outcomesbasedhealthcare

Product Owner

Candidate information pack

July 2025

Hunter Healthcare

Welcome

Thank you for your interest in joining Outcomes Based Healthcare (OBH). We're thrilled you're exploring the possibility of becoming part of a highly skilled team committed to transforming the way healthcare is delivered and measured – by focussing on outcomes that truly matter to people.

At OBH, we are proud to have pioneered the National Bridges to Health Segmentation Dataset, a groundbreaking tool that enables NHS England to take a nationally consistent, data-driven approach to understanding population health. Our work powers some of the most forward-thinking strategies in the NHS, and supports the evaluation and measurement of shifting care from hospitals into communities, and from treatment towardsprevention.

This is a pivotal time to join our team. As Product Owner, you will play a key role in shaping one of the most important data products in NHS population health. You will be the link between our NHS partners and our talented technical and analytical teams, translating vision into reality and ensuring that the Segmentation Dataset continues to deliver value on the ground.

We're looking for someone who is passionate about improving healthcare, who understands the complexity and urgency of health system transformation, and who thrives in multidisciplinary, purpose-driven teams.

At OBH, you'll be working alongside clinicians, public health experts, data analysts and engineers who share a deep belief in the power of data to improve lives. You'll be supported to grow professionally in a dynamic, collaborative, and innovation-driven environment. In support of a culture that values efficiency, deep work, and a thoughtful balance of asynchronous and synchronous collaboration, we operate on a four-day work week while maintaining full five-day compensation.

We foster a highly collaborative, cross-disciplinary environment that draws on the diverse expertise of our team to solve complex challenges together.

Each quarter, we bring the team together for dedicated away days that blend personal and professional development - from workshops on wellbeing, growth mindset, positive communication, and storytelling with data, to engaging socials like cooking classes, bushcraft, escape rooms, and guided meditation.

We hope this information pack gives you a clear sense of who we are and the exciting journey we're on. If our mission resonates with you and you're ready to apply your skills to something with real-world significance, we'd be delighted to see you apply.

Warm regards,

Dr Nasrin Hafezparast MBBS FBCS
Co-founder and Chief Clinical Data Officer
Outcomes Based Healthcare

About Outcomes Based Healthcare

Specialists in person-centered health data curation, Outcomes Based Healthcare (OBH) are a pioneering UK-based organisation transforming how healthcare success is defined, measured, and incentivised.

Founded in 2013 by clinicians, OBH exists to drive a shift in healthcare systems - from activity-based models to those that reward improved health outcomes for individuals and populations. At the heart of our work is a commitment to what truly matters: empowering health systems to improve people's outcomes, and drive the shift towards prevention and proactive, value-based care.

OBH combines deep clinical expertise with advanced data processing to measure and monitor outcomes that reflect people's lived health experiences – not just clinical events.

Our technology and frameworks are designed to support commissioners, providers, and health systems in embedding person-centred outcomes into the design and delivery of care.

We enable healthcare systems to define, track, and analyse meaningful health outcomes - such as maintaining independence, reducing complications from long-term conditions, or delaying the onset of ill health.

We are not simply a data company or a consultancy but are a partner in redefining the economics of healthcare. With modular, cloud-based tools, deep partnerships across the NHS, and an unwavering focus on meaningful outcomes, we are building a future where health systems are incentivised to keep people well and not just to treat them once they are sick. Our methods and tools are already embedded across the UK health system:

- Partner to NHS England on the National Bridges to Health Segmentation Dataset, covering more than 60 million registered patients and updated quarterly
- Co-developer of the Population and Person Insight (PaPI) dashboard used nationally by the NHS
- Recipient of the Queen's Award for Enterprise – Innovation (2021)
- Contributed to peer-reviewed research in Nature Medicine, The Lancet, and others, advancing understanding of multimorbidity, inequality, and data-driven care

Traditional healthcare systems reward activity – appointments, procedures, hospital stays – rather than improvements in people's health. OBH is addressing this imbalance by enabling a model that:

- Rewards improvements in outcomes rather than volume of services
- Supports early intervention and prevention
- Provides a consistent, evidence-based way to measure population health
- Aligns the goals of patients, clinicians, and system leaders

National Segmentation Dataset

The National Segmentation Dataset, developed through a partnership between OBH and NHS England, is the world's most comprehensive longitudinal dataset for Population Health Management (PHM).

Anchored in the internationally recognised Bridges to Health (B2H) life-course segmentation model, it delivers a consistent, scalable and clinically meaningful way to understand and respond to the health needs of the entire population.

Available on NHS England UDAL cloud environment and via the NHS Federated Data Platform (FDP), this dataset covers all 60 million individuals registered with a GP in England – not just those who are healthy or generally well. With eight years of person-level, longitudinal data, it enables the NHS to track health over time, model risk, project future needs, and evaluate the impact of services.

What sets this dataset apart is its unmatched scope and clinical depth:

- 59 clinically curated condition registers, enabling fine-grained segmentation
- Integration of data from 31 billion raw records, transformed into 5 billion rows
- Geographic and socio-demographic granularity, supporting equity-focused interventions

Crucially, it is the only PHM tool that enables the calculation of HEALTHSPAN® – a metric that measures how long people live in good health – and Days Disrupted by Care (DDBC), which assesses care coordination and hospital avoidance.

The dataset plays a pivotal role in delivering on two of the UK Government's strategic health shifts:

- From hospitals to communities - by tracking DDBC and supporting care closer to home
- From treatment to prevention - by identifying those at risk earlier and measuring HEALTHSPAN®

Already underpinning national strategy, research, and service improvement, including contributions to peer-reviewed journals and national evaluations, the **National Segmentation Dataset** is redefining what's possible in population health.

Use it for

- Identifying cohorts of the population with similar needs
- Benchmarking against activity, outcomes and costs
- Modelling scenarios to allocate resources effectively
- Evaluating and tracking the outcomes of any interventions

Job Description

Job Title: Product Owner
Location: Hybrid – London (Tuesdays, Wednesdays)
Company: Outcomes Based Healthcare, part of the RCI Group

Position Overview:

We are seeking a highly motivated and experienced Product Owner to lead the development and evolution of the National Segmentation Dataset at Outcomes Based Healthcare (OBH).

This pivotal, client-facing role will work closely with NHS clients to understand their needs, shape the product vision, and ensure the Segmentation Dataset continues to deliver value for population health management. The Product Owner will collaborate with the Tech Lead, Head of Analytics, and multidisciplinary teams to prioritise features, manage the product backlog, and make informed decisions on product direction.

The ideal candidate will have a strong background in healthcare data (ideally NHS), experience in healthcare policy, and an understanding of clinical, public health, or epidemiology domains. This is an opportunity to drive innovation in population health analytics and support the NHS in delivering proactive, person-centred care

Key Responsibilities:

- Own and articulate the product vision, roadmap, and backlog for the Segmentation Dataset, ensuring alignment with NHS client needs and OBH's mission.
- Act as the primary point of contact for NHS clients and stakeholders, gathering and translating user requirements into actionable product features and user stories.
- Collaborate with the Tech Lead and Head of Analytics to prioritise the product backlog, balancing technical feasibility, resource, client needs, and strategic goals.
- Lead and facilitate regular client engagement sessions to gather feedback, demonstrate product developments, and ensure the dataset evolves to meet changing needs.
- Make informed decisions on feature development, dataset enhancements, and release planning, using data-driven insights and stakeholder input.
- Oversee the end-to-end product lifecycle, from ideation of new features through delivery, ensuring high-quality, user-centred solutions.
- Ensure that clinical and policy requirements are accurately reflected in the dataset's design and outputs, working closely with clinicians, analysts, and public health experts.
- Support the development and maintenance of documentation, reference guides, and training materials to facilitate client adoption and effective use of the dataset.
- Monitor and report on product performance, usage, and impact, using KPIs and user feedback to inform continuous improvement.
- Actively contribute to OBH's product community, sharing best practices and fostering a culture of collaboration and innovation.

Qualifications and Experience:

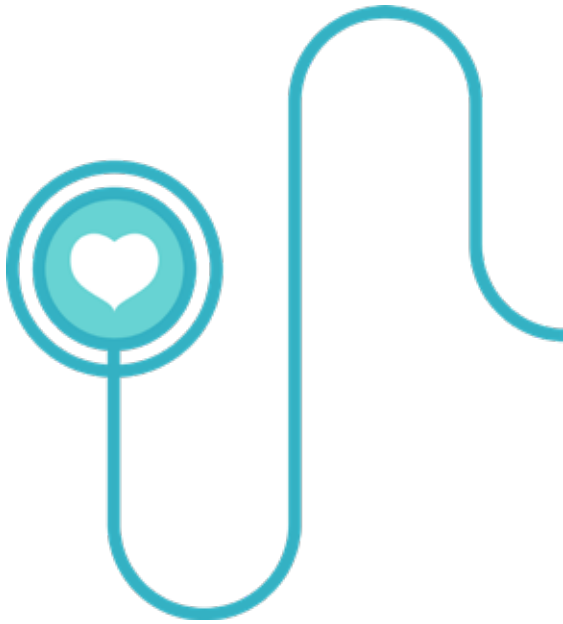
- Proven experience as a Product Owner, Product Manager, or equivalent role in a healthcare or data-driven environment, ideally with NHS-facing products.
- Demonstrable experience working with or within the NHS, with a strong understanding of NHS data, systems, and population health management.
- Strong background in healthcare data, analytics, or informatics, with the ability to translate complex requirements into actionable product features.
- Experience engaging with clients and stakeholders, gathering requirements, and managing competing priorities in a fast-paced environment.
- Strong understanding of healthcare policy, population health, and the challenges facing the NHS.
- Familiarity with Agile methodologies and experience working with multidisciplinary teams (e.g., developers, analysts, clinicians).
- Excellent communication, presentation, and stakeholder management skills, with the ability to convey technical concepts to non-technical audiences.
- Degree or equivalent qualification in a relevant field such as public health, epidemiology, clinical sciences, data science, or health informatics.

Preferred Qualifications and Experience:

- Advanced degree (e.g., MSc, PhD) in public health, epidemiology, clinical sciences, health informatics, or a related discipline.
- Experience with healthcare data platforms and tools (e.g., Databricks, Palantir Foundry, Azure Synapse, Apache Spark).
- Professional certification in Product Ownership or Agile methodologies (e.g., Scrum Product Owner, AgilePM)].
- Prior involvement in the development or implementation of national datasets, population segmentation, or population health analytics.
- Clinical, public health, or epidemiology background, with an understanding of how data supports care delivery and health outcomes.
- Knowledge of value-based healthcare and outcomes measurement principles.
- Harvard Business School Value Based Healthcare Delivery Seminar
- Experience supporting or leading user research and user-centred design activities.

What We Offer:

- A four-day working week environment.
- Competitive salary.
- Attractive benefits, including private health insurance.
- A mission-led organisation that strives to make a meaningful impact on healthcare outcomes at a national level.
- Brilliant team of similarly-motivated colleagues, including clinical leadership.
- A dynamic and innovative work environment.
- Opportunities for training, professional growth and development.
- Part of the RCI Group of companies, with opportunities to be part of a wider group focussed on improving outcomes for people.



How to Apply

Applications should be made by submitting:

- A full and up-to-date 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 what you believe you will be bringing to it.
- Contact details for 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.

For an informal conversation about the post, please contact **Brendan Davies** at our recruitment partners, Hunter Healthcare by email: **bdavies@hunter-healthcare.com** or phone: **07585 356985**

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General enquiries

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