



STRATEGIC THINKING, SEAMLESS EXECUTION

G-CLOUD SERVICE OFFERING

Artificial Intelligence Governance in Healthcare



What we do

Our G-Cloud services are designed to help you make informed cloud decisions, whether you are assessing readiness or planning next-generation deployments.

Maximising value from cloud

Flexible working models are the norm, and there's continued pressure to reduce IT spend and simplify complex estates. Cloud solutions make all of this easier, modernising operations, enabling innovation, and providing the flexibility to scale efficiently.

Cloud has evolved from a cost-saving alternative into a core platform for digital transformation. Today, most organisations run blended environments that combine on-premises systems with infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS) solutions, creating a more adaptable and resilient technology platform for the future.

But with a host of approaches available, working out how to make cloud deliver sustained value can be tricky. How do we maximise return while maintaining security and governance? How do we avoid complexity and control costs? Mason Advisory helps clients answer these questions by developing and delivering clear cloud strategies that align technology with business goals.

Who we've helped

- For a government agency, we managed a multi-year major cloud consolidation, migration and transformation programme.
- A large insurance company needed a more scalable, resilient CRM system. We supported the cloud migration strategy for Dynamics 365 and the associated data architecture.
- For a major retailer, we developed a cloud operating model for the service delivery function, helping establish an in-house capability for existing and new cloud-based solutions.

- We undertook a cloud transformation review for a fire & rescue service, assessing its options for transitioning mission-critical systems.
- A UK ambulance service needed to transform its IT environment to support critical operations. We led the programme, including migrating applications and services to a new private cloud hosting environment.
- We assisted a county council to develop a cloud-first contact centre and UC strategy. We then led the procurement and implementation that resulted in it being the first to adopt an Amazon Connect cloud contact centre for all frontline contact services.
- Our team advised and supported an acute trust on a three-phase ICT transformation, establishing a platform to support digital healthcare innovations.
- A large UK police force needed support with a major infrastructure programme. We provided strategic advice to the network, hosting and data centre towers, as well as operational support with a complex data centre migration including server virtualisation, and application rationalisation.
- Working with the NHS, we provided critical security architecture services to the Covid Pass App, a Microsoft Azure cloud-based platform. We provided security architecture services across the whole solution, and provided threat modelling and security incident support to help the team maintain a strong security posture.

How we do it

Our delivery methodology is built on Agile principles, providing an iterative and flexible approach that releases value quickly while maintaining control. Each engagement follows a structured framework which is adapted to meet client needs.

Discover



- You know your business best. We listen to you, while bringing a fresh, independent view.

You get a clear picture of what's working and what needs attention.

Analyse & design



- Together, we turn insights into practical, tailored solutions that meet your needs.

You get a realistic roadmap that makes sense and drives measurable value.

Deliver



- We work with you to make change happen – fast, using outcomes-driven delivery.

You see tangible change quickly, without disruption.

Embed



- We hand over tools, knowledge, and confidence so you stay in control after we leave.

You remain self-sufficient and ready to keep improving.

Artificial Intelligence Governance in Healthcare

We help NHS and healthcare organisations govern artificial intelligence safely and responsibly

Using our CARES framework, we deliver independent, expert consultancy aligned to NHS Data Saves Lives, ensuring ethical, compliant, and effective AI adoption that improves patient safety, supports transparency, and builds digital confidence for staff and stakeholders.

Service features

- Independent advisory on AI governance for NHS and healthcare
- CARES framework for safe, ethical, explainable, and fair AI
- Alignment with NHS Data Saves Lives and AI Lab strategy
- Compliance with data protection, CAF-DSPT, and regulatory standards
- AI risk, bias, and fairness assessment for clinical applications
- Governance model and assurance framework for responsible AI adoption
- Vendor-neutral evaluation of AI tools and healthcare algorithms
- Stakeholder engagement, ethics workshops, and transparency initiatives
- Ongoing AI monitoring, assurance, and continuous improvement recommendations
- Knowledge transfer and capability building for NHS digital teams

Service benefits

- Ensure ethical, responsible AI adoption in NHS healthcare delivery
- Align AI governance with NHS Data Saves Lives and CARES
- Reduce compliance, regulatory, and reputational risks in AI use
- Improve patient safety through robust AI assurance mechanisms
- Build trust with clinicians, patients, and healthcare stakeholders
- Support fair, unbiased, and explainable AI decision-making
- Increase transparency in AI-enabled healthcare and clinical services
- Optimise AI investments with impartial, evidence-based recommendations
- Enable sustainable governance for emerging healthcare technologies
- Strengthen long-term digital confidence in NHS organisations

Mason Advisory in Healthcare

Within our healthcare clients, we focus on improving efficiency, effectiveness, and service outcomes through four core service bundles: digital foundations, digital leadership and strategy, operational and financial optimisation, and digital modernisation and transformation.

These are underpinned by our Value & Efficiency Office – a strategic capability that helps councils make evidence-based decisions to optimise spend, drive service innovation, and progress confidently towards becoming modern, digital-first organisations.

Commercial in confidence



Our range of healthcare customers include:

GMCA GREATER MANCHESTER COMBINED AUTHORITY

Department of Health & Social Care

NHS Buckinghamshire Healthcare NHS Trust

NHS Northern Care Alliance NHS Foundation Trust

NHS University Hospitals of Liverpool Group

NHS Norfolk and Waveney Acute Hospital Collaborative

NHS London Ambulance Service NHS Trust

Clinical AI risk & ethics standard (CARES)

Mason Advisory have produced an Artificial Intelligence governance and ethics framework called CARES, built on guidance from:

- **NHS England**, including AI Lab
- **Alan Turing Institute** (ATI)
- **Care Quality Commission** (CQC), including key lines of enquiry (KLOE)
- **Medical Health product Regulations Agency** (MHRA)
- **National Institute for Health and Care Excellence** (NICE)

Implementing the framework typically means extensions and adaptations to existing policy, controls and governance.

For example, most organisations have Patient Complaint and Employee Grievance policies and procedures that can be adapted, if necessary, to cover AI solutions.

Commercial in confidence

Mason Advisory have developed CARES to consolidate guidance on implementing artificial intelligence in a clinical setting from several organisations and bodies into a single cohesive set of principles. We regularly maintain CARES to adapt to changing guidance from NHS England, CQC, ATI and others.



SAFE

Ensure AI systems operate safely and reliably, minimizing risks to users and patients.



EFFECTIVE

Evaluate and enhance AI system performance to achieve desired patient outcomes and improve efficiency.



EXPLAINABLE

Provide clear, understandable explanations for AI decisions to build trust and transparency.



FAIR

Ensure AI systems are unbiased and provide equitable care to all patient groups



ACCOUNTABLE

Establish accountability frameworks to oversee responsible AI development and deployment.



REDRESS

Implement mechanisms for addressing grievances and correcting errors in AI system decisions

Strategic roadmap & enablement foundations

Mason Advisory have developed a toolkit to assessing use cases for Artificial Intelligence across clinical, operational, and corporate domains.

The toolkit can be used to collate opportunities for the use of Artificial Intelligence and then score these use cases against a set of criteria across three separate domains:

- Clinical impact
- Feasibility
- Risk

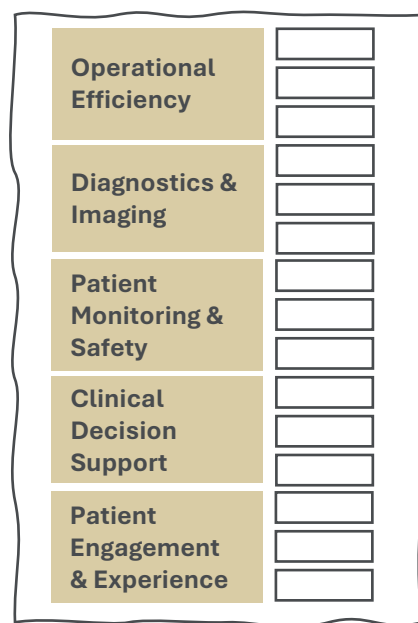
The scored use cases are automatically populated on a score sheet to easily visualise those use cases that will have the highest impact with the lowest risk and optimal feasibility.

This information can be used to produce a roadmap and drive stakeholder buy-in into future AI initiatives.

Commercial in confidence

DISCOVER

Identify opportunities (use cases) for artificial intelligence

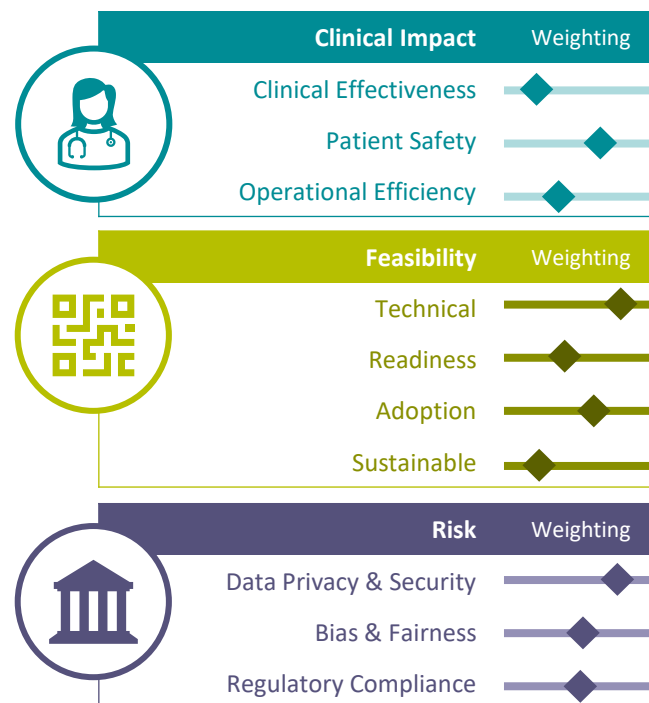


Operational Efficiency	
Diagnostics & Imaging	
Patient Monitoring & Safety	
Clinical Decision Support	
Patient Engagement & Experience	

Use Cases

ASSESS

Review and score use cases against assessment criteria



Clinical Impact	Weighting
Clinical Effectiveness	<input type="range"/>
Patient Safety	<input type="range"/>
Operational Efficiency	<input type="range"/>

Feasibility	Weighting
Technical	<input type="range"/>
Readiness	<input type="range"/>
Adoption	<input type="range"/>
Sustainable	<input type="range"/>

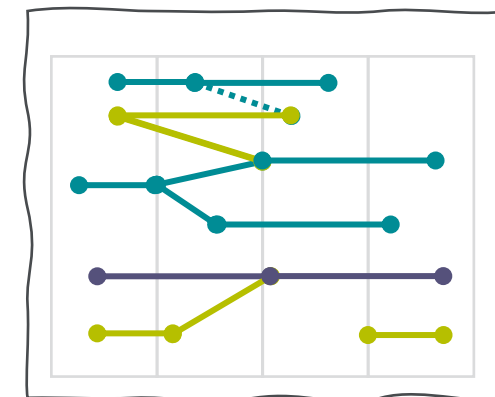
Risk	Weighting
Data Privacy & Security	<input type="range"/>
Bias & Fairness	<input type="range"/>
Regulatory Compliance	<input type="range"/>

PLAN

Prioritise and plan based on scores



Use Case score sheet



Implementation Roadmap

Who we are

Inspiring people to work better, share ideas, and prosper through digital & technology change

Since launching in 2014, we have experienced huge growth in revenues and staff numbers, with offices in London and Manchester, working with clients of all sizes in the UK and beyond.

Mason Advisory is a digital & technology consultancy committed to making your life easier. Our people work with organisations of all sizes, across industry sectors including Financial Services & Insurance, Government, Corporate Clients, Public Safety and Professional Services.

Clients trust us to help set their strategy and then deliver on those decisions. We use our skills in operating model & organisational design, sourcing, architecture, service management, and cybersecurity to build, protect and support sustainably successful businesses.

Our G-Cloud services

	Digital transformation		Cloud architecture & migration
	Cloud sourcing & procurement		Cybersecurity & resilience
	Service management & governance		Cloud optimisation
	Cost optimisation & FinOps		Data management & analytics

Our culture creates consulting teams that stand out for their commitment to clients. Clients get exceptional performers at all levels in our teams; we don't take work where we can't make a difference; and we are emotionally invested in what happens to the people we help.

That's why, over

72%

of clients continue to work with us beyond the first engagement

Our industry-leading awards are underpinned by our ISO-certified management systems, offering clients confidence in the quality and security of our services.



STRATEGIC THINKING, SEAMLESS EXECUTION

Mason Advisory Limited

Pall Mall

61 King Street

Manchester M2 4PD

Tel: +44 333 301 0093

www.masonadvisory.com

Registered in England No. 8990928

Confidentiality notice: this document and the information contained herein are strictly private and confidential, and are solely for the use of the named party on the cover sheet.

Copyright © 2026: The information contained herein is the property of Mason Advisory Limited and is provided on condition that it will not be reproduced, copied, lent or disclosed, directly or indirectly, nor used for any purpose other than that for which it was specifically furnished.