

Case study

BRIEF

There was no digital roadmap, or an understanding and awareness of how digital innovation can best fit in the organisation, and how they can enhance their digital online learning offering.

NHS Leadership Academy already had some online courses, and they had a website in place. However, they didn't have a digital roadmap, or any ideas on how to implement the ones that they did have. They were keen to explore agile ways of working and developing products, yet this was a completely new concept to their workforce and prospective end users of their services.

METHOD

Digital consultancy, alpha delivery and continuous skill deployment

We deployed a digital consultant to carry out a top level strategic review of digital technologies in support of the organisation's move from a funded to a commercial business model. They worked closely with directors and key stakeholders to understand business requirements and strategic direction, and reviewed all systems, including information systems and digital systems, system integrations (via APIs) and data requirements/flows.

Our consultant reviewed information governance, especially around data collection and storage and advised on robust processes particularly around marketing practices. They also oversaw the IT functions including managing the IT support contract and advising on IT strategy and processes.

- SOLUTION -

A Digital roadmap was created, thus providing NHS Leadership Academy with a strategy that included:

- *Prioritised digital/technology aims with detailed short-, medium- and long-term objectives and a roadmap to achieve them and risks/dependencies mitigation and management strategies*
- *Recommendations for moving to an Agile methodology and SCRUM implementation*
- *Recommendations for a user-centred approach to design and development processes*
- *A new data/information strategy to ensure clarity of requirements, ownership and governance and that data quality and integrity were maintained*
- *Recommendations for a new LMS using open source technologies to reduce development/hosting costs and internal overheads. Creation of business case, system analysis and implementation plan that included resource/budget requirements and timescales*
- *Recommendations for additional features in the Academy's SugarCRM implementation to meet new/emerging marketing and sales objectives as the organisation moved to a commercial business model*
- *Recommendations to move to consolidated hosting that included detailed advice on Government procurement processes and implementation plan to ensure value for money, improved supplier service and reduced internal overheads*
- *Recommendations for integrating data via a scalable solution using reusable web services/ESB technology*