The NIHR CLAHRC Wessex is a collaboration of providers and commissioners from the NHS, industry, third sector and the University of Southampton and is part of the National Institute for Health Research.
1. INDUSTRY ENGAGEMENT

Demand and funding pressures places an onus to create more radical changes in the way NHS services are delivered and how people work. It is the responsibility of all organisations involved in health and social care provision to plot a sustainable course for the future of the NHS. CLAHRC outputs can help provide this direction through the application of applied health and social care research to elicit change and efficiencies that improve care quality and drive productivity and efficiency in a difficult financial environment.

The <Wessex CLAHRC industry engagement strategy> is based on reciprocal collaborations and services with industry partners to benefit health and social care services. In effect, these collaborations seek to close the second translational gap that has been reported to exist. Researchers spend a great deal of time and money developing and evaluating new ways of providing health care which, despite being shown to be beneficial, these new ways are never implemented in the NHS. In fact, research has found that 30%-40% of patients do not receive care according to current scientific evidence (Grol & Grimshaw, 2003¹), resulting in patients receiving sub-optimal health and social care. The overwhelming characteristics for this lack of translation relates to barriers and facilitators, particularly in primary care (Murray, 2014²).

Translation of fundamental research has been shown to be more effective when cross-disciplinary collaborations can be fostered that reduces risk. Through bringing together academia, government and industry, the second translational gap can be navigated such that it maximises the exploitation of CLAHRC outputs and facilitates the growth of industry capability. These capability building and output enhancing objectives are founded on delivering applied healthcare research and innovation into the NHS that can make real and tangible differences to the lives of millions.

The Wessex CLAHRC is structured around six research and implementation themes focussed on delivering societal benefits to applied health and social care and into primary care. These themes are:

1 Integrated respiratory care
2 Ageing and dementia
3 Fundamental care in hospital
4 Public health and primary care
5 Engagement with self directed support
6 Complexity at end of life

² Murray E. Barriers and facilitators of implementing complex interventions in primary care. Presentation. 2014. From Evidence to Practice: Implementing change in Primary Care Workshop
The CLAHRC engages with industry through four approaches: support, dissemination, evaluation and implementation. These approaches align with the requirements that emanate from within each theme.

1.1. Themed-Industry Engagement

Each of the themes has requirements that will benefit from either direct industry involvement to support, evaluate and implement projects and their outcomes or through the dissemination of knowledge. The nature and style will vary but the key areas within each theme that will involve industry engagement under one of the approaches are illustrated in Figure 2. Industry is invited to engage with the themes to determine how they can support, evaluate and implement the research or to benefit from the dissemination of output.

Figure 1. Wessex CLAHRC approaches to industry engagement
As highlighted in Figure 2, each of the themes is creating outcomes that are likely to be of interest to industry partners. For example:

⇒ **Theme 3: High Quality Fundamental Care** is releasing a report detailing patient priorities in fundamental care that can be used by industry and NHS organisations to inform patient and care needs.

⇒ **Theme 2: Ageing Dementia** is working with industry partners to inform pharmaceutical drug development for Huntington’s and Parkinson’s Diseases.

There are specific themes where industry collaboration is a high priority to advance the thematic projects and to create sustainability post-CLAHRC.
 Themes 1: Integrated Respiratory Care and 4: Antibiotic Use have projects that aim to influence primary care point of care testing. Theme 1’s aim is to implement point of care testing for lung inflammation as a means to support early identification and management.

 Theme 4 is attempting to reduce antibiotic prescribing through using a point of care test for C-Reactive Protein as a means to differentiate between viral and bacterial lung infections. Both these projects have requirements to work collaboratively with industry to support pilot trials but also to develop funding models, with CCGs, to create affordable models for GPs to implement the tests in the longer term. The CLAHRC will be engaging with manufacturers and distributors in support of these projects.

 Theme 5: Engagement with Self Directed Support will also be working closely with industry. This theme intends to develop and release a web-based social care tool to support patient support. The outreach of such a tool will encompass NHS organisations, local councils and commercial organisations as clients to support end-users. A key consideration of such a tool is to ensure its continuation past the lifetime of the CLAHRC. As a result, the Theme Leaders will need to develop a business model that can be self-sustaining. This will be achieved through industry partnering and collaboration to create an appropriate revenue stream for a social enterprise.

2. WHAT THE CLAHRC HAS TO OFFER INDUSTRY?

The Wessex CLAHRC has positive relationships with NHS organisations, universities and healthcare networks across the region. These relationships, coupled with in-depth expertise across healthcare systems and research provided by CLAHRC personnel, can be used to facilitate and support industry activities in applied health and social care research and development. The Wessex CLAHRC research and implementation team is already collaborating with companies in the areas of asthma and COPD management and diagnosis, pharmaceutical developments for Huntingdon and Parkinson’s disease; treatment escalation plans in care homes and Hepatitis C diagnosis.

Industry can benefit from accessing CLAHRC expertise to provide insight, knowledge and implementation of health and social care research, technology, products and services that can be used to reduce innovation and development risk and cost for the industry partner.

2.1. People

Wessex CLAHRC research and implementation staff has an excellent understanding of applied healthcare research and implementation that underpin world-leading research.

Many CLAHRC personnel are leading figures in the field: researching and supporting improvements to NHS systems and processes to raise the quality of care for patients. Industry can benefit from their insight and support for innovation through the roles of Clinical Advisors. These advisors can assist in developing supporting evidence, patient care pathways, modes of operation and implementation, methodology and cohort selection as well as providing links into healthcare organisations to gain patient and public feedback.

For more information about the theme leaders, CLAHRC personnel and their expertise and areas of interest, visit the CLAHRC research and implementation team webpage.

The Wessex CLAHRC Theme Leaders can work with industry to support research and development activities based around the theme leaders’ areas of expertise. The capabilities and services that the theme leaders can provide includes:

⇒ Applied health research trials
⇒ Peer review
In certain circumstances, industry can sponsor CLAHRC PhD and/or post doctoral research fellows to undertake research on behalf of industry partners.

### 2.2. Facilities and Equipment

Within the Wessex region there is a wealth of facilities and equipment that supports applied healthcare research. With an ecosystem that includes four Universities, ten NHS Trusts and eight CCGs, the range of facilities and equipment is vast. For example, these include:

- NIHR Biomedical Research Unit
- NIHR Biomedical Research Centre
- Clinical Academic Facility (UHS)
- NIHR Wellcome Trust Clinical Research Facility
- Orthopaedic Research Institute Bournemouth University
- Physiology and Biomechanics laboratories
- Pathology and Biochemistry laboratories
- Cat II and Cat III containment laboratories

The CLAHRC can support industry in facilitating access to these as well as providing advice on the range of facilities that are available.

### 2.3. Public Patient Involvement

Patient and public involvement (PPI) in research is an important part of the research that the NIHR fund as well as being part of the NIHR's research commissioning and management processes. The NIHR expects researchers to actively involve the public in their research. The NIHR also involves members of the public in reviewing funding applications and as members of decision-making committees and panels, making recommendations about research funding.

The contributions of patients can be extremely valuable, providing alternative views from those of the research team or NHS staff. Patients are able to make judgements based on their understanding of their condition and may have different aspirations and thoughts about health outcomes that health care professionals and researchers may not have considered.

In many circumstances, industry is not well placed to understand the means by which effective PPI can enhance research. The Wessex CLAHRC has formed a specific PPI team (WISeRD) that supports all its themes through the use of Thematic PPI Champions who advise on methodology and can access interested parties through its database.

The Wessex CLAHRC PPI Strategy can be accessed [here](#).

### 2.4. Methodological Hub

The Methodological Hub provides methodological expertise to the CLAHRC programmes of research and modelling support for NHS partner organisations. The Hub constitutes six core posts of differing expertise including qualitative research, statistics, clinical informatics, operational research and health economics. The Hub also provides support to the CLAHRC postgraduate students in their studies and aims to develop the research capacity of the Wessex CLAHRC.
In the complex world of healthcare provision and commissioning, the need for decision support is growing. The Methodological Hub has the advanced modelling and simulation expertise to assist healthcare professionals and service users to make timely and informed decisions for healthcare implementation. Modelling and simulation has been applied in a wide range of contexts, these have included predicting the four-hour waiting time target in accident and emergency department, mapping self management pathways, design and selection of integrated care models and using simulation to understand the impact of extended GP working on accident and emergency practices.

The Methodological Hub is a service that can be accessed by industry to support their research and development aims.

3. MECHANISMS FOR CLAHRC AND INDUSTRY COLLABORATIONS

The Wessex CLAHRC scope of operation includes liaising with industry. Across the CLAHRC, Theme Leaders and Project Managers are tasked with identifying where industry collaboration will enhance those areas illustrated in Figure 2.

These CLAHRC activities are supported by an industry engagement role whose primary activities are to lead with initiating and developing industry relationships to enhance CLAHRC projects and develop sustainable business models to promote longevity of CLAHRC outputs beyond 2019. This involves nurturing existing relationships, identifying potential partners and developing appropriate collaboration models. The industry engagement role maintains an industry engagement action plan that aligns with each of the theme requirements and is reported to the Wessex CLAHRC Leadership Team.

The University of Southampton Research and Innovation Services supports the industry engagement role. This department is responsible for formalising relationships and collaborations through the use of commercial and intellectual property toolkits to negotiate commercial documentation such as non-disclosure agreements, collaboration and partnership agreements, sub-contracts, licensing, loan agreements and secondments.
5. COMMUNICATION STRATEGY

The Wessex CLAHRC has an active communication strategy to disseminate research and activities. The strategy includes:

- Publications
  - Peer reviewed journals
  - Thought leadership
  - Industry articles
  - Conference proceedings
  - CLAHRC website

- Presentations
  - Conferences
  - Symposia
  - Industry Partners

- Social Media
  - Twitter
  - CLAHRC Website

- Stakeholder Days
  - Partners & Industry

The CLAHRC website acts as the prime source of information dissemination, providing an up-to-date repository for all activities being undertaken. The website also includes a diary of forthcoming activities, links to published papers and journals as well as a summary of all the projects for each theme.
For further information, please contact

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