NOVARTIS

Health Innovation Manchester, Citylabs, Nelson St, Manchester M13 9NQ

Project Name: Community engagement with the populations most at risk of CVD and poor health outcomes across Greater Manchester

Project Summary:

Novartis and the CW Partner are entering into a CWP with the aim to create a network of organisations to enable solutions that provide faster diagnosis and earlier intervention for underserved communities who are at greatest risk of CVD, ill health, and poor health outcomes. The CWP aims to:

- Provide a Novartis Solution Implementation Manager for up to 50 days during the project duration as a Project Manager (PM) (the **"PM Secondee"**)
- The PM Secondee will use the CW Partner data, with no identifiable patient information, to identify the undiagnosed and the undertreated population groups who are at greatest risk of CVD, ill health, and poor health outcomes
- The CW Partner and PM Secondee will identify and work with a cross section of organisations, representing the identified undertreated population groups who are at greatest risk of CVD, to better understand the needs and challenges of the communities most at risk of health inequality associated with CVD, to seek to understand what factors drive the current behaviours in these population groups

Planned Milestones:

- Kick-off meeting
- Induction of PM Secondee to CW Partner
- Production of non-identifiable data
- Analysis of data
- Review / Plan meeting
- Engagement with VCSE Organisations
- Creation of solution(s)
- Write up / Outcomes Summary
- Wrap-up meeting

Expected Benefits:

Anticipated benefits for communities

- Faster diagnosis and earlier intervention for their CV health
- Care closer to home
- More equitable access to care
- Tailored CV health information to improve health literacy

Anticipated benefits for the CW Partner(s)

- Understanding of the underlying reasons for health inequalities amongst groups within our population in the greatest risk of poor CV health

- More at risk communities treated in timely manner by the NHS
- Supports one of the key priorities set out in the Long-Term Plan regarding cardiovascular disease
- Development of a how-to guide that can be replicated in other long-term conditions and supporting the first deployment of such a guide in the second phase solution implementation
- Ensure NHS resources are deployed with maximum efficiency for the underserved communities.

Anticipated Benefits for Novartis

- Understanding of the underlying reasons for health inequalities amongst groups within our population in the greatest risk of poor CV health
- Aligns with Novartis' Health Inequality Pledge
- Publication of the how-to guide and outcomes of the implementation of the Solutions, which Novartis can freely use and share with permission of the CW Partner.

Start Date & Duration: April 2023 for 12 months

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