

Collaborative Working Project Summary

Project title	Designing innovative & integrated pathways within the QE Preventative Cardiology Service
Organisations involved	University Hospitals Birmingham NHS Foundation Trust (Queen Elizabeth Hospital)
Overview / Rationale for the project	<p>This project aims to evaluate current services for people with established CVD (eCVD) and design an integrated, equitable, patient-centred model of care, to reduce the risk of recurrent events and further complications.</p> <p>This will address some of the current challenges faced by the NHS in particular the need to significantly improve access to cardiac rehabilitation especially for those with Acute Coronary Syndrome (ACS). The project will align to the new commissioning standards for cardiac rehabilitation both with in-person and remote delivery models. The project aligns to the ambitions of the recently published NHS 10-year health plan specifically seeking to prevent CVD morbidity and mortality through digitally enabled and patient centred models of care¹.</p>
Aims and objectives of the project	<p>This project focuses on identifying and prioritising the unmet needs of the eligible population for the preventative cardiology service at Queen Elizabeth hospital, particularly those already accessing the service, focussing on barriers to patient engagement and access, and to design a more inclusive, efficient, and digitally enabled service model.</p> <p>The project will deliver on 3 key objectives:</p> <ul style="list-style-type: none"> • To discover and define the challenges and barriers to patient uptake and engagement • To develop an outline service specification integrating associated pathways, enhancing capacity, and leveraging data and technology. • To produce a final appraisal report on service options to support local decision-making and serve as a best-practice example for wider learning across cardiometabolic care.
Time period (from/to)	The planned start date for this project is November 2025. The project will run for 6 months.
Expected benefits of the project	Benefit to patients:

	<p>Patient experience data will inform the pathway design, ensuring their priorities are central to the project and embedded in the service specification to support improved outcomes.</p>
	<p>Benefit to NHS/other Organisations:</p> <p>The proposed patient pathway will support the preventative cardiology team's aim to increase uptake and completion rates to meet national targets, while alternative delivery models will reduce duplication and free up outpatient capacity. The project outputs will guide pathway testing, implementation and evaluation.</p>
	<p>Benefit to Novo Nordisk:</p> <p>This partnership will provide Novo Nordisk with a better understanding of patient pathways for people with CVD and cardiometabolic risk factors in the NHS. The learnings will support service optimisation with other NHS organisations and partners. As Novo Nordisk and other manufacturers supply medicines indicated in this pathway, the project may lead to increased use of these medicines in line with local and national guidelines.</p>
<p>Resource contribution from each organisation involved and roles and responsibilities of each party.</p>	<p>Total Project Value: £62,650</p> <p>Novo Nordisk UK Contribution: £36,650 (£27,650 funding & £9,000 resources)</p> <p>University Hospitals Birmingham NHS Foundation Trust (Queen Elizabeth Hospital) Contribution: £26,000 in resources</p> <p>Novo Nordisk UK will provide expertise in their cardiometabolic portfolio, quality improvement, project management, stakeholder engagement and support for data analysis and metrics design. Materials will be ABPI-compliant, and Novo Nordisk will report annual value disclosures on Disclosure UK. Novo Nordisk will have no access to patient data or influence on treatment decision making.</p> <p>University Hospitals Birmingham NHS Foundation Trust will provide clinical leadership, project governance, data collection, database setup and analytical support, and will share findings externally to support sustainable pathway adoption.</p>
<p>References</p> <p>1. HM Government (Gov.uk). Fit for the Future: 10 Year Health Plan for England. Available at: https://www.gov.uk/government/publications/10-year-health-plan-for-england-fit-for-the-future [Accessed November 2025]</p>	