



Health Navigator Proactive Population Health Management Service

Service Definition

G-Cloud 15

Lot 3

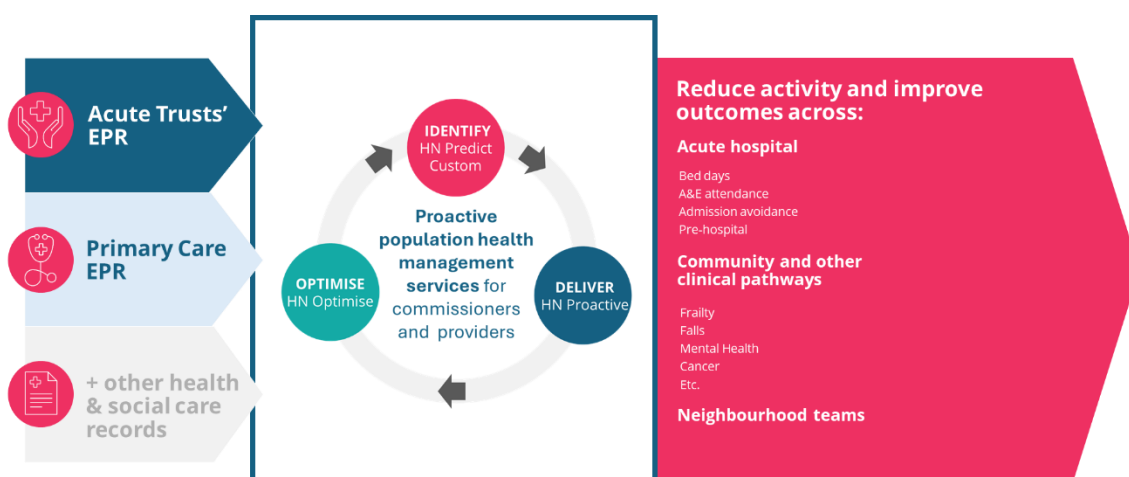
Proactive Population Health Management

Service: System Overview

Health Navigator

Health Navigator has spent over 10 years delivering proactive population health management services for the NHS. We have worked with data for 10 million people from 30 acute hospitals to deliver case finding solutions and have provided clinical coaching to patients within 100 neighbourhoods.

Health Navigator has the core capabilities required to deliver proactive population health management services at scale. We support commissioners and providers to: manage information governance and data access, identify priority patient populations, effectively screen, consent, and onboard those patients to an intervention, and to close the loop by quantifying the impact of that intervention.



We are committed to evidence-based medicine and playing our part in creating a community of practice to enable a transformation in community and acute care. We have published extensively, including findings from an 1,800-patient randomised controlled trial conducted with Nuffield Trust (2024)¹ and a 12,000-patient peer reviewed study (2016).²

Health Navigator have been entrusted with the NHS England National Demonstrator for AI for Urgent & Emergency Care Prevention and in Ireland with the HSE's Enhanced Community Care programme in Kilkenny & Carlow.

Partners report significant positive patient and system impact from working with Health Navigator including reductions in consumption of unplanned bed days and increases in patient survival and quality of life.

Partners have observed:

**25% reduction in bed³
days**

**No net increase in GP
workload⁴**

**Increased survival (18
lives per 1000)¹**

The largest deployment of Health Navigator’s proactive population health management capabilities as at January 2026 is in NHS North East London ICB. Health Navigator is delivering the “National Demonstrator for AI for UEC Prevention” in partnership with the ICB, UCLP, the THIS Institute and LCP. This is the largest real world evidence study of its type and the latest public outcomes from this are available from Health Navigator

The Proactive Population Health Management Service

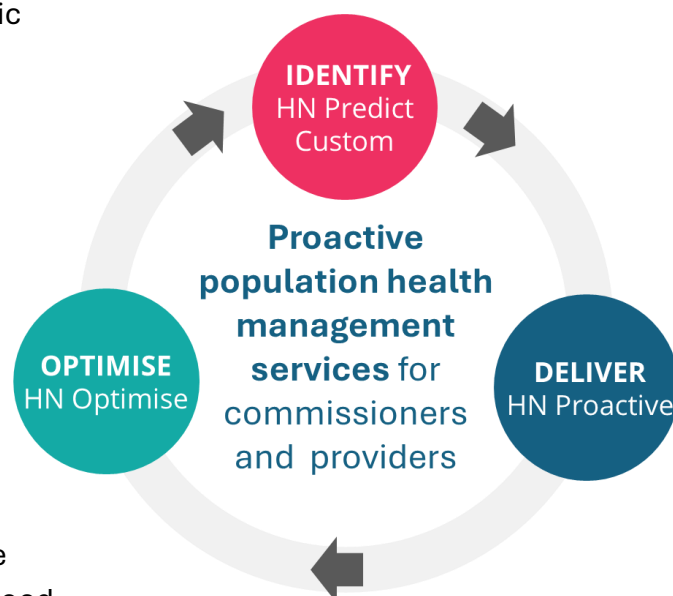
The Proactive Population Health Management Service enables commissioners and providers accurately and equitably to identify any group of patients to whom they wish to deliver personalised, proactive interventions, to deliver those interventions to these patients and to quantify the impact of the interventions delivered.

Description of Service

Overview

Health Navigator's Proactive Population Health Management Service comprises three components:

1. **HN Predict Custom:** identifies patients at risk of pre-defined adverse outcomes or those suitable for specific interventions
2. **HN Proactive** is a patient consenting and management platform used by health care professional's including Health Navigator's own Clinical Coaches to deliver interventions.
3. **HN Optimise:** work with Health Navigator's data scientists to deploy Health Navigator's established software tooling and evaluation methodologies to build the dashboards you need to optimise the impact of an intervention or wider Neighbourhood health services in real time.



To enable partners to meet the needs of their specific populations, it is also possible to procure only some components of the Proactive Population Health Management Service, rather than the whole service.

We now describe each of the components of the Proactive Population Health Management Service in more detail.

HN Predict Custom

Health Navigator's cloud-based service HN Predict Custom identifies patients who share an increased likelihood/risk of a pre-defined future event, for example, consumption of different forms of clinical or community care, as well as those who might be suitable for specific neighbourhood interventions (e.g., related to frailty or falls).

We are able to ingest and cleanly incorporate data from A&E, Inpatients and Outpatients records as well as and primary care, community care, or other data sets where available.

With a class-leading accuracy, HN Predict Custom models are highly configurable, and are localised and validated for performance and equity for every deployment. Health

equity is assessed and adjusted along key protected characteristics including sex, ethnicity, and deprivation.

HN Predict Custom is fully explicable with key drivers of risk clearly identified and described to allow for effective, and explainable case-finding, risk stratification, and to enable effective intervention.

Health Navigator's understanding of future resource consumption and how this can be impacted by taking preventative actions, at lower acuity and lower costs and with better outcomes for patients and the system, enables Health Navigator to deliver uniquely impactful HN Predict Custom algorithms to meet our customer's needs.

Deployment of HN Predict Custom requires model localisation and data, which are charged on a professional service fee basis, and an HN Predict Custom software licence, charged per capita of population processed per end-point.

Customers may direct us to implement third party algorithms alongside, or in place of, HN Predict Custom. These implementations are completed subject to the terms of the agreement between our customer and the third-party algorithm supplier; we charge for localisation, integration and maintenance on a professional service and/or licence fee basis as appropriate.

HN Proactive:

Our HN Proactive software enables trained individuals to support patients appropriately, consistently and effectively by allowing them to:

- Review patients against locally defined eligibility criteria
- Reach out to patients and offer services
- Consent patients to the service
- Deliver and record telephone interactions
- Offboard patients from the service
- Request and record feedback
- Manage personal patient caseload

by:

- Integrating with HN Predict
- Postage integration
- Telephony integration
- Capture of coaching notes
- Dynamic display of Health Navigator proprietary patient activation score
- Enabling seamless communication and follow up with patients, including SMS, integration with NHS communication tools
- Supporting access to Language Line where patient needs dictate

We charge for HN Proactive on a software licence fee and/or per patient basis and/or professional services fees depending on the specific partner requirements.

A typical use case might include the use of HN Proactive software along with the services of Health Navigator's NHS Personalised Care Institute accredited Clinical Coaches to deliver coaching that helps patients reduce their rising risk of consuming healthcare resources.

HN Optimise:

The best outcomes come from “closing the loop”; from delivering an intervention, evaluating the impact of that intervention in real time and fine tuning it using that analysis. In addition, we enable our partners to quantify the impact of the Proactive Population Health Management Service to evaluate service efficacy and fine tune the Service to their population's needs.

Our partners work with Health Navigator's Data Science team to deploy Health Navigator's established software tooling and evaluation methodologies to build the dashboards they need to optimise the impact of the Proactive Population Health Management Service and wider Neighbourhood health services in real time.

Each partner's requirement varies so HN Optimise deployments incur professional service fees and software licence fees.

Impact and evidence

We are committed to evidence-based medicine and playing our part in creating a community of practice to enable a transformation in community and acute care. We have published results from two randomised controlled trials and numerous service evaluations and continue to publish. Partners have observed:

- 25% bed days reduction
- Increase in survival of 18 lives per thousand in >75 males
- 34% emergency attendances reduction
- 24% unplanned admissions reduction
- 0 net increase in GP workload

We have seen very substantial activity impact - particularly in terms of bed day and other activity (for example, A&E attendance) reduction – in our NHS England funded National Demonstrator in North East London.

Health Equity

Fairness and health equity are at the heart of Health Navigator's service.

We consider ethnicity, sex, deprivation, and other social determinants of health when localising HN Predict or developing HN Predict Custom models and ensure our intervention is as inclusive as possible – enabling equity in access, experience and outcomes.

Patient Feedback

Patients share how Health Navigator has supported health systems find them at the right time and support them to achieve significant improvement in their outcomes. They describe increased activation and improved quality of life. These comments are typical of the feedback we routinely receive:

- “ Thank you for waking me up.
- “ Talking to you really brings me hope and it brings me life.
- “ Just wanted to let you know I’ve gone back to work. So happy. Thank you for your endless support.
- “ This service was everything to me. You came at the right time. I can now manage whatever life throws at me, and that's a big change from where I was.
- “ Managing my health has been such a difficult process — I’ve been in the darkness for so long. Finally, with your support, the right teams are helping me and there is light ahead.
- “ Coaching has been amazing. I didn’t realise I needed help until the assessment — now I understand where I need to be with my condition, and my coach has helped me every step of the way.
- “ You made me realise how to take my health seriously.
- “ You gave me clarity, a plan, a way forward. You made me believe in myself.
- “ You’ve taught me to track my symptoms, ask for help, and take control of my health. I love this service.
- “ I felt lost, like no one was helping me—I was just given pills and told to manage my conditions. Now, I have determination to get things done and chase the help I need. Without coaching, I would have ended up in A&E many times.
- “ From the bottom of my heart, thank you. I have my confidence back, I can do more now than I could before.
- “ I couldn’t believe how far I’ve come in coaching. Talking with you helped so much.
- “ My wife and her friends now wish they could access coaching too!

Accreditation and certification

Health Navigator meets rigorous, independently assessed standards to ensure secure, safe, high-quality service delivery:

- Cyber Essentials Plus
- Data Security and Protection Toolkit

- Penetration testing twice per year with two different CREST-accredited third-party penetration testers

We have the necessary compliance documentation, or can complete/ support the completion of the necessary documentation by our customers, including:

- DCB0129
- DCB0160
- DTAC

At the time of G-Cloud submission, we are working towards ISO27001 certification.

Information Governance

Health Navigator has appropriately processed records for 10 million people from 30 acute hospitals on behalf of NHS Data Controllers.

We have the expertise to:

- Achieve Compliant Data Protection Impact Assessments
- Help partners navigate CAG and s251 and other requirements as necessary
- Support with any follow-on documents such as transparency materials or bespoke Data Processing Agreements.

We believe in co-developing services with service users. We have therefore engaged in Patient and Public Involvement and Engagement (PPIE) activities at every stage of the development of Health Navigator's Proactive Population Health Management Service.

We would expect PPIE to be put at the heart of every deployment of Health Navigator's Proactive Population Health Management Service and to make use of our extensive experience in this space when working with our customers to devise the appropriate activities for their population. For example, incorporating feedback on acceptability of data access and guidance when developing collateral for communicating with patients and the public. Depending on scope, we may charge professional services fees for extensive PPIE programmes.

Implementation Support

Health Navigator provides structured, hands-on implementation support to take you from contract signature to steady-state operations, whether you procure the full end-to-end service or select individual components. Project and programme management fees are charged as necessary.

Service Levels and delivery support

SLAs are defined based on the precise Proactive Population Health Management Service being contracted with an individual customer.

Typically, we offer 95% service availability, or to meet specific targets such as patients onboarded into the service.

Health Navigator operates an email and online ticketing support.

All questions are acknowledged within 4 hours, 9am-5pm Monday-Friday.

Second- and third-line support levels are provided.

A technical account manager is available if required.

Ordering and invoicing

Buyers should communicate their requirements to us. We will then produce and share a quotation for Service based on the precise scope of services required.

Further details of the basis for charging are to be found in the Proactive Population Health Management pricing document.

Contact details

To discuss your requirements, please contact the HN team on:

Email: info@hn-company.co.uk

Website: <https://www.hn-company.co.uk/>

Sources:

¹Bull LM, Arendarczyk B, Reis S, et al. Impact on all-cause mortality of a case prediction and prevention intervention.... Emergency Medicine Journal Published Online First: 12 October 2023. doi: 10.1136/emered-2022-212908

²Edgren, Gustafa,c,e; Anderson, Jacquelinee; Dolk, Andersg; Torgerson, Jarlh; Nyberg, Svantej; Skau, Tommyi; Forsberg, Birger C.b,f; Werr, Joachime; Öhlen, Gunnard. A case management intervention targeted to reduce healthcare consumption for frequent Emergency Department visitors: results from an adaptive randomized trial. European Journal of Emergency Medicine 23(5):p 344-350, October 2016. | DOI: 10.1097/MEJ.0000000000000280

³Predicting and Preventing Avoidable Urgent and Emergency Care: Health Navigator Interim result from Randomised Clinical Trial evaluating the Clinical Coaching intervention; Staffordshire Clinical Trial Results, January 2020

⁴Jonathan N Cohen, An Nguyen, Meena Rafiq, Paul Taylor. Impact of a case-management intervention for reducing emergency attendance on primary care: randomised control trial. British Journal of General Practice 2022; 72 (723): e755-e763. DOI: 10.3399/BJGP.2021.0545