Healthcare Strategy Forum

28th - 30th April 2025

Interim Client Research Report

This interim report is based on survey findings from delegates who have confirmed their attendance at the upcoming Healthcare Strategy Forum, taking place on the 28th, 29th, and 30th of April 2025. The attendees include key decision-makers such as Chief Information Officers (CIOs), Chief Operating Officers (COOs), and directors from various NHS organisations. Their perspectives provide valuable insights into the current priorities, challenges, and strategic directions within the healthcare sector.

To further enrich our understanding, we conducted in-depth video and telephone interviews with senior leaders, ensuring we captured firsthand perspectives on the most pressing trends and challenges their organisations are facing.

ATTENDING GROUP BREAKDOWN

49%
Chiefs & Directors

36%
Heads of Departments

15%
Senior Management

MAIN FINDINGS OF THE REPORT

Modernisation Of Services

NHS leaders prioritise digital modernisation to meet rising patient demand and workforce shortages. Technologies like telemedicine, AI, and electronic health records streamline care, improve efficiency, and cut costs while enabling a shift to community-based and preventative care. Expanding remote monitoring and data-driven insights supports personalised, proactive treatment, easing pressure on hospitals.

Enhancing Patient Experience & Safety

Improving care quality is key to better outcomes and fewer hospital readmissions. By focusing on patient safety, clinical effectiveness, and minimising preventable errors, NHS leaders aim to build a more efficient, patient-centred system. Investing in staff training, digital tools, and improved care pathways ensures timely, co-ordinated, high-quality treatment while reducing pressure on frontline services.
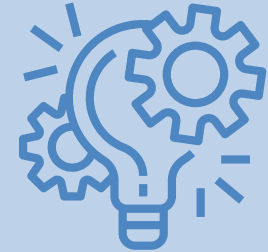
Technology-Driven Efficiency

Self-service for staff and patients streamlines operations and enhances care. Automating admin tasks—such as scheduling and documentation—frees staff to focus on patient care, boosting productivity and morale. At the same time, digital tools empower patients to manage appointments, prescriptions, and records, improving engagement and reducing NHS workload.

Top Investment Areas %

Area	%
Artificial Intelligence (AI)	73%
Automation	32%
Workforce Management	29%
Business Intelligence	29%
Population Health Management	26%
Clinical Governance	25%
Risk Management	24%
Performance Management	24%

HEALTHCARE STRATEGY FORUM

37%

3%

60%

Delegate Breakdown:

%	Category
54%	Acute Trust
11%	Mental Health Trust
9%	ICB
8%	Community Health Trust
18%	Other
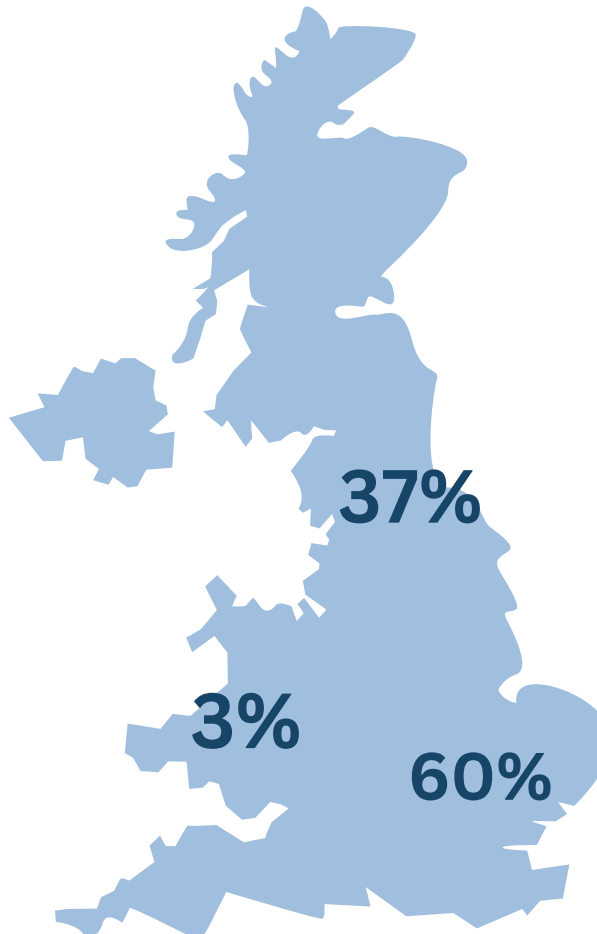
Delegate Buying Power

£2,338,000,000

Growing Combined Spending Power of Group

TOP STRATEGIC PRIORITY

■ Successfully integrating health and social care   ■ Modernisation of service delivery models

■ Improving patient experience and safety

■ Developing programmes and initiatives for improving quality of care

■ Improving clinical pathways between primary and secondary care

Category	Value
Successfully integrating health and social care	13
Modernisation of service delivery models	27
Improving patient experience and safety	24
Developing programmes and initiatives for improving quality of care	25
Improving clinical pathways between primary and secondary care	11

Our client group has identified the modernisation of service delivery models as a top strategic priority, recognising its potential to enhance patient outcomes and ensure long-term sustainability. With rising patient demand and workforce challenges, integrating digital solutions such as telemedicine, AI-driven diagnostics, and electronic health records can streamline care, improve efficiency, and reduce costs. Additionally, shifting towards community-based and preventative care models helps alleviate hospital pressures while improving accessibility and patient engagement.

Another key strategic priority, identified by 25% of the group, is the development of programmes and initiatives to improve the quality of care. This is crucial for ensuring patient safety, enhancing clinical outcomes, and promoting efficiency across the healthcare system. High-quality care reduces preventable errors, minimises hospital readmissions, and addresses health inequalities, ultimately leading to better patient experiences and long-term cost savings.

FEATURED CLIENTS

Here is a snapshot of the clients attending the Healthcare Strategy Forum this April.

ORGANISATION	JOB TITLE
Medway NHS Foundation Trust	Chief Executive
NHS Nottingham and Nottinghamshire ICB	Chief Executive Officer
ICB Hertfordshire Partnership University NHS	Chief Finance Officer
NHS Blood and Transplant	Chief Nurse Transformation
East Cheshire NHS Trust	Chief Nursing Information Officer
University Hospitals Coventry & Warwickshire NHS Trust	Chief Nursing Officer
London North West Healthcare NHS Trust	Chief Nursing Officer
North Middlesex University Hospital	Associate Director for Safeguarding
North Middlesex University Hospital	Chief Officer
Swansea Bay University Health Board	Director of Digital
Oxford University Hospitals NHS FT (TheHill)	Director of Digital Innovation

TOP TECHNOLOGY PRIORITY

Creative use of technology to support the wider organisations business' priorities — 26%

New ways of creating a transparent ethos for cross functional information sharing — 6%

Ability to predict trends and opportunities through actionable insights — 10%

Deploying hospital wide automation to increase productivity and user satisfaction — 15%

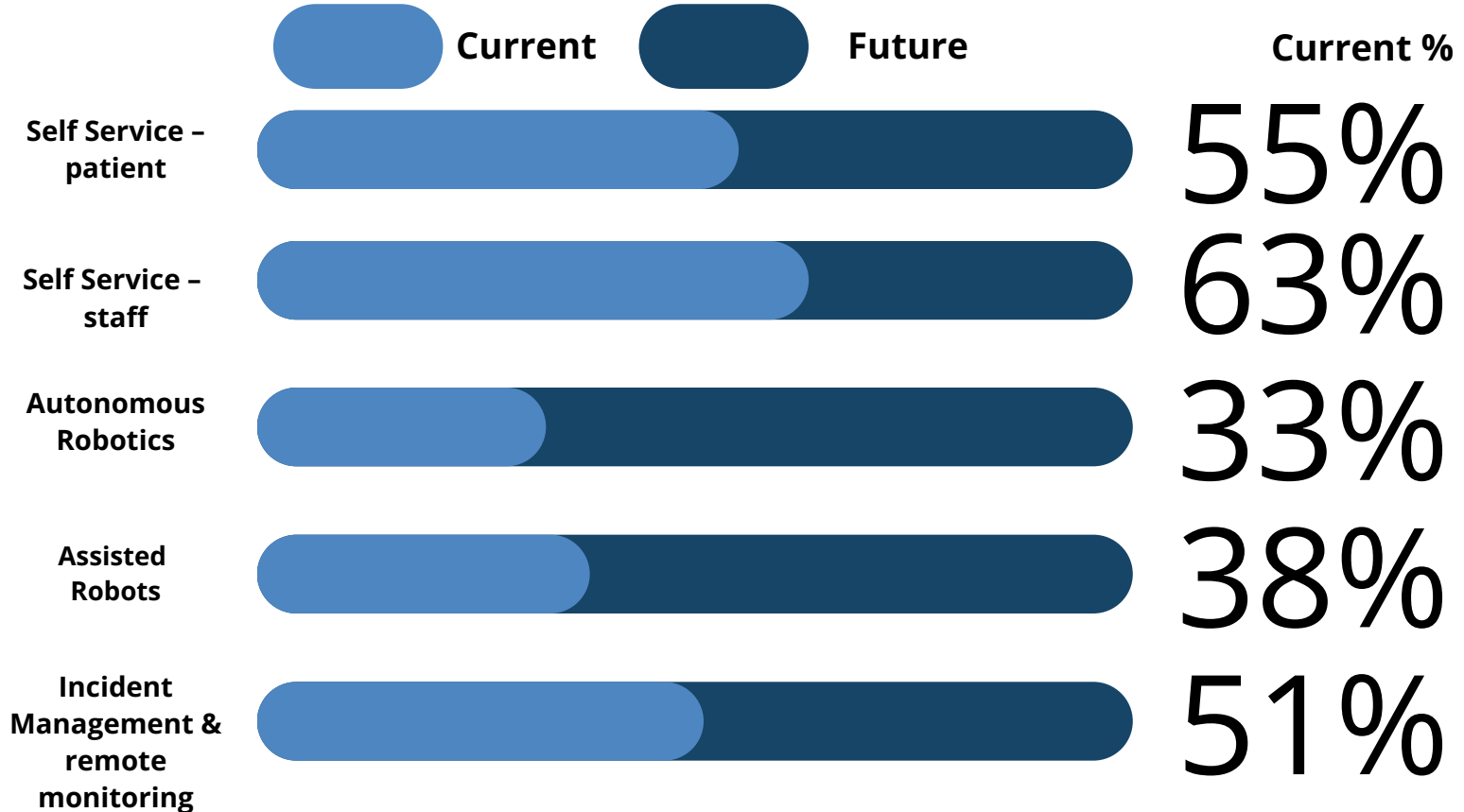**Driving efficiency in the patient journey whilst maximising patient experience** — 43%
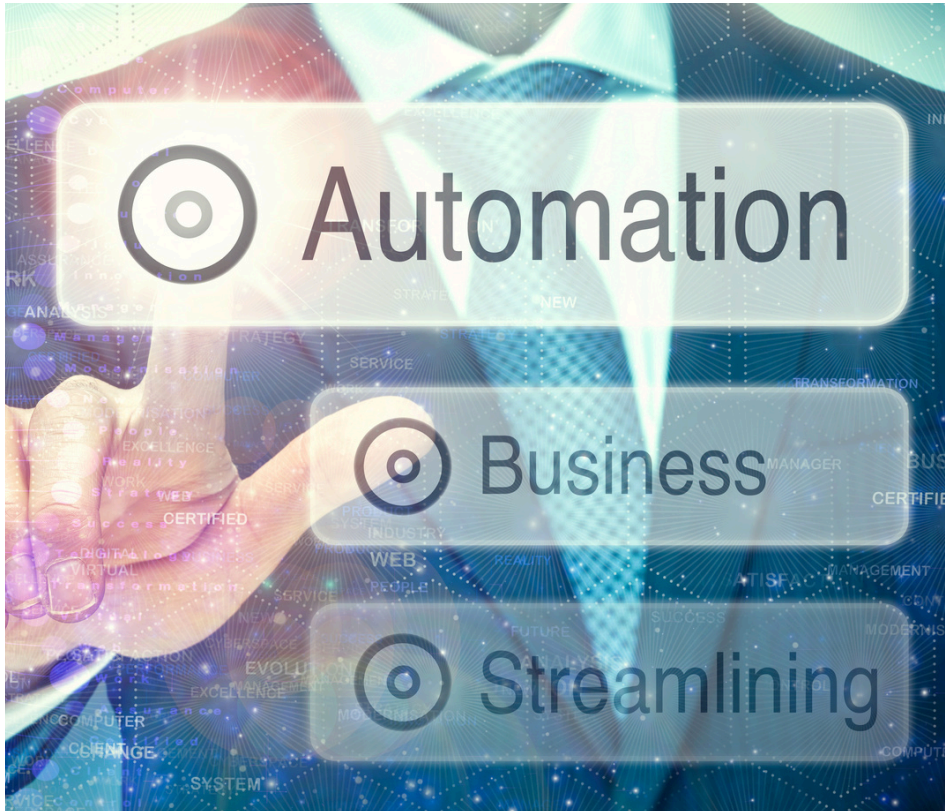
(X-axis: 0% 10% 20% 30% 40% 50%)

Driving efficiency in the patient journey while enhancing patient experience is a top technology priority for the group, as it ensures healthcare services are both effective and patient-centred. By improving efficiency, NHS leaders can streamline processes, reduce waiting times, and minimise delays, creating a smoother and less stressful healthcare experience for patients. Maximising patient experience ensures individuals feel valued, heard, and well-cared for, which not only boosts satisfaction but also improves clinical outcomes.

Additionally, 26% of the client group identified the creative use of technology to support wider organisational priorities as another key technology focus. This is essential for aligning technological innovations with the organisation's broader business objectives. By integrating advanced solutions such as automation, cloud-based platforms, and data-driven tools, NHS leaders can optimise internal processes, enhance service delivery, and better manage resources.

AUTOMATION PRIORITIES

Current · Future · Current %

	Current %
Self Service – patient	55%
Self Service – staff	63%
Autonomous Robotics	33%
Assisted Robots	38%
Incident Management & remote monitoring	51%

AUTOMATION PRIORITIES

Over 60% of delegates are currently prioritising the implementation of self-service for staff. This approach benefits the NHS by streamlining administrative tasks, allowing healthcare professionals to focus more on patient care. With easy access to essential tools such as shift management, training resources, and payroll systems, self-service platforms reduce manual processes and eliminate administrative bottlenecks.

Equally important is the prioritisation of self-service for patients. By empowering individuals to take control of their healthcare journey, self-service improves engagement and satisfaction. Enabling patients to book appointments, access test results, order prescriptions, and view health information online helps reduce administrative workloads, allowing staff to focus on more complex and pressing tasks.

HEALTHCARE STRATEGY FORUM

STRATEGY NETWORKS
DECISION MAKER MEETING PLATFORM

All our Strategy Forums combine industry leading searchable analytics through Forum IQ - our delegate discovery platform. Key client investment data is blended with enhanced networking capability via our Forum Link app for everyone to intelligently connect through multi-channel exchanges during our live Strategy Forums.

Deep understanding and clever tech connecting smart people in smooth interactions. Goodbye static conferences, hello evolution.

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