency and to promote cross fertilisation of ideas.
- To identify and exploit funding opportunities including, but not limited, to grants, competition awards. This will require experience in establishing collaborative partnerships and funding applications.
- To ensure that appropriate citizen engagement is undertaken relevant to the post holders work programmes
- To play an active role in corporate activities (for example team meetings and timeouts) and information for corporate publications (for example, newsletters, blogs)
- Any other duties as appropriate to this grade.

JOB CONTENT

Communication and Relationship Skills

- Establish and foster relationships which facilitate effective liaison and communication with internal and external stakeholders.
- Be an ambassador for, and promote, the programme through presentations, articles and other methods
- Provide regular updates and progress reports to key stakeholders, both verbal and written, in accordance with required formats and timescales, monitoring projects against the required outcomes within the constraints of time and budget
- Prepare and deliver presentations for internal and external audiences
- Attend and contribute to relevant internal and external meetings, conveying complex information, adopting a style to overcome barriers to understanding/agreement
- Maintain effective communication with line manager and Directors, ensuring they are fully briefed in relation to relevant commercial programmes.



- This post holder must have premium communication skills, with the ability to analysis and quickly translate information into key messages for senior managers, executives and board members and decision makers
- Increase positive relationships with senior managers, executive staff, industry and stakeholders, consulting with them on strategies to drive adoption of innovation
- Manage communications to ensure productive and positive relations with industry and NHS partners.
- Support and advise innovators who are developing healthcare technologies to appropriate support for clinical validation, user testing, intellectual property advice etc.
- Support and advise SMEs with market ready innovations who are aiming to access NHS markets.

Analytical and Judgmental Skills

- Support a collaborative programme of work across public and private sector partners and to lead on the adoption of new health technologies
- Responsible for the evaluation of impact and implementation of new technologies
- Ability to observe and define barriers to adoption and identify how these are overcome
- Appraise new technologies and support SMEs to develop business case and plans.
- Bring previous experience of digital healthcare provision to the cohort

Planning and Organisational Skills

- Provide expert leadership on adoption of innovation
- Prepare and deliver accurate reports for the management teams at the YHAHSN as required
- Ensure the appropriate reporting systems are in place and adhered to.

Responsibilities for Finance

- The post holder has budget management responsibility for the programme of work ensuring that these services are delivered within resources
- To advise the Programme Lead of any proposed changes to budget status throughout the year and to make recommendations and provide creative solutions ensuring that services are provided within resources.



Responsibility for Information Resources

- Ensure systems are established and maintained within the department to ensure that information is obtained, held, recorded, used and shared in accordance with the Programme requirements

Personal Responsibilities

- Freedom to Act - Working within agreed host organisation and local policies and guidelines, the post holder is required to have a high degree of initiative and independence to lead key agendas and achieve objectives
- The post holder will be required to be the lead expert specialist when working collaboratively with others on specific programmes.
- The above indicates the main duties of the post which may be reviewed in the light of experience and development within the service. Any review will be undertaken in conjunction with the postholder.
- YH AHSN expects all staff to share its values and behave in a way that is consistent with these values. The post holder will be expected at all times to take responsibility for their own actions, support multi-disciplinary and partnership working and develop a working environment of courtesy, fairness and mutual respect. Large scale networks like the AHSN rely on collaborative working, and the post holder must recognise their role as an ambassador for YH AHSN in their dealings with other colleagues and organisations.

Conflict of Interest

- Post holders are required to declare any involvement, either directly or indirectly, with any firm, company or organisation which could be construed as a conflict of interest with either the Y&H AHSN or with the delivery partners. This requirement applies throughout the period of tenure. Failure to disclose a conflict of may lead to dismissal, but the existence of such a conflict is not necessarily a bar to employment by the Y&H AHSN. Any member of the executive team will be able to advise on this issue.

Confidentiality

- Post holders may be given access to confidential information which must only be disclosed to parties entitled to receive it. Information obtained during the course of employment should not be used for any purpose other than that intended. Unauthorised disclosure of information is a disciplinary offence.





Special Requirements:

- You may on occasion be required to work irregular hours in accordance with the needs of the role.
- You will routinely be expected to travel across the region, London and other's locations to meet with members of the AHSN team, project stakeholders and others.

Health and Safety

- Ensure that you remain compliant with health and safety regulations and accepted safe practice at all times. Report any health and safety issues or contraventions witnessed anywhere within the organisation to the CEO.
- Work efficiently and responsibly within all areas of the organisation in a safe manner sharing good practice with colleagues.

General

- You will contribute to continuous improvement of working practices.
- You will comply with all policies and procedures within the organisation.
- Carry out all duties with regards to and ensuring equal opportunities and work with all employees within the organisation in the fulfilment of our aims and objectives.



Digital Navigator Person Specification (E – essential/D – desirable):

Qualifications:

- Educated to Masters level or appropriate professional qualification or equivalent experience in a relevant business, health or life science discipline and experience in health-related arena. (E)
- Evidence of continuing professional development (E)

Knowledge:

- Knowledge of the regulatory requirements for digital and medical technologies (E)
- Knowledge of NHS IT systems and interoperability (E)
- Knowledge of information governance requirements (E)
- An excellent understanding of the research/innovation funding environment (D)
- Excellent understanding of NHS Policy Landscape and the implications for the NHS, academia and industry. (E)
- Strong understanding of multidisciplinary issues, collaborations and networking (E)
- Knowledge of relevant funding streams and access to finance programmes for SMEs (E)
- Knowledge of research governance requirements (D)
- Knowledge and understanding of NHS structures, targets and topical issues (E)
- Significant Senior experience in a relevant role (E)
- Experience of working in a commercial healthcare company. (D)
- Experience of commercialising new products and selling to the NHS or experience of sourcing and bringing new products into the health system, particularly digital health products. (D)
- Experience of working with clinicians in supporting evidence-based practice. (E)
- Experience of working in or with commissioning, clinical commissioning groups (CCGs), social care, industry and/or public health. (E)
- Significant experience of managing and delivering complex projects to completion and timescales (e.g. planning, developing, resourcing, monitoring, reporting). (E)





- Experience of service redesign, change management, service improvement and modernisation techniques. (D)
- Evidence of working collaboratively and influencing people from a wide range of professional backgrounds (including industry, clinicians and patients) and being effective across organisational boundaries. (E)
- Experience of patient /user involvement initiatives (D)
- Experience of report writing for Executive level Committees (E)
- Experience of presenting reports, managing feedback and questions at Senior management committees (E)

Experience:

- Effective leadership and organisational skills (E)
- Excellent organisational, time management and prioritisation skills (E)
- Extensive project management skills(E)
- Excellent interpersonal, teambuilding and communication skills (both written and verbal). (E)
- Excellent communication skills with an ability to present complex information to a variety of audiences and promote discussion and agreement (E)
- Ability to identify, document and ensure the delivery of SMART objectives (or other systematic format) (E)
- Accuracy and attention to detail whilst maintaining flexibility within the workload. (E)
- Committed team worker(E)
- Information Technology skills including data analysis and use of Excel and PowerPoint. (E)
- Skilled at writing and presenting written reports, papers and audio-visual presentations. (E)

Values and behaviours:

- Works across boundaries, looks for collective success, listens, involves, respects and learns from the contribution of others (E)
- Uses evidence to make improvements, seeks out innovation (E)
- Values diversity and difference, operates with integrity and openness (E)
- Actively develops themselves and others (E)
- Self-awareness in terms of emotional intelligence, biases and personal triggers with cultural sensitivity and awareness (E)





- Demonstrable commitment to partnership working with a range of external organisation (E)

Other requirements:

- Ability to comply with the travel requirements of the post and undertake work-related journeys within the Yorkshire & Humber area. (E)
- Must take a flexible and adaptable approach to office hours(E)

