

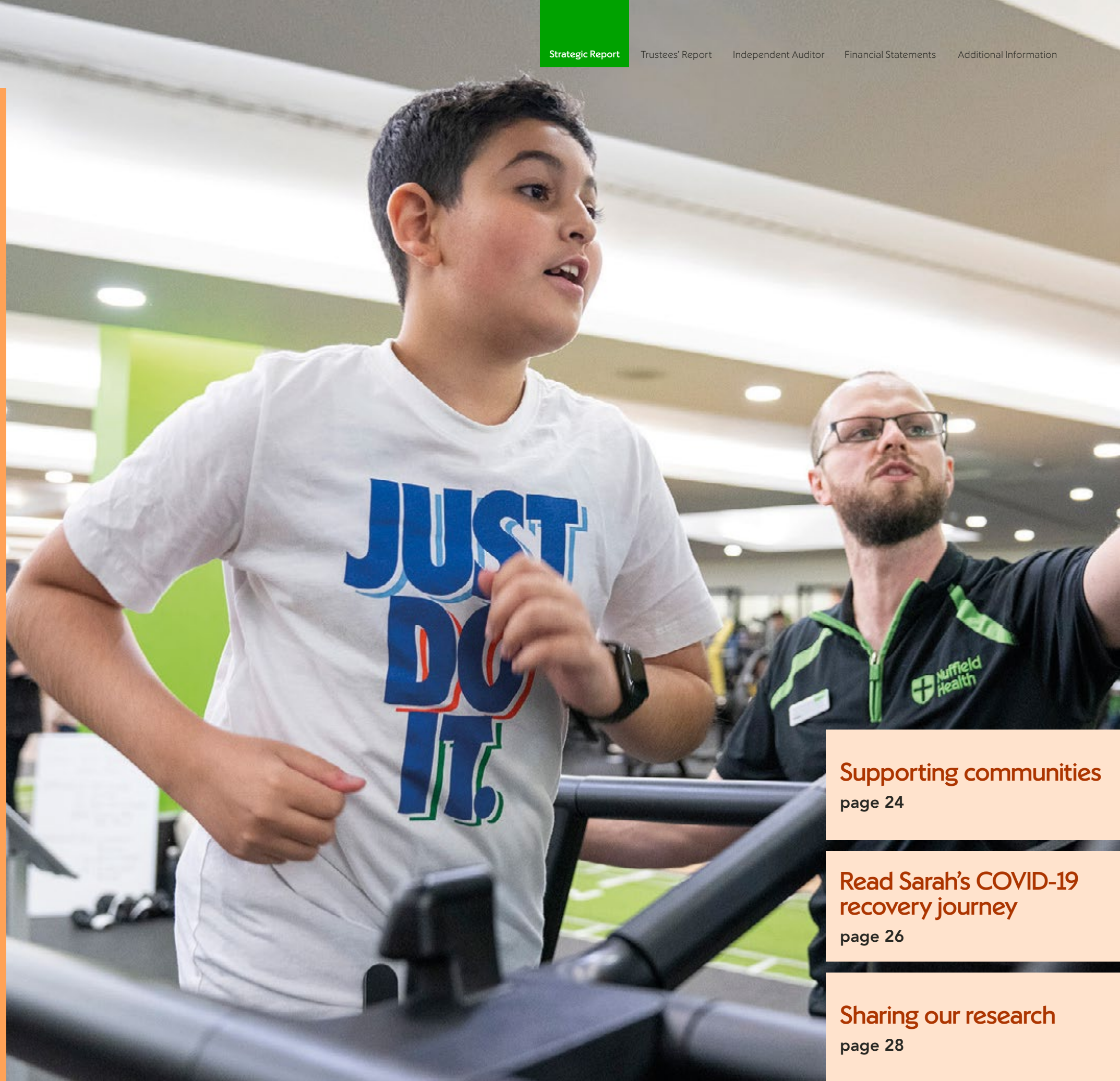


# Public benefit

Everything we do delivers public benefit. We strive to make a difference to people's lives through the quality of our care and outcomes, groundbreaking research and development, and addressing unmet health needs.

We're increasing our reach in under-served communities, where people live with lower resources and wouldn't normally be able to access our services.

We invest in research to develop evidence-based practices to improve health and wellbeing, and our findings are freely distributed across the healthcare sector.



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# Supporting unmet health needs in the community



## COVID-19 Rehabilitation

Developed in collaboration with the NHS and leading industry experts, our free-to-access COVID-19 Rehabilitation programme recognises that many people have been left suffering from the long-term effects of the virus.

The first programme of its kind in the UK, our leadership in recognising this unmet community need was endorsed when we were invited to contribute to the National Institute for Health and Care Excellence (NICE) 2021 review of long-COVID guidelines.

Designed to address the debilitating symptoms of long-COVID, our 12-week programme combines physical therapy with emotional wellbeing support, and is tailored to the individual's recovery needs.

By the end of 2021, 53 of our fitness and wellbeing centres were running the programme, with over 1,800 participants, far exceeding our initial expectations. Read about the impact the programme has had on one of our beneficiaries and the role our Rehabilitation Specialist played on pages 26 - 27.

**1,800+**  
participants on the programme  
by the end of 2021



## Joint Pain

In April 2021, we were pleased to restart our free-to-access Joint Pain programme, which had been paused due to COVID-19 restrictions. Launched in 2018, the programme aims to reduce pain, increase mobility and improve mental health, by encouraging sufferers to participate in regular exercise.

Demand for places exceeded our expectations, and we saw more than 2,300 people take part during the year. Feedback has been positive, with 69% of participants achieving clinically significant improvements in their condition. The effects of joint pain can cause depression and feelings of social isolation. Many participants continue to attend sessions at our fitness and wellbeing centres after the structured programme has ended. It gives them a peer group with which to socialise, and motivation to maintain an exercise programme.

At the end of 2021 the Joint Pain programme was operating in 72 Nuffield Health fitness and wellbeing centres, with over 2,363 beneficiaries. All 114 sites will offer the programme by the end of 2022.

**69%**  
of participants achieved clinically  
significant health improvements



**450**

men will take part in our  
STAMINA programme

## STAMINA

More than 47,000 men are diagnosed with prostate cancer every year.\* Around half 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, in the biggest clinical trial of its kind, to look at the effectiveness of long-term supported exercise, and its impact on improving quality of life, and reducing cancer-specific fatigue, for men undergoing treatment.

\*[www.prostatecanceruk.org](http://www.prostatecanceruk.org)

During 2021, we piloted a fully remote programme at our Chesterfield Fitness and Wellbeing Centre, as a way of mitigating possible future lockdowns. At the same time, we continued to work on our main trial, with the goal to deliver the 12-month programme to 450 men, at 20 of our fitness and wellbeing centres across the country.

A total of 46 employees, including 37 PTs, have been trained to become either clinical exercise or rehabilitation specialists. Our unique ability to utilise our fitness professionals to deliver STAMINA will enable us to scale the delivery of an exercise programme within a broader NHS cancer pathway. In early 2022, the main trial went live at nine sites, partnered with seven NHS Trusts.





CASE STUDY

## Conquering COVID-19

When key worker and mother of two, Sarah King, caught COVID-19 in the early days of the pandemic, little did she know it was about to change her life. She became so incapacitated, that just moving from the bed to the bathroom required extreme effort. But then she heard about Nuffield Health's COVID-19 Rehabilitation programme and, with the help of Rehabilitation Specialist Jack Farrow, she began to see light at the end of the tunnel.

### Sarah's story

I was fit and healthy, regularly running 10K races, doing spin and exercise classes. I'd never been ill or had time off work, so I expected to shrug off the virus quickly. But I seemed to take one step forward and two steps back. It was an effort to breathe and just getting from the bed to the sofa was an achievement. This cycle went on for months – it really hit me hard. I was lucky to have a supportive family and employer.

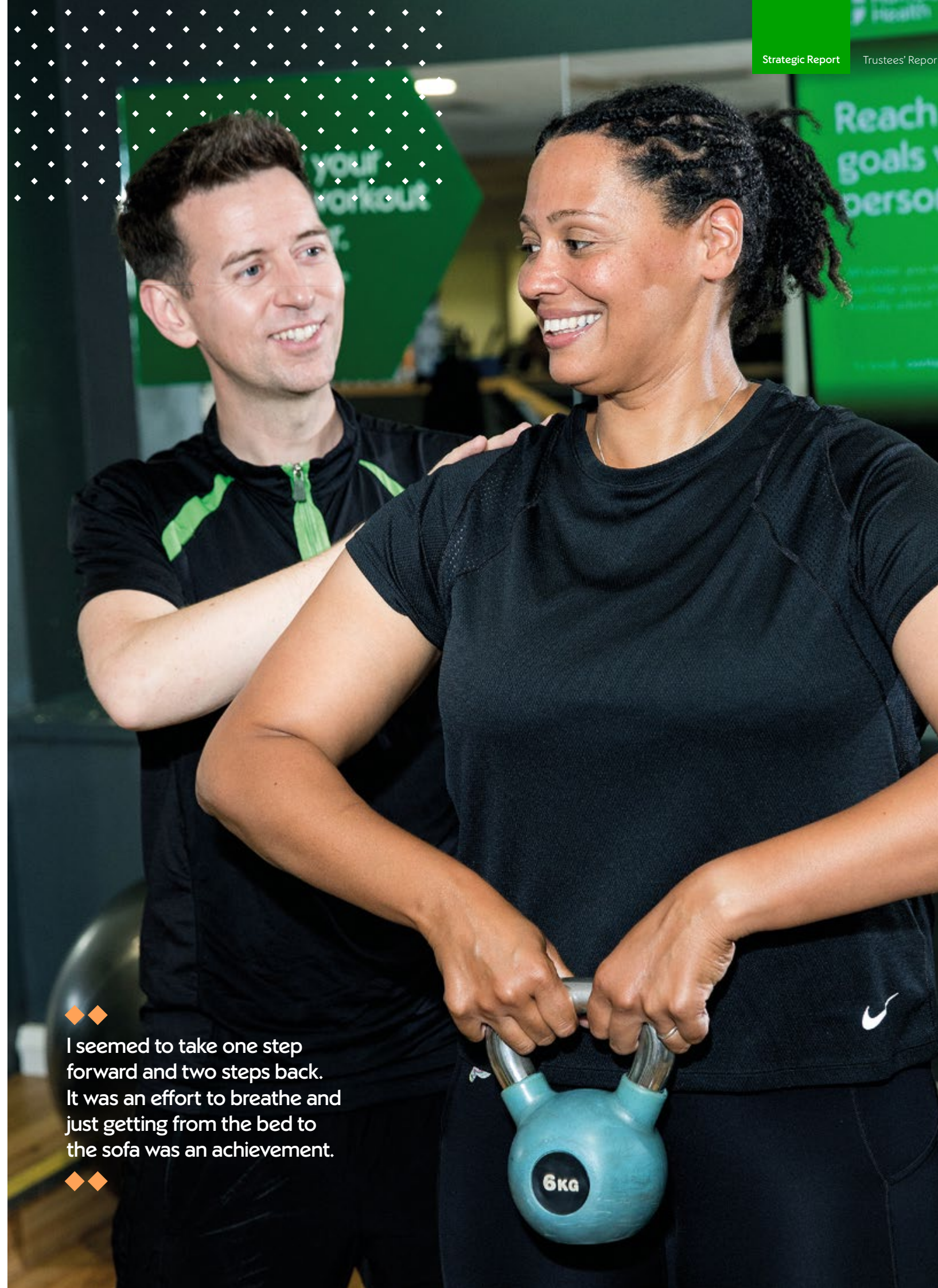
After a year or so, I heard about the COVID -19 Rehabilitation programme. I rang up immediately and was pleased when they said I had passed the criteria and could join a session. Jack called me the next day and told me what to expect, and what would be expected of me. He was very reassuring and said I would be able to go at my own pace.

When I finished the 12-week structured programme, I couldn't believe how far I'd come in that time. I'd started jogging again, was beginning to plan trips with the children, and I was back at work two days a week.

I still go to the gym, with others from the group, and Jack is helping us build workout programmes that are right for us. He keeps in touch and makes sure we're taking things steady – it's about pacing ourselves and being aware about how we feel each day.

Long-COVID is such a debilitating and mentally crushing condition. I know I've still got a long way to go until I'm back to the former me, but I'm just so grateful to Jack and Nuffield Health for giving me such amazing support.

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◆◆



◆◆  
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◆◆

### Jack's story

I come from a dance background and spent 15 years performing around the world. But you can only do that for so long. I joined Nuffield Health at Bromley four years ago, as a PT, and really enjoy being part of the team. Another PT started the COVID-19 Rehabilitation programme but there was such high demand that they asked me help out.

Some of our participants caught COVID-19 in 2020 and have struggled with the after effects. Nuffield Health created this excellent programme, which takes people through a step-by-step recovery plan, at their own pace – there's no competitiveness. It's about finding what works for each individual.

It's not just about physical fitness, it's also about emotional wellbeing. People who come on the sessions are desperate. I can hear it in their voices at the beginning. There are levels of depression, low mood and anxiety about 'will I ever be able to do things again?'. Slowly but surely we help them shift that attitude.

Sarah? Oh my goodness, she didn't miss a beat. She was, and still is, so dedicated to her recovery. She thought she was always going to be bedridden and, in the early days, could only manage a few seated exercises. Now she's doing 45-minute circuits. It was such a moving moment when, at the end of her week 11 group session, she said she was going back to work two days a week. We were all so excited for her. People on the programme are each other's biggest cheerleaders.





# Sharing our research to improve the nation's health

## Exploring attitudes to health and wellbeing

Our Healthier Nation Index is a unique annual barometer, providing a detailed analysis of all aspects of the nation's physical and mental health.

Launched in 2021, the Index explores attitudes towards key topics, such as the impact of the pandemic on physical and mental wellbeing, barriers to accessing healthcare and how people manage their own health. It also looks at expectations of the role of the NHS, government, charities and employers in improving the nation's wellbeing.

Now in its second year, the research is carried out online with 8,000 adults across the UK asked 30 questions. Answers were split by region, age, gender, ethnicity, household income and more.

Analysis of the survey highlighted several key areas for concern, from mental health to attitudes to food and drink to future health. Our research shows the benefits of even a small amount of exercise, with just 15 minutes a week leading to a boost in both mental and physical health. In response, we launched our 'Find Time for Your Mind' campaign,



encouraging people to #find5, and spend five extra minutes a day exercising and focusing on their mental wellbeing. The campaign is designed to help people proactively look after their wellbeing and kick start the development of healthy habits.

As part of our commitment to deliver public benefit, we invest in research to develop evidence-based practice to improve the nation's health and wellbeing. Accordingly, the findings of our Healthier Nation Index are freely available on our website.

# Measuring our impact

To help quantify the value we create, over and above our paid-for services, we use a Social Return on Investment (SROI) measurement framework. Using this evidence-based system, we can check the benefits we're making to society and local communities, and see how we can make an even greater contribution in the future.

To calculate the benefits of a particular service, we look at a variety of measures, such as whether the beneficiary's physical health or mental wellbeing will be improved as a result, and whether this might reduce their reliance on a carer or the NHS. In 2021, our SROI topped £18 million, a figure that exceeded our expectations and gives us enormous pride.

£18m  
total Nuffield Health SROI in 2021

## Looking ahead

We're committed to evolving our SROI framework. To achieve this, we're focusing on three main areas:

- 1 Improving understanding of SROI through better data collection and robust analysis. This will take place across our services, particularly paid-for, where Nuffield Health strives to go 'over and above' that which is offered by competitors.
- 2 Increasing the value of SROI through the expansion of services that create the highest value to more locations and populations; by replicating this success to other services; or by creating new services that have a strong SROI at their core.
- 3 Ensuring SROI plays a prominent role in guiding our overall strategy, alongside other considerations such as continuing to be an inclusive employer, driving environmental sustainability, and focusing on financial return on investment.

## Key findings from our Healthier Nation Index

A survey of 8,000 adults across the UK asked 30 questions about their attitude to health and wellbeing.

To find out more [nuffieldhealth.com/healthiernation](https://nuffieldhealth.com/healthiernation)



37%

of UK adults are now more concerned about their mental health because of COVID-19



40%

of UK adults are now more concerned about their physical health because of COVID-19



60%

say a lack of motivation is a barrier to exercising



42%

have spent no time looking after their mental health



15%

admit to having done no exercise at all in the last year



40%

of women cited embarrassment as a barrier to exercise