



3 February 2012

Dear Colleague

Your contribution to 3millionlives

You may have seen that the **3millionlives** initiative was officially launched by the Minister for Care Services Paul Burstow on the 19th January in the Houses of Parliament. This was great end to the beginning of the journey we all committed to when we met with Miles Ayling and Stephen Johnson back in September of last year; but this is not the end of our work.

There is still much to do. We now face the next steps in making the five year commitment to **3millionlives** a reality. That is why I am writing to you today to provide you with;

- a progress update on activity so far on **3millionlives**,
- seek your commitment to a financial obligation to help deliver the **3millionlives** initiative, and to
- invite you to an industry meeting on February 29th to discuss these topics further.

The headline findings from the Whole System Demonstrator programme were published by the Department of Health on the 5th December 2011 and show what a remarkable change is possible if telehealth is used appropriately. This has given some momentum to the case we all want to make and has helped us develop the **3millionlives** approach with our Department colleagues. Central to that has been the development of the initial **3millionlives** marketing collateral, which includes to date:

- the **3millionlives** logo (www.3millionlives.co.uk),
- the **3millionlives** website, including information leaflet, case studies, and
- a signed Concordat between the four industry associations and the Department of Health.

In addition to the above, an initial work plan is being compiled to specify a number of early priorities that we will need to achieve over the next six months. These priorities reflect the comments which many of you put forward through your trade organisations towards the end of last year, under the following broad headings:

- Empower Commissioning – enabling ready commissioning of telehealth/telecare services based on best practice and developing a different business model that is attractive to the NHS/LA commissioner;
- Stakeholder Engagement/Communications – aligning stakeholders based on effective clear communications programme, including raising awareness with the

general public as well as ensuring all stakeholders know what is on offer and how to access it;

- Build Market Capacity – developing collaboration models and confidence for industry to grow at the pace and scale needed by the market;
- Function/Structure – establishing robust governance and reporting arrangements for the industry strand of **3millionlives**;
- Enable Implementation – creating the basis for rapid scalable rollout adopting best practice and providing simple how to guides.

A key element of the industry participation is financial.

Each industry association has provided an initial contribution of £10,000 to kick start **3millionlives**. We are now at that stage where it is critical to ascertain individual organisation participation in **3millionlives**. To that end, we propose seeking £10,000 from each individual organisation that wishes to be actively involved in the work programme going forward. This letter is a request and invitation to your organisation to fully participate and benefit from what is a fantastic opportunity for our industry.

Your contribution will help facilitate the campaign, including the funding of project support, using the media to raise awareness, build new models of delivery and generally drive **3millionlives** forward. You will become an active member of the **3millionlives** approach, visible to potential customers and benefiting from the materials we envisage being developed to enhance delivery with a difference. You will be able to use the full **3millionlives** logo in your work which will signal to existing and potential partners/stakeholders of your commitment and participation in this approach.

To provide appropriate governance arrangements, a Memorandum of Understanding (MOU) is being developed to frame the relationship between participating organisations. The MOU is intended to formalise the way we will work together in order to achieve the aims of **3millionlives**. A draft of this MOU is attached for your information.

As part of that governance arrangement, it is proposed that an Industry Leadership Group be established comprised of 11 candidates on the following basis: 1 x DH representative, 4 x industry association representatives and 6 x industry organisation representatives.

Additionally, a statement has been drafted requesting organisations to confirm their commitment to meet relevant standards and regulatory requirements in the delivery of telehealth and/or telecare services and technologies to health and social care. The intent of this document is to ensure external stakeholders recognise the calibre of organisations participating in **3millionlives**. That document is attached for your information.

There will be an opportunity for us all to get together and discuss this at a roundtable event being arranged by the Department of Health on the **29th February** at the offices of Intellect UK (central London). It would be helpful to have your thoughts prior to that meeting. An invitation to the round-table will follow in due course.

This is a unique opportunity for you to be at the forefront of real transformational change, driving the change in how services and care is delivered to millions of people with long term

conditions. Together we can build a movement that will make a difference to millions of people in this country and gain the expertise in large scale telehealth/telecare delivery that is not seen anywhere else in the world. I would urge you to consider this request and get on board to help us all to make this difference.

I look forward to hearing from you. In the meantime, if you have any questions on the above, please don't hesitate to contact me.

Yours sincerely

Angela Single

Chair, 3millionlives Industry Working Group