

Health Innovation Network

Economic Growth case study template (including guidance for completing / submitting)

Case study name: Isla Health – supporting hospitals to reduce face to face appointments and improve productivity				
Innovator name: Isla Health (Islacare Ltd)				
Health Innovation Network /s involved: Health Innovation East Midlands				
Is the innovation supported by an AHSN programme e.g. NIA, SBRI, Digital Accelerator or Clinical Entrepreneur? (If yes state which): Health Innovation East Midlands Digital Health Accelerator				
Innovation Pathway Please highlight the stages of the Innovation Pathway you have supported the innovator:				
Idea assessment	Idea development	Evaluation	Commercialisation	Spread and Adoption



Images submitted NB – Not required for ministerial / OLS / stakeholder briefing.



Cost savings

£150,000+

in cost savings, achieved
through clinical time saved
across all specialties evaluated.

£1.30* saved for every
£1 spent on the platform.

*Based on a benefit-cost ratio of 1.3

Time savings

1,800+ hours
of clinical time saved.

22 minutes
saved per follow-up
appointment.

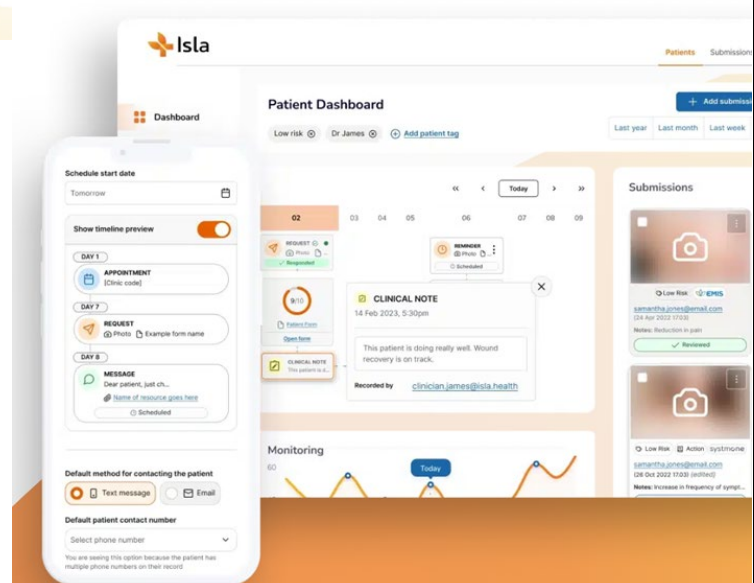
*Across all departments

Reduced wait times

35 day
average reduction in patient wait
times from referral to treatment.

Environmental impact

3,100kg+
reduction in CO2 emissions due to
decreased patient travel.



Overview summary (150 words maximum)

Isla Health's platform provides visual data in patient records enabling patients to remotely share data with clinical teams, improving healthcare productivity. Patients benefit from reduced travel, faster diagnoses, and more involvement in their care. The NHS sees cost savings through fewer face to face appointments and positive environmental impacts with its remote review capabilities.

Isla has partnered with 35 NHS Trusts, and it is used in over 40 pathways.

Health Innovation East Midlands commissioned an evaluation of Isla at Nottingham University Hospitals NHS Trust in four specialities where it showed that using Isla resulted in the trust receiving net non-cash releasing benefits of approximately £10,000 per year, indicating a benefit of £1.30 for every £1 spent on the platform.

Isla is experiencing rapid growth, with annual revenue increasing from £1m to £2m in just one year. The company is expanding internationally and has a strong presence in the growing digital health market.

Overview of Innovation (50 words)

Isla is a secure platform empowering patients to self-manage their care through proactive communication with their care team. By sharing data (photos, videos, forms), patients can facilitate remote monitoring, improve triage, reduce unnecessary appointments, and optimise care delivery.

How is the Health Innovation Network involved? (75 words maximum)

Health Innovation East Midlands (HIEM) has worked extensively with Isla Health as an alumnus of the 2022 Digital Health Accelerator. The programme supports innovators in developing digital solutions to address critical NHS and care system challenges, including NHS waiting lists.

HIEM commissioned Edge Health to evaluate Isla's impact at Nottingham University Hospitals NHS Trust, which concluded in June 2024. HIEM continues to work with Isla to disseminate the findings and support further NHS spread and adoption.



Impacts of innovation to date (200 words maximum)

Summary evaluation findings at Nottingham University Hospitals:

- Utilised in 16.5% (9,311) of all outpatient contacts across evaluated specialities: Neurology, Dermatology, Allergy, and Burns Care from 2020 – 2023
- 22 minutes saved per follow-up appointment
- 35 days reduction in referral to treatment
- Cost-benefit ratio of 1.3 (non-cash releasing)
- Estimated 3,107 kg reduced CO2 emissions

More broadly, across NHS sites and pathways key achievements include:

- Shifting 30% of outpatient activity to remote monitoring.
- Removing 17,000 patients from waiting lists in 9 months.
- De-escalating 75% of wound care cases to planned interventions.
- Doubling outpatient clinic capacity through automated triage.

In four years, Isla has partnered with 35 NHS Trusts (18% market share) and generated £1m in revenue in 2022, increasing to £2m in 2023. They're expanding internationally with successful implementations in the EU and Trinidad and Tobago. Strong product-market fit, and a scalable Software as a Service (SaaS) platform have driven this success.

Isla has capitalised on the growing digital health market, securing £4 million in public investment during 2022/2023, a period that also saw the creation and safeguarding of 7 jobs. Building on this success, the company further created and safeguarded an additional 7 jobs in 2023/2024.

Innovator quote (50 words maximum)

Our partnership with the HIN has been crucial in advancing Isla's healthcare innovation within the NHS. Their guidance and collaboration have driven meaningful change, highlighted Isla's impact with NHS trusts, and allowed us to share these benefits broadly across the wider NHS network.

Hannah McConkey, Technical Programme Manager, Isla Health

