

Closing the health innovation gap

A rural and coastal challenge



Health
Innovation
South West



Part of
**Health
Innovation
Network**
Local change, national impact


Office for
Life Sciences

NHS
England

Demographics

- 2.3 million people - one of the lowest population densities in England
- On average, people are 6 years older than the England average
- Rapidly growing older population, especially in Cornwall and Devon due to retirees and elderly residents
- By 2045, almost 2 in 3 people will be over 65
- Over 600 miles of coastline, resulting in challenges around access to care - Travel time to a Type 1 ED is TWICE the national average



Health Innovation South West: working at the heart of the innovation ecosystem

- Helping to **find, test and prepare** solutions for **adoption at scale**, aligned to national and local priorities, but adapted for South West people and our rural and coastal places.
- Focusing on **supporting partners** to tackle the immediate NHS operational priorities, whilst supporting the three major shifts required to develop a health and care system “**fit for the future**”



What we've done...



Point of care testing – speeds up blood tests and provides results for respiratory patients close to home, reducing hospital visits, travel time and costs.



AI enabled remote monitoring - that enables patients to have their condition monitored at home and reduce risk of admission. This enables the heart failure team to triage and efficiently and rapidly optimise medications, reducing the need for appointments and travel.



Neonatal Oral Antibiotics at Home (NOAH) which enables eligible babies to go home earlier on oral antibiotics rather than staying in hospital for IV antibiotics.



Digitally enabled integrated neighbourhood care providing proactive and preventative primary care for populations in place. Utilising Brave AI to identify high-risk patients, enable early multi-disciplinary team intervention, improve care coordination, reduce repeat GP visits and avoidable hospital admissions.



CareLoop, a digital platform that helps predict severe mental illness relapse and reduce admissions through early support. Supporting people with serious mental illness including psychosis, schizophrenia, and bipolar disorder through real-time monitoring and support, improving both patient outcomes and healthcare efficiency.

Prioritising Innovation in rural and coastal places

Why it matters:

- Around 30% of England's population lives in rural and coastal areas.
- The South West Peninsula's unique context offers nationally relevant insights and opportunities.
- Similarities with regions like the East of England, South East, and West Midlands create potential for shared learning and impact.



Opportunities:

- By collaborating beyond our region, we can amplify innovation and drive national transformation.
- Our expertise and lived experience in South West rural and coastal innovation can inform national policy and unlock wider economic and health benefits.

Driving system-level health innovation

Why a system approach matters:

- Health innovation must reflect real patient pathways, not organisational silos.
- Collaboration across sectors maximises resources and avoids duplicating costs.

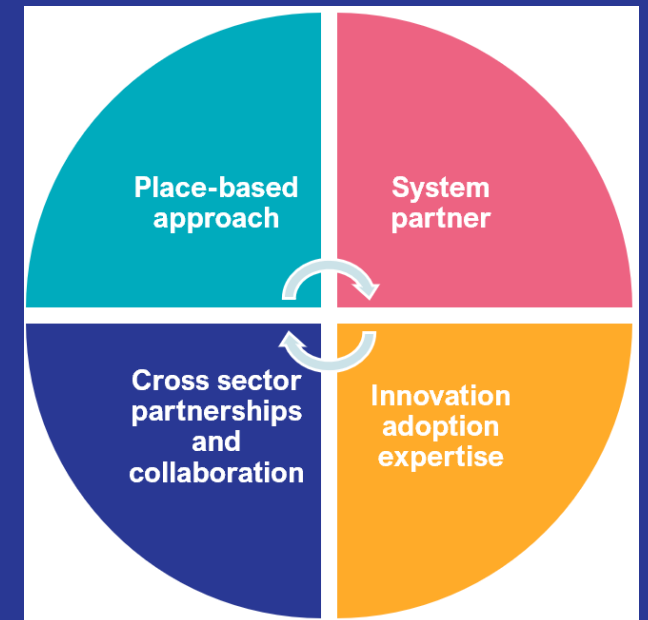
The Peninsula Research & Innovation Partnership unites:

- 3 Integrated Care Systems
- Major universities
- NIHR networks

This place-based ecosystem enables scalable innovation and supports national health and economic missions.

Health Innovation South West's ambition:

- Create the conditions for adoption by aligning national policy with local capability.
- Translate innovation into real-world impact - from AI in primary care to early cancer detection in coastal towns.



Thank you

Find out more about us and our work

Visit our website:

<https://healthinnovationsouthwest.com/>

email: info@healthinnovationsouthwest.com

call: 01392 247903

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**Read more about our impact in our latest Annual
Review 2024–25.**

<https://healthinnovationsouthwest.com/annualreview/2024-2025/>



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