



# Leading with impact

A guide to measuring social value  
in health and wellbeing



# Introduction

At Nuffield Health, our mission is to build a healthier nation. As a trading charity, we reinvest the surplus from our paid-for-services into free social impact programmes that tackle unmet health needs.

Everything we do delivers public benefit, from knee surgery to physiotherapy to our gym memberships. Our social impact is where we go over and above what we are paid to provide, and social value is the measurable, monetised component of that impact.

To evidence the value our free programmes generate, we have worked with Frontier Economics since 2018 to develop a robust social value framework. This framework enables us to demonstrate and communicate the full range of benefits our activities deliver to society, the healthcare sector and wider economy.

This guide explains how we measure and calculate our social value and why it matters. It sets out the methodology behind our framework and the outcomes we have achieved so far. Most importantly, it's not just about numbers, it's about demonstrating real improvements in people's lives and sharing our learning so others can build on it too.





# Why is social value important?

1

## Demonstrates broader impact

To help organisations understand and communicate the broader impact of their work - beyond financial returns. Social value demonstrates impact in quantifiable terms and enables organisations to contribute to a healthier, more equitable society while driving economic resilience.

2

## Provides evidence-based insights

Social value analysis draws on extensive data, outcome measures, published research, and conservative assumptions. This ensures that the results provide credible, evidence-based insights into the effectiveness of interventions and services.

3

## Helps maintain healthier lifestyles

Organisations can support healthier lives through accessible and preventative interventions. This improves wellbeing, enhances productivity, and addresses long-term health challenges. Social value provides evidence to support investment decisions in these areas.

## Helps maximise impact

4

Social value provides a framework for making informed decisions about social impact investments. It enables organisations to quantify and compare a wide range of benefits from their social impact activities. This can help them allocate scarce resources to areas that deliver the greatest impact.

## Builds trust and accountability

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The [Charity Commission](#) also plays a vital role in ensuring that charities operate transparently. Demonstrating social value in clear and measurable ways supports accountability, builds trust with stakeholders, and strengthens public confidence.

## A national priority

6

Social value is becoming a national priority, with government prioritising it as an essential aspect of policy and practice. The [Public Services \(Social Value\) Act 2012](#) requires public service commissioners to consider economic, social, and environmental benefits when procuring services.



Working in partnership with Nuffield Health has been brilliant. Together we have we have achieved remarkable progress in embedding social value principles across the organisation.

Nick Woolley, Frontier Economics

Frontier Economics has extensive experience working with a range of clients on quantifying their social impact. We understand the importance of organisations being able to demonstrate their social value to a range of external stakeholders. To do this, we bring together expertise in economic theory, financial modelling and evaluation to build bespoke approaches to social value. As an example of our work, our report into 'The value of the charity sector', co-published with the Charity Commission for England and Wales, looked at value beyond the charity sector's economic footprint and its value to its beneficiaries, but also considered charity's power to promote cohesion, well-being, and pride in our society.





# How do we generate social value?

Our social value is generated from our free social impact activities. We offer a range of structured exercise programmes designed to support individuals in managing their long-term health conditions through movement and tailored physical activity. These programmes are targeted at those least likely to access healthcare, thereby addressing unmet health and wellbeing needs in our communities.

Our overarching goal is to improve quality of life for participants and their families by improving physical and mental wellbeing, reducing reliance on public healthcare services, and enabling a more productive workforce.

Since 2018, Nuffield Health and Frontier Economics have collaborated to understand, quantify and report the impact of our programmes. For this, we have developed a robust social value framework that helps us effectively measure and communicate the difference we make on people's lives.

The framework incorporates internationally recognised principles and methodologies, ensuring that the outcomes from our programmes are comprehensively evaluated and clearly understood.

Through the framework, we are able to monetise the benefits generated by our free programmes, demonstrating their



tangible value to society, the health and social care system, and the wider UK economy.

To maintain best practice, we regularly update our model to reflect latest outcomes, price level adjustments to assigned monetary values, for example, cost of a GP appointment, guideline changes, and new research applicable to the methodology. This can result in fluctuations in social value that reflect real-world changes and methodological refinements.

Our partnership with Frontier Economics has led to significant progress in embedding social value principles across our organisation and sharing best practice externally.



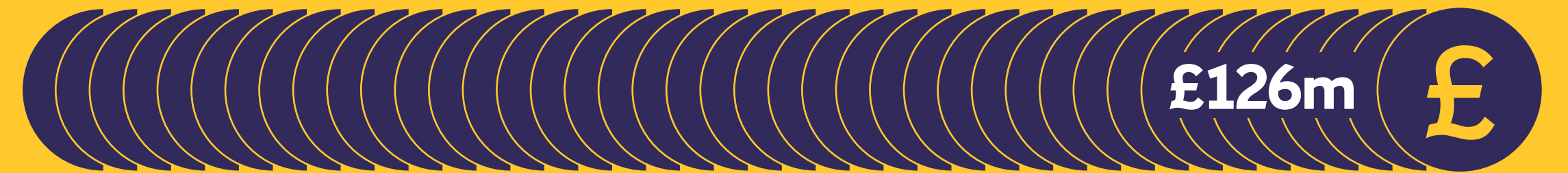
For every £1 invested in our free structured exercise programmes



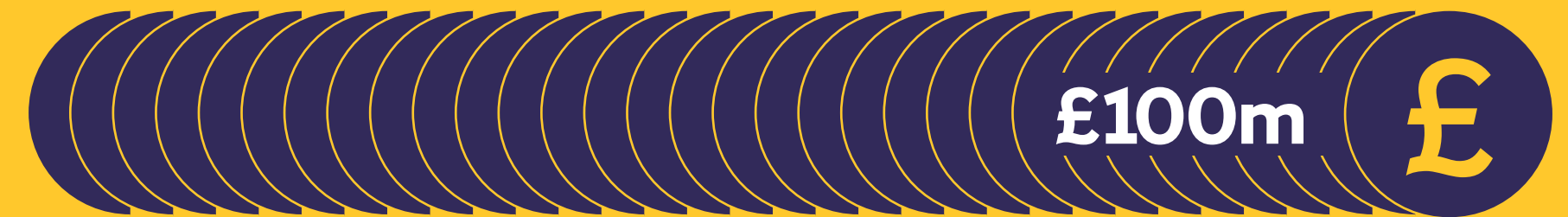
A benefit of £48 is delivered to society, the NHS, and the wider economy



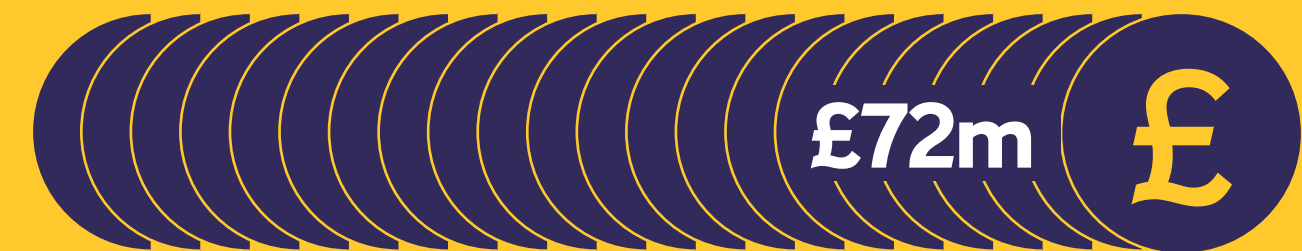
## Nuffield Health's social value 2020 - 2024



2024



2023



2022



2021



2020



# Our free social impact programmes



## Joint Pain

A 24-week intervention designed to help individuals manage their pain and improve their quality of life.

The programme includes 12-weeks of supported exercise sessions and lifestyle advice, delivered by expert Rehabilitation Specialists.

This is followed by another 12-weeks of independent exercise, with support available to encourage behaviour change.



[Click here](#) for more information on the Joint Pain Programme



## Long-Covid

A 12-week programme, to support individuals recover from the long-term effects of COVID-19, such as fatigue, breathlessness, anxiety and low mood, and sleep concerns.

The programme is a blend of physical and emotional support, with the first six weeks completed virtually at home, followed by six weeks of structured exercise classes in person at one of our fitness and wellbeing centres. For accessibility, we also offer a fully virtual option.

From 2026, this will be merged with our Long-Term Conditions Programme



## Long-Term Conditions

A 24-week structured exercise programme, designed to help people living with one or more long-term condition. The programme aims to improve health and quality of life for those suffering from chronic pain, long-term fatigue and breathlessness.

The first 12 weeks of the programme include two group exercise sessions per week, delivered by a Rehabilitation Specialist, followed by 12 weeks of independent exercise, to sustain long-term health.



[Click here](#) for more information on the Long-Term Conditions Programme



## Cancer Activity

A 24-week supervised exercise programme designed to support people undergoing hormone therapy as part of prostate cancer treatment.

Guided by expert Rehabilitation Specialists, the Cancer Activity Programme helps to reduce cancer-related fatigue and improve overall quality of life.

During the programme, free gym membership is provided to all participants.



[Click here](#) for more information on the Cancer Activity Programme



# How we measure our social value

## 1 Identify the beneficiary areas

Identifying beneficiaries is the foundation of meaningful social value assessment. This means understanding who is impacted by the activity. Beneficiaries may be impacted either directly, such as a person whose health improves, or indirectly, for example family member who spends less time care-giving. This ensures that our measurement reflects the full scope of the impact. Our methodology focuses on four key areas, to capture benefits to individuals and beyond:

- ◆ participants: improvement in quality of life
- ◆ family and carers: reduced carer hours and better wellbeing
- ◆ the NHS: reduced demand for services, resulting in fewer GP appointments
- ◆ the wider economy: reduced sick leave and more people able to return to work.

## 2 Assign outcome measures

After identifying the beneficiary groups, appropriate outcome measures need to be assigned to capture the intervention's impact. These should align with the nature of the benefit – for example, using EQ-5D to assess changes in health. The table opposite outlines the measures we have used in our framework. Measures were carefully selected following review of recent literature and government guidance to ensure that they are meaningful, recognised, and convertible into monetary value for social value calculation.

Beneficiary area	Participants	Family and carers	Health and social care	Economy
<b>What impact do we measure?</b>	Direct impact to participant, through improved health-related quality of life	Indirect impact on participants' family or carer through reduced caring burden, and improvement in their wellbeing	Direct impact on reduced demand for NHS services	Indirect impact on economic productivity such as workforce participation and productivity
<b>What outcomes do we collect to measure this impact?</b>	Change in EQ-5D which is converted to quality-adjusted life years (QALYs)	Change in carer hours and WELLBY	Change in GP and outpatient appointments	Employed individuals: Change in number of sick days  Unemployed individuals: Change in ability to return to the workforce
<b>Explanation of the measure</b>	EQ-5D is a standardised health questionnaire used to measure health-related quality of life. It requires people to rate their health across five dimensions: problems with mobility, self-care, ability to perform daily activities, any pain, and mental health.  QALYs measure how well a treatment lengthens and/or improves patients' lives.	Carer hours captures the amount of informal care provided by family or friends.  WELLBY is a measure of life satisfaction and helps assess how much an intervention can improve overall wellbeing. In this case, we use it to measure how a carer's own wellbeing improves when their family member's health gets better.	We record changes in number of GP and outpatient visits. This helps us estimate how much pressure is taken off NHS services as a result of improved health.	For employed participants, we track the reduction in sickness absence from work.  For unemployed participants, we measure whether they are able to return to work. We only include people of working age who are out of work because of their health condition or other reasons (excluding those who are retired or in education).



### 3 Collect data for each measure

Robust data collection is central to how we evaluate our social value. It ensures that our framework and assumptions are evidence-based.

#### What we measure

We begin by gathering Patient Reported Outcome Measures (PROMs). We ask all our participants to fill out surveys containing questions about their health, symptoms, healthcare usage and demographics.

In addition to the survey, each participant undergoes a comprehensive health check at their chosen Nuffield Health Fitness and Wellbeing Centre. This is to gather key clinical indicators including HbA1c (test to screen for diabetes), body mass index (BMI), and blood pressure.

#### Tracking progress over time

To understand the impact of our programme, we collect data at multiple time points:

- ◆ before the start of the programme at week 0
- ◆ after completion of first 12 weeks of structured support
- ◆ after completion of independent exercise at 24 weeks
- ◆ longer-term at 52 weeks.

#### Quality and operational data

Alongside participant outcomes, we capture operational data through our advanced digital infrastructure. This includes session attendance, programme drop-outs and understanding participant progression through the pathway.

We also place a strong emphasis on the quality of delivery to ensure we can maximise the benefit generated. For this, we collect anonymised customer satisfaction feedback from all participants, frequently monitor average group sizes and audit our rehabilitation specialists to ensure high standards of care.

#### Ensuring accuracy

To ensure our results are reliable, we take steps to minimise bias throughout the data collection process. This includes applying consistent methods across all sites, using standardised protocols for health checks and providing clear guidance to staff to avoid measurement bias.



### 4 Analyse data to calculate change in outcomes

Our analyses include calculating the average change in outcomes from PROMs and health checks over time, using statistical models. This allows us to assess both short-term improvements and whether these are sustained beyond the initial intervention.

To ensure that these improvements are meaningful, we compare our results to Minimum Clinically Important Differences (MCIDs) reported in literature. This ensures that improvements are not only statistically significant but also clinically relevant for participants in terms of their health and quality of life.

#### Estimating long-term impact

As we are still developing our longer-term data collection process, we currently use published evidence from similar programmes to validate the persistence of benefits. Using observed changes from week 0 to week 12, 24, and 52, we apply a linear decline assumption to estimate longer-term trends in EQ-5D scores (until 5-years).

This allows us to model the gradual decline in EQ-5D scores and predict longer-term impact. Most recently, we have extended our PROMs pathway to include data at 104 weeks, enabling us to better understand long-term sustained gains and behaviour change.

#### Conservative and transparent

We take further steps to ensure that we are capturing the true impact of our programmes. We make sure that there is no double counting of benefits, and we are conservative in all our assumptions. For example, we only consider impact for those participants who have completed our programmes. This includes discounting participants that stopped attending sessions or had to drop out of the programme for any reason. We currently discount our social value by 30% to account for this (see more detail on page 8).

This comprehensive approach to data and analysis ensures that our social value is evidence-based and reflects real-world changes.

# The data

## Data categories

1. Patient reported outcomes
2. Clinical measures
3. Operational delivery
4. Quality and safety metrics





## Data collection over time

- Week 0
- Week 12
- Week 24
- Week 52
- Week 104



## 5 Apply framework and calculate total social value

Example shown: our social value framework applied to our Joint Pain Programme

Beneficiary area	Outcome measure	Average change per year	Assigned monetary value	Formula used	Calculation of monetary value	Social value (£)
 Participants	Increase in EQ-5D-5L and quality-adjusted life years (QALY)	0.086 Applying linear decline model for 5 years = 0.333989	1 EQ-5D = 1 QALY = £20,000	Increase in QALY × QALY value	= 0.333989 × 20,000	£6,679.79
 Family/carer	Reduction in carer hours	31.2	Minimum wage = £10.18	Reduced carer hours × minimum wage	= 31.2 × 10.18	£317.62
	Increase in family life satisfaction (WELLBY)	0.31	WELLBY = £15,373	Increase in family life satisfaction × WELLBY value	= 0.31 × 15,373	£4,765.63
 NHS savings	Reduction in GP appointments	2.064	Cost of GP appointment = £41	Reduced GP appointments × cost per appointment	= 2.064 × 41	£84.62
 Economy	If employed: reduction in sick days	7.032	Minimum wage = £10.18	Reduced sick days × minimum wage × average working hours/day	= 7.03 × 10.18 × 7	£500.96
	If unemployed: able to rejoin the workforce	27.72% were unemployed at programme start. Of these, 8.11% returned to work.	Average annual wage = £29,895	Unemployed at baseline × able to return to work × average annual wage	= 0.277 × 0.08 × 29,895	£662.47
Total benefit generated per participant						£13,011
<b>Total benefit per participant based on 70% completion rate</b> (We apply a 30% discount to the total benefit to account for participants who did not complete the programme)						<b>£9,108</b>
Participants through the programme in 2023						9,507
<b>Total social value generated in 2023 = 9,507 (participants) × £9,108 (average social value per participant)</b>						<b>£86,589,756</b>



# Five steps to calculating social value

**1**

## Identify the beneficiary areas

- ✓ Identify who is directly or indirectly impacted by the intervention
- ✓ Remember to consider the broader impact, for example, society and the economy

**2**

## Assign outcome measures

- ✓ Select appropriate outcome measure for each beneficiary area
- ✓ Use research and government guidelines to help with selection
- ✓ Ensure measures are recognised and can be converted to a monetary value

**3**

## Collect data for each measure

- ✓ Record patient-reported outcomes and other relevant data
- ✓ Collect data at multiple timepoints to assess change over time
- ✓ Use unbiased data collection methods to ensure reliability

**4**

## Analyse data to calculate change in outcomes

- ✓ Compare pre and post intervention data to estimate change
- ✓ Apply suitable statistical models to analyse the data
- ✓ Confirm that results are statistically significant

**5**

## Apply framework and calculate total social value

- ✓ Identify and apply monetary value for each outcome measure
- ✓ Add up all monetised benefits to calculate total social value
- ✓ Report results in a clear and accessible format to ensure transparency



# Contact

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