

BMDS7007 Managing Digital Strategy to Enhance Health and Care

Week 1 Self-directed learning activity

2nd March 2023

The concept of digital strategy is central to this module. NHS Providers (a collective membership body that aims to be the “voice” of hospitals and other healthcare provider organisations in England) has published a guide to digital strategy development, available at: <https://nhsproviders.org/building-a-digital-strategy>

The guide is aimed at Board directors but offers a useful summary of key principles which have applications beyond the NHS in England.

1. Reading

Please read the entire document (34 pages if you download the pdf version from <https://nhsproviders.org/building-a-digital-strategy/resources>) and reflect on the questions below (page numbers refer to the pdf version)

2. Tasks

- Are there any important factors missing from the ‘signs of a good digital strategy’ (page 6)? How well does your organisation’s digital strategy compare against these criteria?
- How would you answer the ‘questions for Boards’ for your organisation (pages 8-9)?
- Considering organisational context (page 12), would you describe your organisation’s digital strategy as absent, siloed or embedded? Why?
- Considering the wider health and care system context (page 15), how relevant are the NHS England expectations for Integrated Care Systems in Wales? Where relevant, how well are these principles applied?
- How well does your organisation’s digital strategy reflect the principles of understanding your users (page 20)?
- When deciding on the scope of a digital strategy (page 25), what important bottlenecks would you identify in your organisation?
- Does your organisation's digital strategy provide clear communication (page 29)?