

Welcome to Obesity Pathway Innovation Webinar

13th February 2025



Agenda

- 10.00** **Welcome** - David Calder, Knowledge Transfer Manager, Health, Innovate UK Business Connect
- 10.05** **Scene Setting**
- **Introduction** - George MacGinnis, Director, Healthy Lives, Innovate UK
 - **Health System Context** - Fiona Bride, Director of Medicines Value & Access, NHS England
 - **Innovation Opportunity** - George MacGinnis
- 10.30** **Collaboration by Design** - Harry Kerr, Head of Design, Innovate UK Business Connect
- 10.36** **Call for Input** - Chris Ward, Innovation Lead, Healthy Lives Innovate UK
- 10.45** **Audience Questions**
- 11.00** **End**

Current Services and Pharmacological Interventions

Current Community Based Services

- Community-based diet, nutrition, lifestyle, and behaviour change advice, typically in group settings or via a digital intervention for a limited period (often 12 weeks).
- GP referrals to Specialist Weight Management Services (SWMS) for interventions like bariatric surgery.

Pharmacological Interventions

- New medications such as semaglutide and tirzepatide are significant for those not achieving weight loss through lifestyle changes alone.
- These medications must be combined with diet and exercise for full effectiveness.

Challenges and Impact on Primary Care Services

Challenges

- Introducing new care pathways and access to treatment to the eligible patient population (~3.4 million) is unprecedented and places significant pressure on NHS services.
- Current community-based services lack the capacity to prescribe these medications, and their introduction could impact existing general practice services.

Impact on Services

- Without phased implementation this could divert >25 million GP appointments (~18% of total capacity) to the prescribing of obesity medications.
- This would negatively impact wider population access to GP services and create inequalities in access to obesity medications.

Implementation

- NHSE has requested a 12-year funding variation from NICE to manage the unprecedented capacity challenge and ensure safe and sustainable implementation of community-based weight management pathways including preventative and treatment approaches.
- A review in three years will assess the potential to accelerate access based on real-world resource intensity, patient demand, and emerging clinical research.

Developing Community Based Care Models

NHS England is ...

- working with ICSs to support and develop care models for the safe and effective delivery of weight management services, including the prescribing of obesity medications for prioritised patient cohorts over the next 3 years.
- supportive and recognises the need to explore alternative models of care to enable safe access to weight management services and treatment within the current health system constraints, without adding pressure to stretched services.
- NHS England welcomes the government commitment to working with industry to trial innovative approaches to treating obesity as part of a rounded package of care.

Why a market engagement?

We are looking to make the case for investment in novel community-based patient access models that are safe, effective and resource efficient

- The behaviour support and prescribing components exist but may not be joined up or scalable
- An opportunity to help catalyse innovation in the market
- Some key elements
 - A complete pathway – assessment and treatment
 - Provide ‘wrap around’ care and option for medications*
 - Offer patient choice, including digital and in-person
- This market engagement aims to understand
 - The appetite for collaboration
 - The support needed

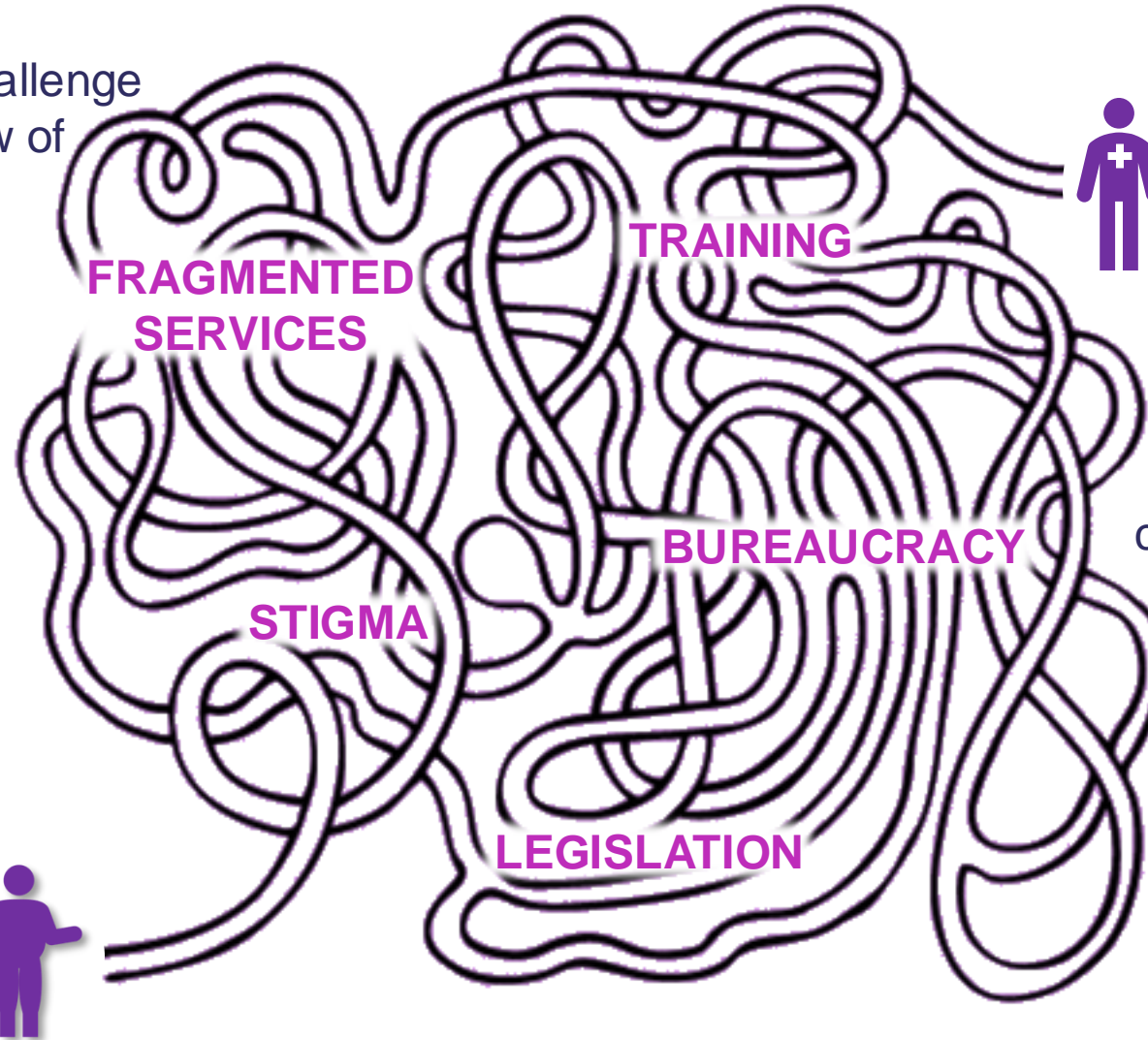


** Pathways involving medication would be drug agnostic and any prescribing decisions would be made in accordance with current NICE or equivalent guidance.*

Wicked challenges

This is a complex challenge from the point of view of all stakeholders.

There are, as yet, no defined pathways through a very complicated system.

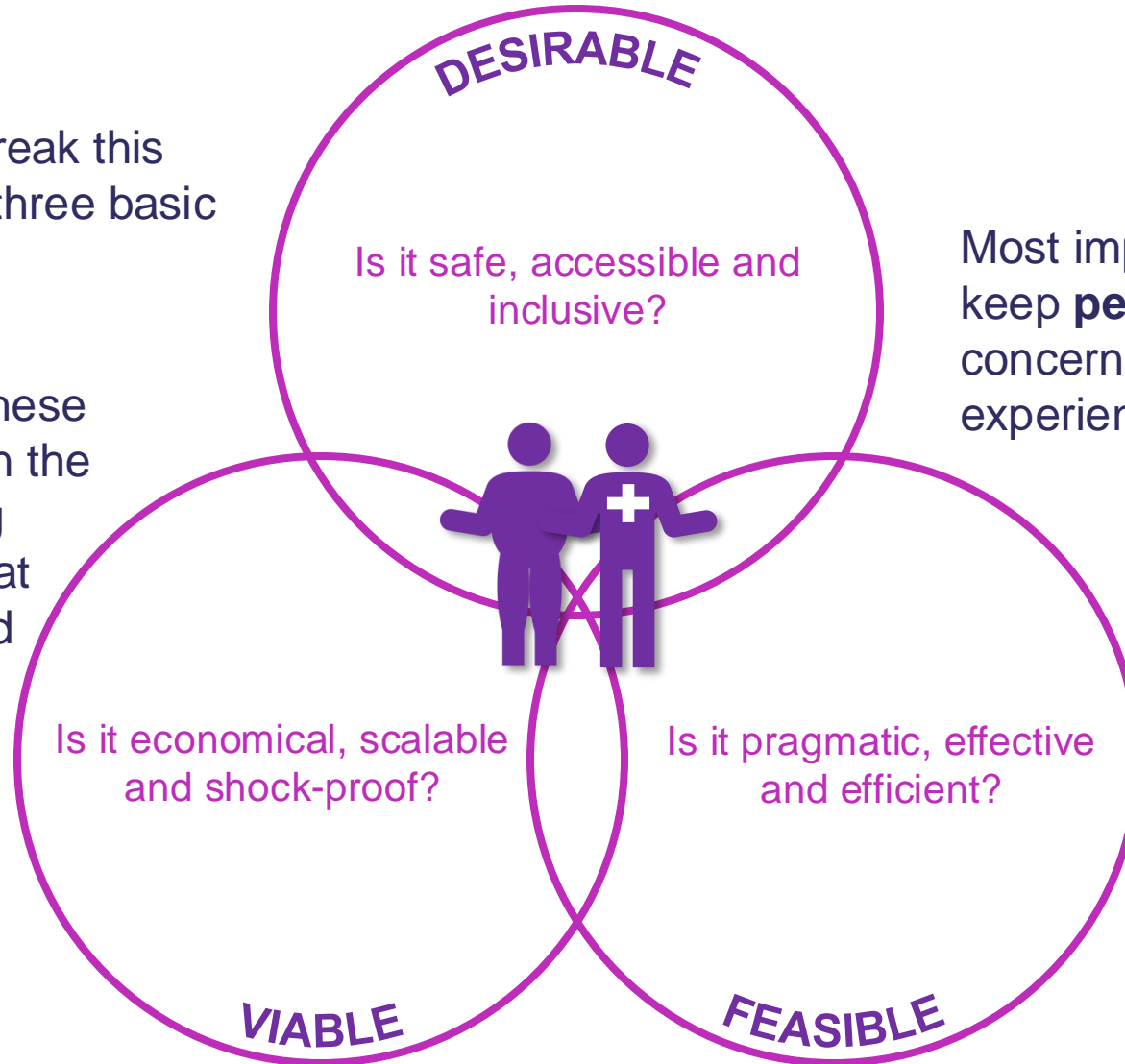


Any solution will need to consider a range of factors, and maintain consistent focus on the **the people** involved – whatever their role or responsibility - and their lived experience of the system.

Simplifying complexity

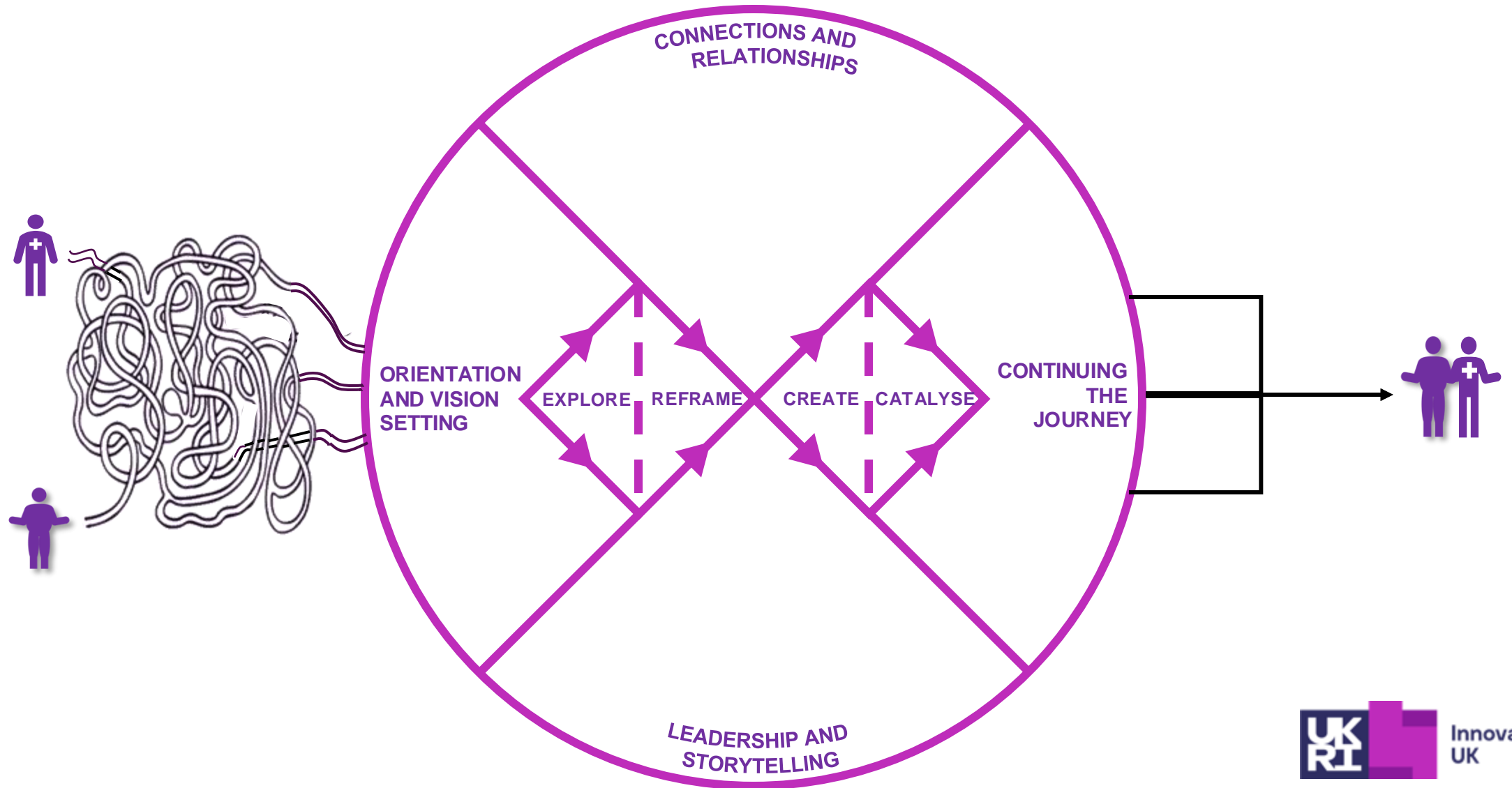
Design can help us break this complexity down into three basic considerations.

It allows us to make these considerations early in the process of developing solutions, meaning that routes to adoption and scaling are de-risked.



Most importantly, it helps us keep **people** – their needs, concerns and lived experiences – in focus.

A framework for innovation



How to get involved?

Innovation comes from bringing together the people with the best ideas and skills. We want to hear from all those with something to contribute: We wish to convene insightful input across clinicians, businesses of all sizes including social enterprises, local authorities, charities and those with lived experience.

- We will be running in-person sandpit events in London.
 - 1) *13th Mar 2025 – ‘Exploring the challenges and opportunities’*
 - 2) *TBC Apr 2025 – ‘Shaping the potential solution landscape’*
- In parallel, those interested can engage via a dedicated digital platform.

Sandpit events will be limited to venue capacity, but not being able to attend a sandpit event will not preclude anybody from being able to contribute to the discussion or the ability to take part in any further innovation development that may evolve.

Call for Input

You can use the QR code to register your desire to be involved in this exciting innovation process and potentially attend the sandpit events.

This site will also be the place where you can replay the recording of this webinar and receive updates about processes as they evolve.

We are looking forward to you contributing and helping to understand the opportunities and barriers to be overcome and shape what good looks like.

We need your insights and expertise

Get involved: Link <https://bit.ly/4hAWBDi>



Thank you

