



Health
Innovation
Manchester

Chief Digital and Data Officer

CANDIDATE INFORMATION PACK

OCTOBER 2025

 Hunter
Healthcare

WELCOME FROM THE CEO

Thank you for your interest in the role of Chief Digital and Data Officer (CDDO) at Health Innovation Manchester (HInM).

This is a unique opportunity to join us at a transformative moment – not just for our organisation, but for the entire health innovation ecosystem in Greater Manchester and beyond.

HInM was created to drive the discovery, development and deployment of innovation into health and care, at pace and scale for the 3 million people of Greater Manchester. We are a partnership between NHS, local government, academia and industry, with a vision to be world leading in improving the lives of local people, transforming care and boosting the economy through innovation.

As our new CDDO, you will hold a critical leadership position, reporting directly to me as Chief Executive, and shaping one of the most ambitious data and digital innovation agendas in the UK. You will build on the existing nationally-leading data assets within GM to develop a truly world-class, AI-ready, integrated health & care dataset – reinforcing Greater Manchester as a global exemplar in real-world evidence, clinical trials, and data-driven health improvement.

The scale of this opportunity is matched only by the ambition and integration across our city region. Greater Manchester is ready – with the infrastructure, partnerships, and collective will – to deliver data enabled, AI-powered health and care that truly meets the needs of our diverse communities and drive inclusive economic growth. The NHS 10 Year Health Plan has recently set out the vision for a service underpinned by digital transformation and data-driven insights. In parallel, the UK Government Life Sciences Sector Plan depends on new digital and data platforms to drive forward clinical trials and other pathway transformation investment. GM has already led the way nationally in ICS-level ownership of digital strategy & governance, single patient records (through the GM Care Record) and using data to deliver impact (through 'Greater Data', HInM's commercial plan leveraging our ICS data assets) – to the effect that we are being relied upon to deliver against key policy initiatives, including being the first 'Prevention Demonstrator'.

Therefore this role brings together a rare combination of strategic influence, hands-on leadership, and cross-sector partnership with academia, life sciences, technology providers, and government bodies.

We are looking for an individual with bold vision and proven leadership in digital health, data science, and innovation. You'll drive programmes that not only enhance patient care and system efficiency but also unlock investment and support evidence-based policy change on a national level.

If you are driven by the challenge of transforming healthcare through digital and data innovation, and if you want to be part of a dynamic, inclusive and forward-thinking leadership team, then I warmly invite you to consider joining us.

For further information, please contact Brendan Davies at Hunter Healthcare: bdavies@hunter-healthcare.com or 020 7935 4570.

Ben Bridgewater
Chief Executive,
Health Innovation Manchester



WHO WE ARE

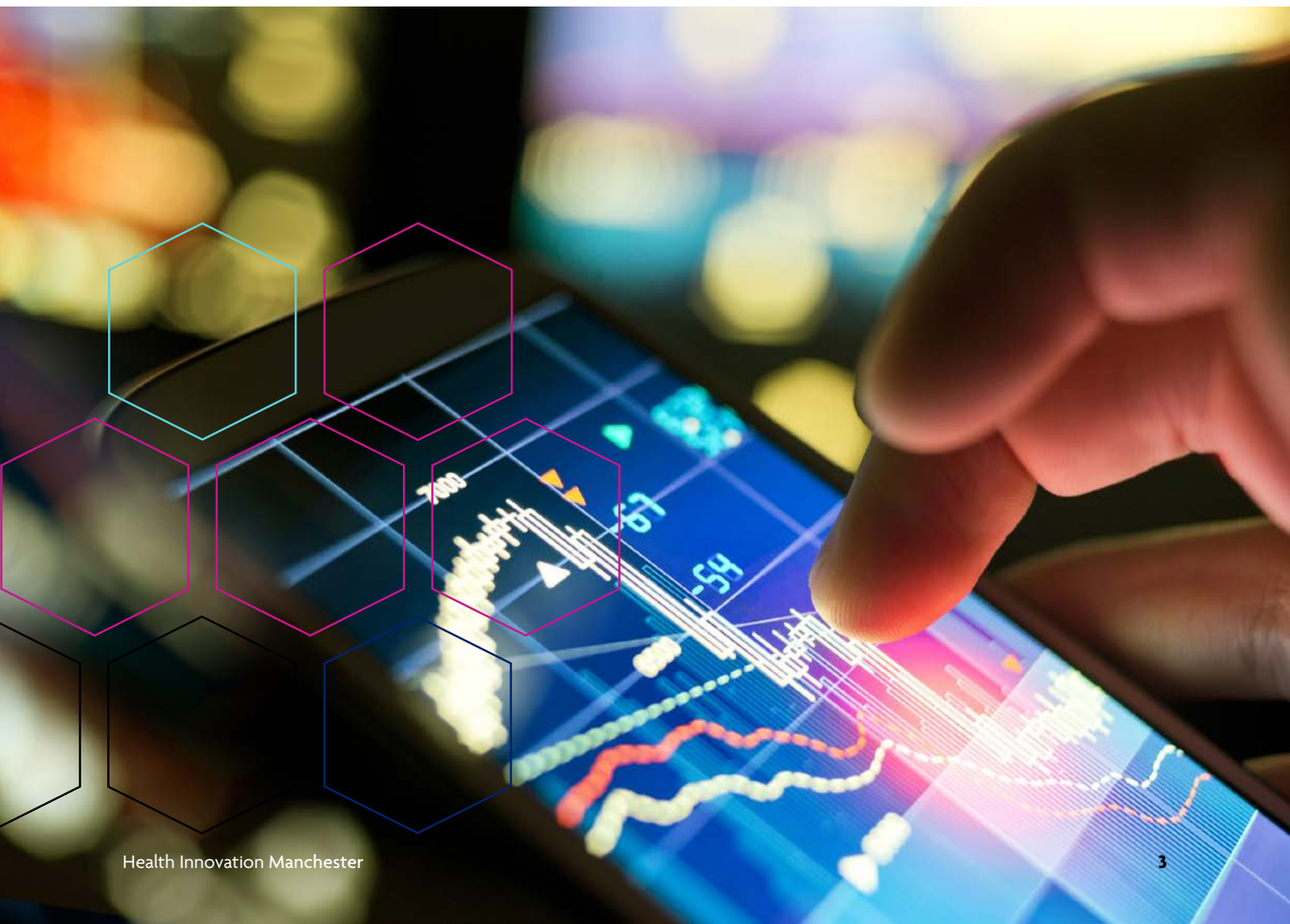
Health Innovation Manchester (HiNM) is a different type of place-based innovation organisation.

Since formation in 2017, we have evolved our operating model and method for how we deploy innovation to deliver demonstrable impact and benefits to local people, system partners and industry.

Our vision is to be world leading in improving the lives of local people, transforming care and boosting the economy through innovation.

Our Strategic Objectives:

- Address high priority drivers of population health by deploying proven innovations at scale, with a major focus on primary and secondary prevention.
- Establish GM as a global learning market for accelerated access to novel innovations at scale
- Optimise digital and data products and services to understand the population, define their needs and develop new models and pathways.
- Work with partners to enhance the GM system's capacity and capability to deliver health innovation and demonstrate impact



WHAT WE DO

HInM comprises the GM Health Innovation Network (formally AHSN), the Manchester Academic Health Science Centre, the NIHR Applied Research Collaborative and the GM NHS city region digital

transformation office. Whilst recognising their distinct accountabilities, we integrate the components to deliver our mission through blended innovation activities and driving collaboration across GM partners.

Health Innovation Manchester operates across five key areas:

Innovation Deployment:

Supporting NHS and care partners to embed impactful innovations across clinical pathways and services.



Digital and Data:

Harnessing advanced analytics, real-world data, and AI to support transformation and insight-led care.



Academic Research:

Aligning world-class research with frontline delivery through MAHSC and the NIHR Applied Research Collaboration Greater Manchester (ARC-GM).



Industry Partnerships:

Accelerating market access and adoption for life sciences, medtech and digital health companies through clinical evaluation, evidence generation and system engagement.



Governance and Methodology:

Delivering innovation through robust governance, measurable impact, and strategic system alignment.



OUR VALUES

Visionary

Embracing a culture of creative thinking and doing that seeks out innovation through extreme collaboration – ‘we try new things’

- Be brave, bold and adventurous in our thinking
- Trusted to experiment; failing fast to take the learning
- Provide innovative solutions through extreme collaboration
- Lead the way across GM, nationally and globally
- Always look for the next innovation to improve care and services



Citizen-focused

Putting people at the heart of what we do, listening and learning from their experiences to create better solutions

- Put patients and the public at the heart of what we do
- Be informed by collaboration with patients and citizens
- Constantly strive to ensure our work meets the needs of people today and in the future
- Create an environment of constructive challenge that improves healthcare and healthy life expectancy



Respectful

Actively demonstrating respect for other people's values, contribution, and feelings through showing kindness, care and compassion to all

- Listen to everyone's ideas and suggestions to ensure commitment
- Effective team communication
- Show respect and celebrate difference
- Treat people with kindness, care and show compassion



Inclusive

We have a strong sense of belonging to our organisation where our culture of equity, opportunity and everyone matters is prized and celebrated

- Value and treat everyone as individual
- Operate with the team in mind treating people as ‘humans’
- Encourage innovation, clarity of expectations and foster cohesion through collaboration and alignment
- Listen to others and respect differences



Accountable

Taking personal responsibility for what we can control. We actively seek out and expect to receive constructive feedback that develops our culture of psychological safety

- Deliver on personal commitments made, whether organisational or personal aims and objectives
- Lead by example to bust bureaucracy
- Celebrate our failures while demonstrate learning
- Be open, honest and transparent



PLAN ON A PAGE

Our Vision

Health Innovation Manchester's vision is to be world leading in improving the lives of local people, transforming care and boosting the economy through innovation.

Impact 1:

Improve lives and outcomes for GM people by addressing the priority drivers of population health.

Impact 2:

Support a safe and sustainable GM health and care system through deployment of innovation at scale.

Impact 3:

Boost jobs and economic growth for the GM city region through industry collaboration and partnerships.

Objective 1:

Address high priority drivers of population health by deploying proven innovations at scale, with a major focus on primary and secondary prevention.

Objective 2:

Establish GM as a global learning market for accelerated access to novel innovations at scale.

Objective 3:

Optimise digital and data products and services to understand the population, define their needs and develop new models and pathways.

Objective 4:

Work with partners to enhance the GM system's capacity and capability to deliver health innovation and demonstrate impact.

Key enablers:

GM Care Record, Secure Data Environment, digital transformation, industry partnerships, academic partnerships, system engagement (with commissioners, providers, patients, carers, the voluntary sector and local places), user-led design.

Foundations:

OKR framework, HInM people and OD plan, innovation pipeline, innovation culture, benefits measurement

Our data assets are central to our commercial value proposition

GM partners have developed a data set covering

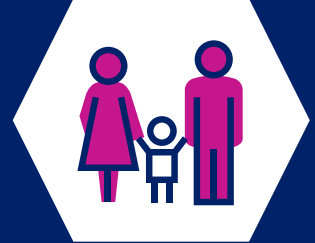
3m people

living and working across the city region

The data is longitudinal at patient level and goes back as far as

20 years for 50%

of patients



The data set includes patient level data from:

- Primary care
- Secondary care
- Laboratory
- Social care

We have the permissions to link data with other national and local data sets

6 out of 10

local authorities in GM are in the top 30 most deprived areas.

Use of the data asset for direct care is increasing year on year

- Insights can be drawn about diseases, treatments and current pathways
- Demographic data provides a deeper lens on targeting inequalities
- The data granularity enables identification of interventions at a patient or cohort level to support trials, detect missed opportunities, drive better outcomes and deliver more cost-effective care
- The data enables calculation of total healthcare resource utilisation

GM represents **5.1%** of the England population



Robust IG and maintaining trust with

citizens and data controllers

underpins the ability to share data for research and secondary uses

CASE STUDY:

Enhancing the GM Care Record to inform better patient care

The GM Care Record (GMCR) provides frontline staff with access to vital and up to date information from across GP practices, hospitals and other care providers so they can make better decisions about what care and treatment needs to be provided.

The aim of the GMCR project was to increase clinical use of the GMCR by 20%, to support frontline staff to deliver care and reduce the amount of time spent tracking down important information or repeatedly asking patients.

Outputs

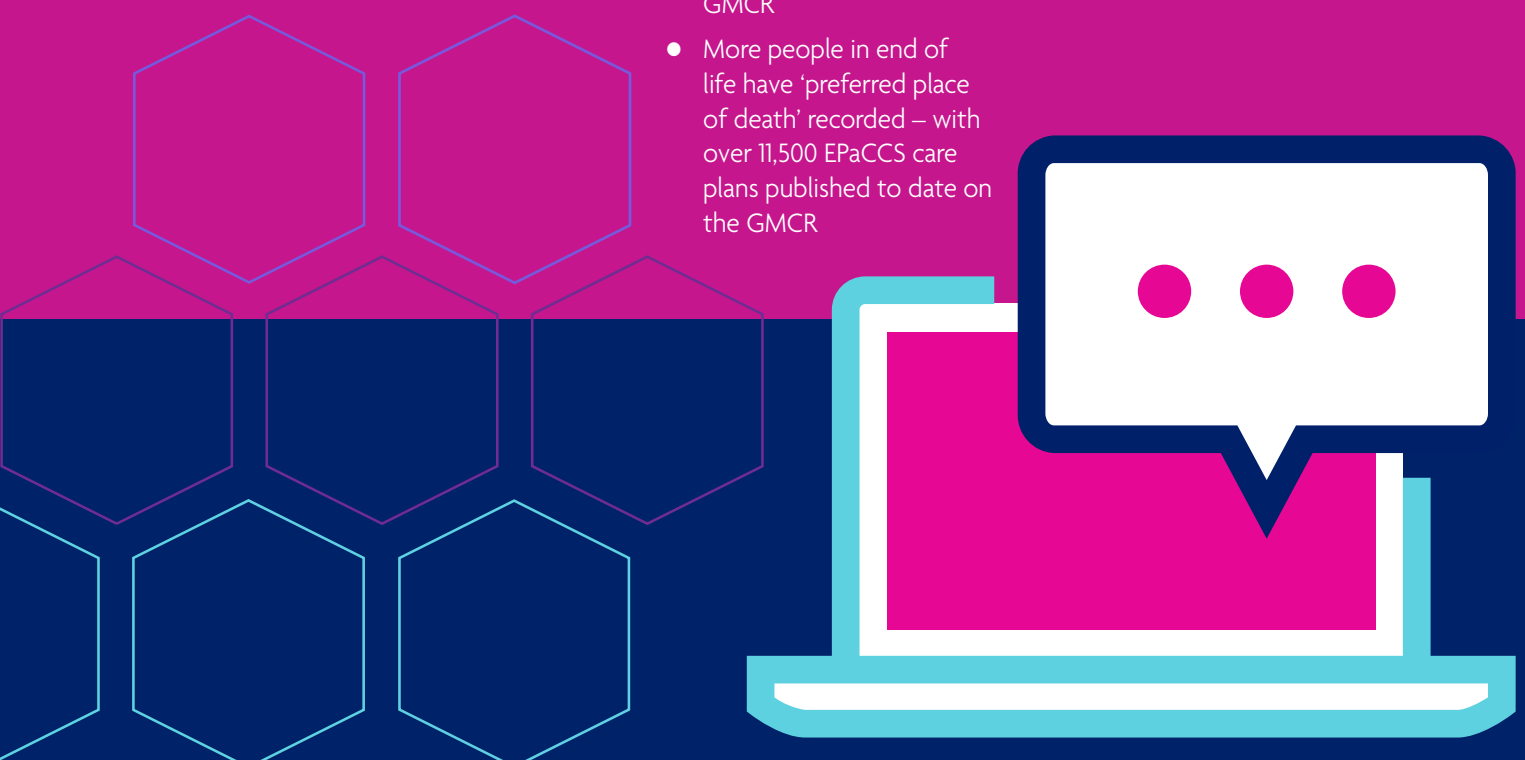
- Increased access to information with new data feeds and access for new user groups
- 3 condition specific digital care plans have been developed and deployed in proof of value localities
- Launched the My GM Care app with 13,000 logins (300-400 unique daily users) resulting in patients to be able to view and contribute to their own care

Outcomes

- Increased information sharing across clinical settings and organisational boundaries - for better decision making at the point of care:
- GMCR is now used by more than 24,000 frontline staff every month to support over 350,000 patient episodes every month. We have driven a 20% year on year increase in usage.
- 190/674 Community Pharmacies in GM are now live with access to the GMCR
- More people in end of life have 'preferred place of death' recorded – with over 11,500 EPaCCS care plans published to date on the GMCR

Impacts

- The GMCR is estimated to provide over £15m per annum in productivity savings due to clinical time saved based on current usage rates (1:3 ROI) from reduced obesity prevalence, mainly through improved workforce productivity



CASE STUDY:

Co-design a new model of care and pathway for obesity services and medicines across GM

Problem:

With obesity costing Greater Manchester an estimated £3.4 billion annually – including £1.4 billion in productivity losses – the region faced an urgent need for a scalable, equitable, and economically sustainable model of care.

Solution:

A new system-wide pathway was co-designed to transform access to weight management services and optimise the role of novel therapies.

Outputs

- Produced a comprehensive health economic analysis showing obesity's annual burden in GM
- Conducted capacity review across tier 2 and tier 3 services, revealing demand far exceeds supply
- Highlighted inequitable access and long patient waits for existing services
- Co-designed a GM-level blueprint for a reimagined care model and pathway with patients and clinicians

Outcomes

- Ongoing health economic analysis to quantify the cost effectiveness of service delivery and pharmacological interventions against wider system, individual, and economic benefits
- Developed an innovative GM weight management model using technology and novel medicines to improve equity and reach
- Supporting the Integrated Care Board to make a commissioning decision

Impacts

- Estimated £440 million in potential economic benefit from reduced obesity prevalence, mainly through improved workforce productivity

Benefits for industry partners

- Creates a **scalable, medicine-enabled pathway** that supports real-world adoption of GLP-1s and other emerging therapies for obesity
- Aligns **clinical innovation** with **population health strategy**, enabling faster integration of pharmaceutical solutions into NHS service models
- Supports **value-based care** arguments through early economic modelling and productivity-linked outcome forecasting
- Promotes **equitable access to treatments** by embedding medicine use in redesigned, inclusive service pathway

GM HEALTH AND CARE

Digital Transformation Strategy (2023–2027)

The Greater Manchester (GM) Health and Care Digital Transformation Strategy sets out a clear and unified vision for embedding digital technology and data-driven approaches at the heart of health and care services across the region. Developed collaboratively with over 500 local citizens and professionals, the strategy aims to improve health outcomes, support staff, and drive innovation through digital integration.

At its core, the strategy outlines five key ambitions: to deliver integrated and safe care; improve staff efficiency and productivity; empower citizens to manage their own health and well-being; use data to understand and respond to population needs; and accelerate the adoption of research and innovation.

These ambitions are underpinned by a three-phase delivery model: Digitise, ensuring a strong digital foundation across all services; Integrate, connecting systems and professionals; and Innovate, adopting and scaling advanced technologies.

The strategy introduces a digital maturity and investment framework to benchmark progress and guide system-wide investment. Delivery is overseen by the GM Digital Transformation Board, with annual implementation plans aligned to NHS Greater Manchester's priorities and funding cycles. Strong governance ensures the programme remains focused on outcomes and impact.

Digital and data underpins all of our innovation activities. We will continue to build and enhance critical digital platforms and assets to support advancements in direct care provision, research and innovation.

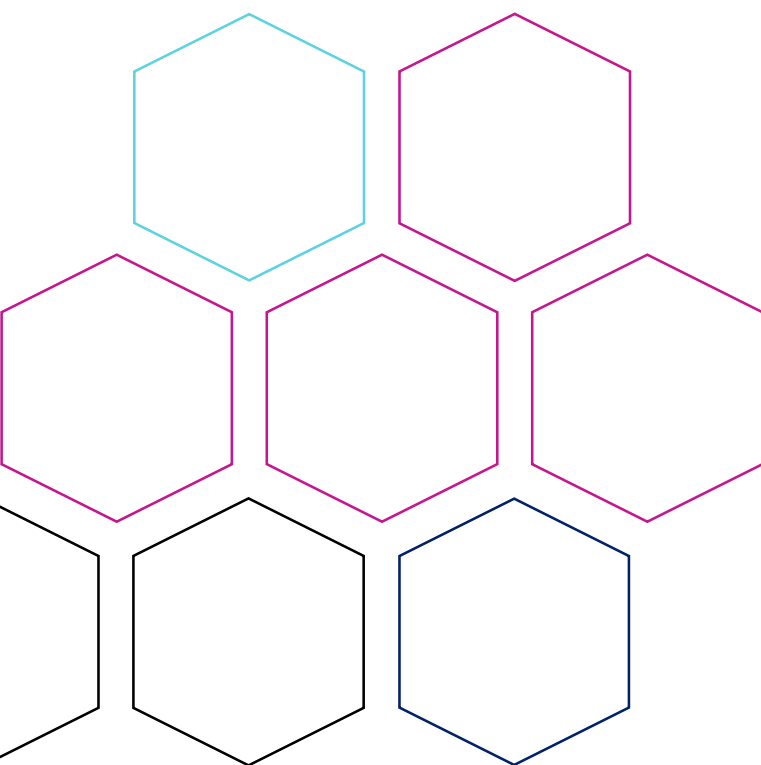
Through the GM Care Record and Secure Data Environment, we can quantify eligible patients through cohort finding and risk stratification across GM's 2.8m population, as well as produce near real-time generation of outputs, outcomes and impacts to demonstrate benefits.

We will work with industry to develop and deploy digital products and tools to support a shift towards prevention, secondary prevention and new efficient and effective models of care, such as through a more ambitious approach to delivering tech-enabled NHS at Home to support admission avoidance at scale.

We will forge close partnerships with the GM digital sector and academic institutes to explore the potential of internet of things technology, data sources and next generation computing and artificial intelligence.

Crucially, the strategy has been co-designed with a wide range of stakeholders, including clinicians, care providers, public representatives, and local government. This collaborative approach ensures that the solutions developed are relevant, inclusive, and sustainable.

By laying the foundation for a fully connected digital health and care system, this strategy positions Greater Manchester as a national leader in digital transformation. It supports HInM's broader mission to deliver system-wide innovation that improves outcomes, reduces inequalities, and strengthens the region's capacity for research, innovation, and evidence-based care. For more information, please read the full strategy [here](#).



JOB DESCRIPTION

Job Title:	Chief Digital and Data Officer (CDDO)
Organisation:	Health Innovation Manchester
Reports to:	Chief Executive
Salary:	VSM

Role Purpose

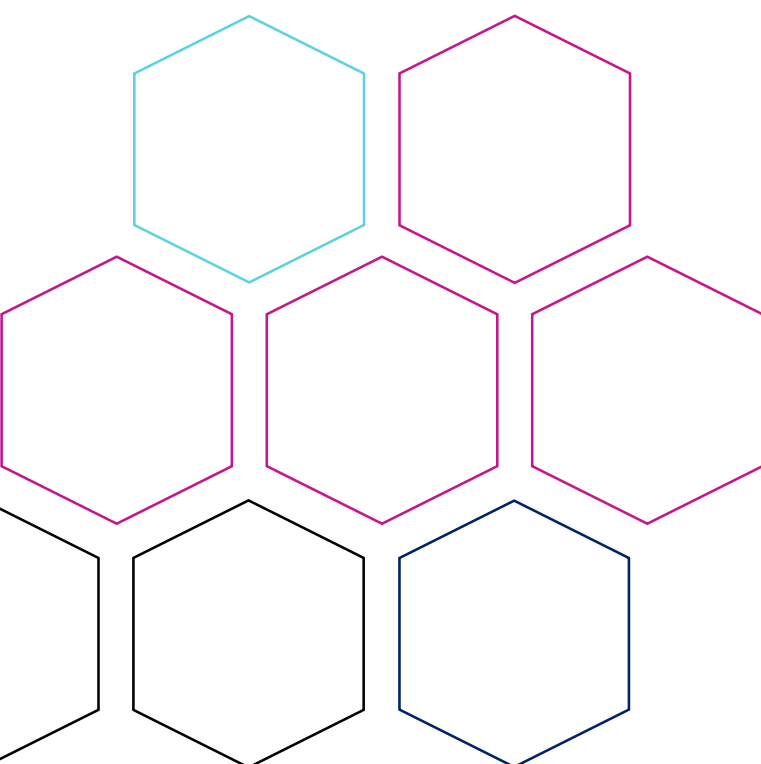
The Chief Digital and Data Officer (CDDO) will play a pivotal role in shaping the future of health data, AI, and digital transformation in Greater Manchester. This role will lead the Greater Data commercial plan with the Chief Strategy Officer, ensuring GM remains ahead of the competition in data services, real-world evidence, clinical trials, and associated health innovation services.

The CDDO will drive the use of AI and advanced analytics for GM, developing relationships with life sciences, academia, and NHS, and driving the digital transformation aspects of HInM programmes. This role will also oversee functions within HInM, including health intelligence, analytics, and health economics, and work with colleagues in the ICB and beyond, ensuring data-driven decision-making leads to better patient outcomes and system efficiency. The postholder will have particular responsibilities in relation to the GM ICB functions, which are to be agreed through the HInM-ICB MOU.

Key Responsibilities

1. Developing a next-generation dataset for Greater Data

- Lead the creation of a world-class, AI-ready health dataset, ensuring Greater Manchester is the UK's leader in real-world data (RWD) and evidence generation.
- Develop a road map for enhancing existing data and GM scale, including integration of electronic patient records (EPRs), genomics, imaging, and wearable device data.
- Establish secure, scalable data-sharing models, ensuring compliance with UK regulations and guidance.
- Position Greater Data as a global benchmark for real-world evidence, clinical trial acceleration, and AI-driven insights.
- Work closely with the Chief Strategy Officer who is the responsible officer for execution of the go to market plan and industry engagement.



2. Strategic Leadership; Leading the change on AI in health innovation

- Develop and implement an AI strategy for health innovation within HInM and through working with partners more widely across the GM Integrated Care System to support transformation of healthcare delivery, prevention and operational efficiency.
- Establish Greater Manchester as UK leading for AI-powered health innovation, working with industry leaders and policymakers.
- Work with NHS AI Lab, MHRA, NICE, NHSE, DHSC, the Pankhurst Institute and others to help shape AI policy, governance, and reimbursement models.

3. Strengthening partnerships with partners including life sciences and academia

- Develop high-impact partnerships with life sciences and technology industries and academia, including pharmaceutical, MedTech, technology and diagnostics companies to accelerate the PLM process including clinical trials and real-world implementation.
- Work with leading universities and research institutions to embed cutting-edge health data science into innovation pipelines.
- Secure global investment and funding to position Greater Manchester as a prime location for life sciences R&D and digital health innovation.
- Provide thought leadership and shape relevant national policy.

4. Driving digital transformation

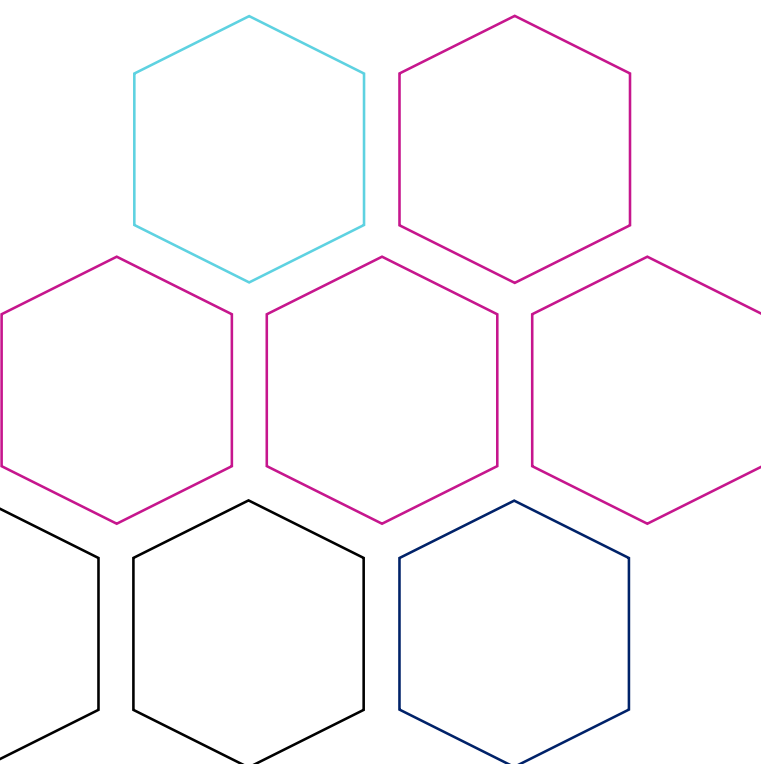
- Oversee the design and development of new digital health products, platforms, and AI-powered services to enhance NHS and life sciences collaboration.
- Hold executive accountability as the senior responsible officer for defined delivery programmes, including GM Care Record optimisation and GM Secure Data Environment development.
- Work closely with product teams to ensure strategic alignment of GM digital and data asset roadmaps, delivery and optimisation plans. Oversee the procurement, design, development and deployment of GM health & care digital & data assets, notably the GM Care Record and GM Secure Data Environment.
- Ensure that digital and data products are developed based on thorough clinical and patient/citizen engagement.
- Ensure digital services reduce health inequalities and enhance access to innovation across diverse populations.

5. Overseeing health intelligence and analytics, health economics and information governance

- Oversee health intelligence and predictive analytics, within HInM ensuring data-driven decision-making internally and support use of these approaches across the NHS, local government, and industry.
- Oversee GM ICS information governance arrangements for digital and data assets.
- Oversee the development of cost-effectiveness models, budget impact analyses, and value-based healthcare frameworks.
- Work with NICE, NHS England, and system leaders to demonstrate the economic and clinical value of health innovations.
- Use real-world data to shape NHS commissioning, market access and reimbursement models.

6 People & Culture Leadership

- Foster a high-performance culture that encourages collaboration, innovation, and continuous learning.
- Support talent development and succession planning, ensuring the organisation attracts and retains top talent in health innovation.
- Promote diversity, equity, and inclusion within the organisation's workforce and leadership.



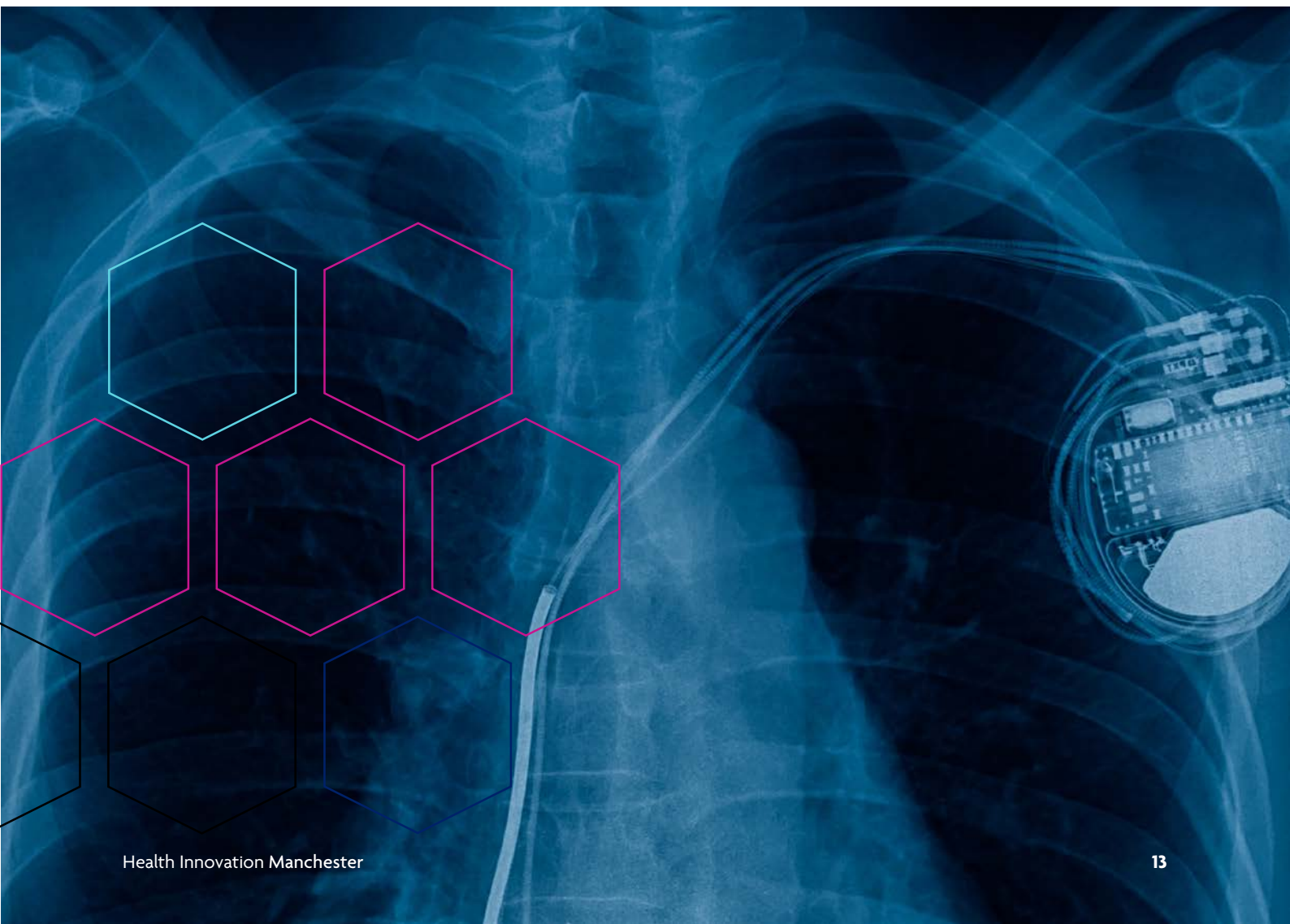
PERSON SPECIFICATION

Essential Experience & Skills

- Proven track record of senior leadership in data, AI, analytics, digital transformation, and/or real-world evidence generation.
- Expertise in digital strategy, informatics, and interoperability.
- Ability to lead and transform a digital organisation/department at scale and pace.
- Ability to secure funding and attract investment.
- Expertise in health economics, value-based healthcare, and data-driven policy making.

Desirable Experience & Knowledge

- Strong understanding of clinical trials, real-world implementation, life sciences and technology partnerships.
- Experience working with HINs, NHSE, NHS providers, global health data organisations or equivalent experience in regulated or health-adjacent sectors.
- Strong knowledge of AI regulation and NHS digital adoption pathways.
- Background in public-private partnerships, data commercialisation, and health tech innovation.



HOW TO APPLY

All applications must include:

- A full and updated CV, which includes your contact details and email address.
- A personal statement of no more than two sides of A4, which should explain why you are interested in applying for the role and how you believe you meet the requirements set out in the person specification.
- Contact details of three referees (who will not be contacted without your permission).
- A completed **Diversity Monitoring Form** and **Fit and Proper Person Monitoring Form**.

All applications should be sent to:
apply@hunter-healthcare.com.

All applications will be acknowledged.

If you'd like to know more about the role or selection process, please contact **Brendan Davies** at Hunter Healthcare by emailing: **bdavies@hunter-healthcare.com** or on 07585 356985.

Diversity Matters

We are passionate about creating an inclusive workplace that promotes and values diversity. We know through experience that different ideas, perspectives and backgrounds create a stronger and more creative work environment that delivers better patient outcomes.

We welcome all applications, especially those from underrepresented communities, including people with a disability and those from an ethnic minority background.

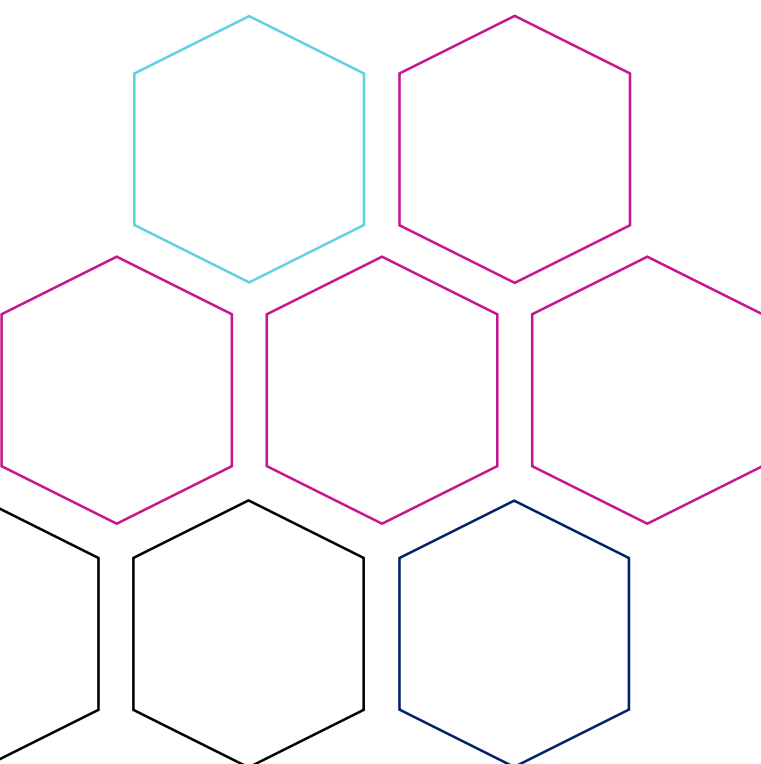
Key Dates

Please be mindful of the selection process timeline and ideally, consider securing these dates in your diary in advance. It is important to advise us as soon as possible if you are going to be unable to commit to any of the dates listed beyond the shortlisting period.

Closing date 29 October 2025

Shortlisting 31 October 2025

Selection events 14 November 2025





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