

Public benefit



Everything we do is driven by our purpose to build a healthier nation. We deliver public benefit by making a difference to people's lives through the quality of our care and outcomes, groundbreaking research and development, and by addressing unmet health needs.

Nuffield Health is passionate about making a long-lasting impact on the communities in which we operate and to the overall health of the nation. In 2020, despite the restrictions imposed by the pandemic, more than 1.25 million people, including those living on lower resources, benefited from our services.

We make a difference by focusing on addressing unmet health needs through our unique flagship programmes, and on expanding our reach to those who wouldn't normally be able to afford our services. During the pandemic, our Nuffy Bear nurseries offered free places to the children of key workers, and vulnerable children, providing much needed support to local communities.

We deliver best quality outcomes. Feedback from our emotional wellbeing patients showed that 98% reported an improvement in their condition. We invest in research to develop evidence-based practice to improve health and wellbeing, and our findings are freely distributed.

Our Social Return on Investment framework enables us to further measure our public benefit and, importantly, it gives us the ability to see how we can make an even greater contribution towards making the nation healthier, happier and fitter.

2020 HIGHLIGHTS



1.25m
people reached



1st
structured COVID-19
Rehabilitation programme
launched



14,000
downloads of our Kids'
Wellbeing and teaching
resources



335%
SROI: estimated social
return generated on our
investment in our flagship
programmes

Our flagship programmes

Our flagship programmes are the beating heart of Nuffield Health. They're a range of free or subsidised services, which address unmet health and wellbeing needs in local communities. During 2019, more than 17,500 people benefited from these programmes, designed to help people get well, stay well, and live well through the different stages of their lives. It had been our hope that, in 2020, we would significantly increase the number of people participating in these programmes but, due to COVID-19, our core flagships were put on hold. We, therefore, turned our attention to the nation's biggest unmet health need, that of rehabilitation after contracting COVID-19.

FLAGSHIP:
COVID-19 Rehabilitation programme

Our COVID-19 Rehabilitation programme was the first of its kind in the UK. Developed in collaboration with the NHS and leading industry experts, it recognises that recovery from the virus can take months, and potentially years. Some patients are left with lasting physical damage including difficulty breathing and problems with mobility. For others the effects of the virus can exacerbate underlying health conditions such as heart disease, and cause mental health and anxiety issues.

In September, Nuffield Health launched a 12-week pilot rehabilitation programme to support patients in their recovery after they've received medical treatment for COVID-19. Our unique position in the health and wellbeing sector allowed us to draw on a wide range of clinical teams, including respiratory experts, physiotherapists, emotional wellbeing, and clinical exercise, to ensure the programme offers the most effective rehabilitation for long-COVID patients.

Combining physical therapy with emotional wellbeing support, the free programme is tailored to the individual's recovery needs. The first six weeks are delivered remotely, with weeks 7-12 taking place at the participant's local Nuffield Health fitness and wellbeing centre. Weekly one-to-one meetings with a Rehabilitation Specialist focus on an individual's emotional wellbeing and their particular needs at that time, such as goal setting, personalised low level exercise to build up stamina and strength, healthy eating and better sleep. Participants also have access to a community where they can share their experiences of having had COVID-19, and discuss symptoms and progress.

Referred to the programme by their local NHS Trust, patients are triaged online by a specially trained Nuffield

“One of the hardest things to deal with was the attitude that ‘you’re young, you should be able to get over it’.”

Claire McVittie
Participant on the COVID-19 Rehabilitation programme



Covid-19 Rehabilitation Programme

Home Dashboard



ABOUT THE PROGRAMME →



YOUR 12 WEEK PROGRAMME →



YOUR JOURNALS →



EMOTIONAL WELLBEING →



TRACKING YOUR PROGRESS →



YOUR REHABILITATION PROGRAMME JOURNAL

The Rehab hub and journal help participants to track their progress nuffieldhealth.com/covid-19-rehab

Health physiotherapist. People can also self-refer and inform their GP of their participation in the programme. Initial feedback from the pilot showed significant improvements in breathing, strength and stamina, along with a reduction in symptoms of anxiety. The ability to do everyday tasks increased, and there were significant advancements in physical fitness.

As we move into 2021, data will be shared with the NHS and other healthcare providers as part of our commitment to share our learnings and work together with others to rebuild the health of the nation, following the COVID-19 pandemic. This latest flagship is now being rolled out nationally and, by the end of May 2021, over 40 of our fitness and wellbeing centres across the UK were offering the programme, delivered by trained Rehabilitation Specialists.

CASE STUDY

From six to 10,000 steps in five months

Claire McVittie, a 33-year-old primary school teacher, contracted COVID-19 in 2020. Overnight, she went from training for the Manchester Marathon, and playing netball three times a week, to finding it difficult to walk “six steps to the bathroom”.

After two months, Claire was no better, and after three months, although the cough had eased and her sense of smell and taste had returned, other troubling symptoms had taken hold including severe fatigue, hair loss and a heart rate consistently over 100 beats per minutes, sometimes spiking to 174.

“One of the hardest things to deal with was the attitude that ‘you’re young, you should be able to get over it’,” she says. “I kept wondering what I was doing wrong that meant I couldn’t recover.”

Thankfully, Claire’s GP referred her to Nuffield Health’s Rehabilitation programme which was piloting in Manchester. “I began to feel that I was doing something to help myself get better, and I had the validation and reassurance from Ray, my Rehabilitation Specialist, and others in the group.” Claire spoke to Ray regularly, one to one. “He was so good at listening and it was really helpful to have someone looking at the bigger picture, rather than just medical symptoms.”

At the start of the programme she set herself a goal, with Ray, to walk 100 steps every other day. This turned into 1,000 and then 2,000. And five months after first contracting the virus, she hit the 10,000 steps milestone.

Claire says she’s now better able to manage her symptoms. “I’m much stronger. I have to give credit to the Nuffield Health programme for this. I can now get outside for walks and meet other people, which has improved my mental health a lot.”

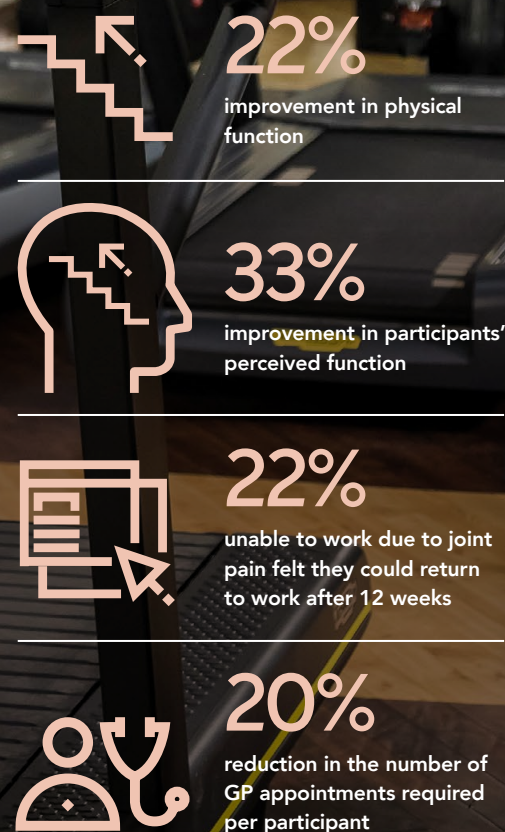


FLAGSHIP: Joint Pain

At the beginning of 2020, our Joint Pain programme was running in 48 of our fitness and wellbeing centres. It had been our intention to increase the number of sites over the year. However, due to the COVID-19 restrictions, it was necessary to pause the programme in March 2020.

We're delighted that the Joint Pain programme restarted in April 2021. It's our intention to increase the number of sites offering the programme to 70 by December, allowing us to reach even more people suffering from debilitating joint pain.

The Joint Pain programme aims to reduce pain, increase mobility, and improve mental health by encouraging sufferers to participate in regular exercise. Feedback has been exceptional, with over 65% of participants achieving clinically significant improvements. Many of them continue to exercise at our gyms, along with others from their joint pain group, after the structured programme has finished. It gives them a peer group to socialise with, and motivation to maintain an exercise programme.



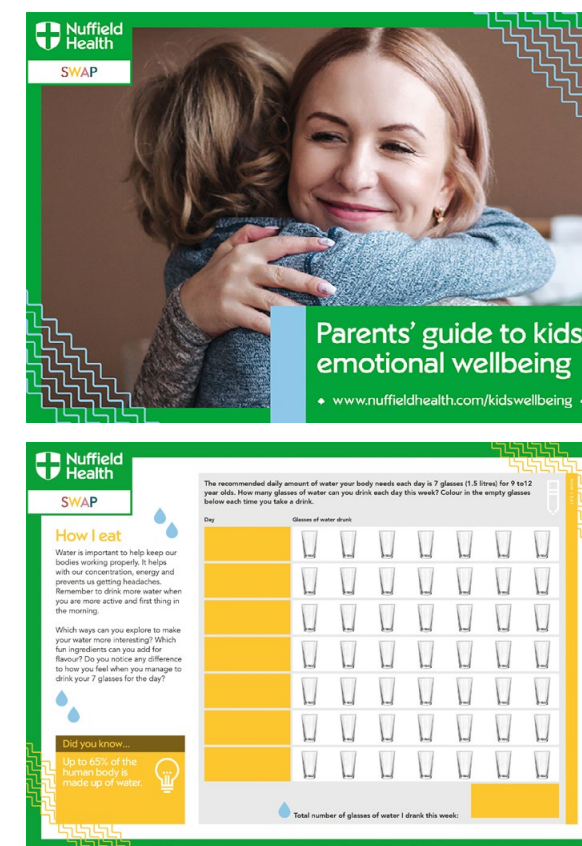
Outcomes from Joint Pain participants to date.

FLAGSHIP: SWAP

For the first few months of 2020, over 7,000 children had taken part in our successful School Wellbeing Activity Programme (SWAP) – an amazing achievement. So it was particularly disappointing when the pandemic meant we had to put the programme on hold.

Our Kids' Wellbeing online platform provided an alternative to face-to-face sessions and saw a total of 14,000 downloads in the nine months from April to December. The online platform provided a wealth of information for children and their families, including an interactive wellbeing journal, and guides for talking to children about mental health.

SWAP, launched in 2018, addresses four key areas of wellbeing – how I move, eat, sleep and feel – giving children the knowledge to manage their wellbeing inside and outside the school. It's hoped that lessons learned will stay with them throughout their lives. In 2021, we'll be reviewing SWAP to ensure that it's relevant to the post-COVID-19 environment.



The Parents' guide to kids' emotional wellbeing and an activity sheet from the interactive SWAP journal.
[nuffieldhealth.com/kidswellbeing](https://www.nuffieldhealth.com/kidswellbeing)

FLAGSHIP: Cystic Fibrosis

Our CIMSPA accredited Cystic Fibrosis programme is our longest running flagship, having started in 2011 in partnership with Great Ormond Street Hospital. Working with 12 NHS Trusts, the programme offers free, tailored, personal training to young people living with cystic fibrosis, aged between five and 17.

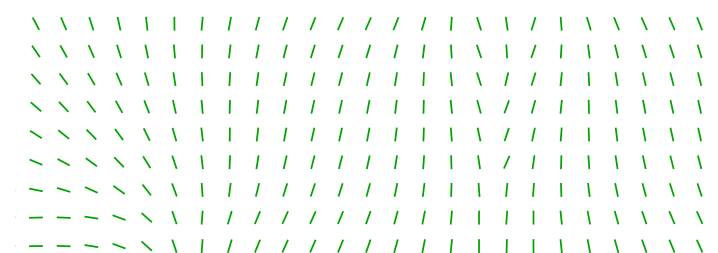
During the first quarter of the year, 565 young people were taking part in the programme. It was, therefore, a great disappointment to us when we had to halt the sessions due to the pandemic. The programme has helped many young people and their families and, in 2021, we'll review how and when we recommence the programme in light of COVID-19 restrictions.

FLAGSHIP: Stamina

Around half of all men in the UK with prostate cancer undergo a hormone treatment called Androgen Deprivation Therapy (ADT), the side effects of which can cause depression, anxiety and weight gain.

In 2018, we partnered with Sheffield Hallam University on a National Institute for Health Research (NIHR) funded project looking at the effectiveness of long-term supported exercise, and its impact on improving quality of life and reducing cancer-specific fatigue for men undergoing this treatment.

The STAMINA project is the biggest clinical trial of its kind, and so it was with huge regret that we had to pause the delivery of the pilot during the pandemic. However, Nuffield Health continued to support the STAMINA researchers in the development of a new pilot to be delivered remotely. This commenced in March 2021, allowing the team to reduce the risk of any future national lockdowns affecting the main trial, which is scheduled to begin in September 2021, across 20 Nuffield Health sites.





Dr Ben Kelly
Director of Research,
Outcomes & Data Science

“Through leveraging the power of our data, we will optimise health outcomes for all of our beneficiaries.”



Above: The Manchester Institute of Health and Performance

Right: ‘More than words’, our published white paper on the importance of language to normalise everyday mental health nuffieldhealth.com/more-than-words



Research and partnerships

In 2020, we continued to invest in our research and development activity, as illustrated by our commitment to Manchester Institute of Health and Performance (MIHP). Our focus on data science will continue over the next 12 months as we leverage the power of our data and optimise outcomes to our beneficiaries.

Manchester Institute of Health and Performance

In 2020 we became MIHP’s official operating partner. MIHP is a Care Quality Commission (CQC) regulated three-way collaboration between Manchester City Football Club, Manchester City Council, and Sport England. This state-of-the-art facility, established in 2016, comprises three areas:

- diagnostic and medical
- fitness and performance
- research and development.

MIHP will become Nuffield Health’s formal research and development hub, designing and testing new treatments and care pathways. As well as supporting the medical needs of professional athletes and wider beneficiaries, the centre will drive world class health research and be an integrated part of the community, supporting local people with their unmet health needs.

Mental Health report

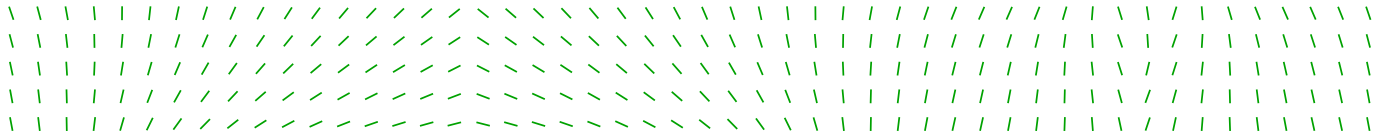
Current estimates predict that more than 10 million people in England alone will need either new or additional mental health support as a direct consequence of the pandemic*. It’s likely that this figure will rise as the consequences of COVID-19 continue to disrupt lives.

Following a panel discussion with leading mental health experts, we published a report titled ‘More than words’, which focuses on the importance of language to normalise everyday mental health conditions and enable access to support in uncertain times. The aim is to encourage more people to seek help sooner rather than later. The report calls for a move away from the ‘medicalisation’ of everyday mental health matters, towards prompting people to tell their stories and facilitate conversations that everyone can relate to.

In December, in partnership with the Mental Health Foundation, we launched a digital questionnaire to encourage people to think more holistically about their mental health. Users are guided towards information to help maintain emotional resilience and identify sources of support for problems they may be experiencing.

In 2021, we’ll continue to encourage employers, schools and the media to help drive the demedicalisation of

* centreformentalhealth.org.uk/publications/covid-19-and-nations-mental-health-october-2020



everyday mental health issues to accelerate the much needed change in language.

Leicester Real World Evidence Unit (RWEU)

Despite the pandemic, our relationship with Leicester RWEU continued to grow. The completion of an analysis of outcomes for hip and knee surgery established that Nuffield Health is highly effective in improving the long-term quality of life for those having had lower limb surgery. We’re currently writing a paper for peer review and subsequent publication in 2021.

Following on from this work, a prediction tool is being piloted to enable us to further optimise outcomes. It will allow us to predict how an individual will respond to surgery, built on baseline characteristics. Where modifiable factors can be addressed, we’re able to prescribe an appropriate course of action ahead of, or following, surgery to optimise patient outcomes.

Manchester Metropolitan University (MMU)

Our Centre of Excellence for Health and Wellbeing, in collaboration with MMU, has continued to grow. Our aim is to develop proactive, personalised healthcare, and support healthy living through research, innovation, education and workforce development.

To this end, we’re designing pioneering and innovative approaches to healthcare, and supporting healthy living. We believe that promoting the importance of emotional wellbeing and better lifestyles will improve workplace health. During the year, our collaboration with MMU resulted in a number of achievements, including the publication of two papers; the commissioning of seven research projects; and the funding support for three PhDs.

Evidencing our benefit

Nuffield Health exists to provide and develop healthcare services for the benefit of the public. Over the last three years, we’ve worked with Frontier Economics to create a bespoke Social Return on Investment (SROI) framework, taking into account our unique characteristics as a healthcare charity.

SROI enables us to actively measure our wider impact and the benefits we’re making to society and communities. It also gives us the ability to see how we can make an even greater contribution in the future.

To understand who is impacted by the activity or service, we identified four main beneficiaries of our services. These are: the individual, family/carer, health and social care, and the economy. We then looked at how the different beneficiary groups are impacted. For instance, will an individual’s physical health or mental wellbeing be improved as a result of our service, and could this reduce their reliance on other services, or affect their ability to

return to work. By identifying an outcome measure for each beneficiary area, we’re able to quantify the social impact for each. In 2020, our flagship programmes generated a SROI of 335%.

Going forward, Nuffield Health will continue to evolve its SROI framework, focusing on:

- improving understanding of SROI through better data collection and robust analysis across all our services, particularly those that are paid-for, where we strive to go ‘over and above’ that which is offered by our competitors
- increasing the value of SROI, possibly through the expansion of services that create the highest value to other locations and populations, by replicating this success in other services, or by creating new services that have a strong SROI at their core
- ensuring that SROI plays a prominent role in guiding our overall organisational strategy, alongside other considerations such as continuing to be a great employer while focusing on environmental sustainability, and financial return on investment.

We believe in sharing best practice and, in 2021, we’ll be publishing our SROI report on our website, which will include our detailed methodology. This will be freely available, so other organisations can benefit.

