Crown Commercial Service

Service transformation partner

G-Cloud 15 service definition

Healthia®

Service transformation partner

End-to-end transformation - designed with people, powered by insight. From discovery to delivery, we help you reimagine and redesign smarter, fairer, future-ready services.

Real transformation is about much more than technology. It means seeing the full system, listening deeply, and meeting the needs of end users and staff. This service brings together **research**, **systems thinking**, and **co-design** to help you understand what's happening now, envision a better future, and create the tools, evidence and momentum to get there. We work as your strategic partner - embedding with your team to uncover and synthesise insight, map journeys, engage stakeholders, and co-create a service model that's ready to be implemented and evolve over time.

What we do

Depending on your needs, we deliver a bespoke blend of the following phases:

Discovery and Evaluation

- Engage staff, end-users and partners to understand what's working - and what's not
- Combine qualitative, quantitative and AI-enabled methods for deeper insight
- Surface pain points, unmet needs, and system-level blockers

Strategy & Opportunity Mapping

- Clarify what good looks like - for outcomes, experiences and delivery
- Identify and prioritise opportunities based on insight, feasibility and impact
- Build alignment across internal stakeholders and external partners

Co-design and Blueprinting

- Collaboratively design improved or new service models
- Map future journeys, roles, data flows and delivery principles
- Use collaborative tools to build ownership and shared understanding

Implementation Readiness

- Develop a prioritised roadmap and business case for change
- Create practical artefacts (journey maps, principles, operating models)
- Support teams to build capability, confidence and internal alignment

What you get

Practical, high-impact deliverables:

- Service evaluation reports and mapping
- Co-created future service blueprint
- Prioritised transformation roadmap
- AI opportunity mapping (where relevant)
- Business case to support funding or investment
- Comms and engagement materials to support internal buy-in
- Capability-building embedded throughout

Who it's for

- **Service owners** responsible for delivering change that sticks
- **Transformation teams** who need evidence, clarity and design leadership
- **Commissioners or funders** seeking assurance and impact from redesign

Why it works

- We put people before process - and outcomes before outputs
- We use AI where it adds value, not as the endgame
- We combine design craft with strategic thinking and system insight
- We work with you, not just for you - building capability as we go

What you'll walk away with

- A co-designed future service
- A credible, prioritised roadmap
- Implementation-ready artefacts and clear next steps
- A strong internal mandate and shared vision for change
- A stronger and more capable team

Examples

We are design partner for NHS England's Digital Prevention Services Portfolio. With Breast Cancer Now we led discovery and partnered throughout the transformation process, creating a unified route to support for 17 different services. There are more examples of our work here.