



Innovation Fund

Guidance for applicants

Only applications which meet the eligibility criteria for the innovation fund will be considered:

- Projects must be unique / novel to the organisation applying. Applications which are seeking funding to extend existing deployments will not be considered.
- For this innovation fund, applications must feature one of the Grow Digital Health Midlands 2026 cohort.
- Applications must be submitted by a representative of a Midlands health and care organisation, although we encourage you to collaborate with the relevant innovator on the content of the bid.

Strong applications will include a depth of information about the proposed project which should include:

1. Overall project outline

- Clearly state the current problem, how does this affect patients?
- Who will be eligible for the new pathway? How does it compare to the existing pathway?
- What would the proposed timeline for the project look like? How many months of data collection are needed to influence sustainability planning / ongoing business case development?
- What is the applying organisation committing to in terms of resource (i.e digital team time for integration, clinical backfill, project support)

2. Population Impact

- Clearly state how many people will benefit from the innovation – i.e ‘2,000 people in Derbyshire are affected by....’ How many people can realistically be positively impacted during the project?

- Include the size of the target population and any demographic details that show relevance.

3. **Patient and Public Involvement (PPI)**

- Demonstrate patient relevance through surveys, feedback, or engagement activities (or planning for this).
- Show evidence that the innovation addresses real patient needs.

4. **Evidence, Benefits & Impact**

- Provide current evidence supporting the innovation.
- Seek metrics from the innovator:
 - Clinical outcomes
 - Patient acceptability
 - Cost-effectiveness
- Highlight anticipated benefits and measurable impact. Be clear on which measures you are evidencing to influence sustainability.

5. **Procurement**

- Engage early with procurement teams for advice and compliance guidance.
- Ensure clarity on routes to adoption.

6. **Sustainability**

- Show **strategic alignment** with organisational priorities.
- Explain how the innovation supports long-term goals and is scalable.
- Provide a named sponsor for the project who can influence sustainability at an organisational level should the benefits be realised.