

# Service Definition

Discovery, User Research,  
Design, Readiness, and  
Mobilisation

# Service Overview

A comprehensive clinically led service driven by focus and assurance, helping organisations with their UX discovery and co-design from research to implementation.

## What it delivers

- Deep discovery through desktop review and qualitative research
- Insight-led user research identifying needs, behaviours and pain points
- Design support through journey mapping and co-design workshops
- Practical recommendations for safe workflow integration and adoption
- Clear readiness planning ensuring teams, processes and governance are aligned
- Mobilisation support to embed change with confidence and measurable impact

## How it feels to work with us

- Clinically-informed, patient-centred and grounded in real operational reality
- Pragmatic, collaborative and tailored to local constraints
- Non-vendor-biased and aligned to national platforms
- Designed to empower internal teams, not replace them

## Why organisations use it

- To gain clarity before major digital investments or system changes
- To ensure solutions are grounded in real user needs and operational context
- To improve usability, adoption and safety through evidence-based design
- To strengthen standards, protocols and data quality
- To build internal capability and reduce dependency

## Outputs

- Discovery findings and research synthesis
- Journey maps highlighting opportunity areas
- Evidence-based design recommendations
- Readiness assessment and mobilisation plan
- Clear roadmap to guide next steps

# Who It's For & When to Use It

## We work alongside your teams to deliver real value

### When this service is most valuable

- At the start of digital programmes when understanding user needs is critical
- Introducing new systems, redesigning workflows or testing emerging technology
- Validating assumptions through research, journey mapping and co-design
- Preparing for Go Live ensuring alignment, training and confidence
- When structured, evidence-based readiness and mobilisation support is needed

### What success looks like

- Clear understanding of user needs, pain points and opportunities
- Insight driven design decisions grounded in research
- Strong governance and capability to carry work forward
- Confident teams prepared for implementation and sustainability
- A coherent roadmap of actionable recommendations

We help you embed the right skills, build internal digital expertise, and ensure new technologies work in practice, deliver impact and can scale sustainably. We partner with your teams to discover what truly matters, conduct meaningful safe and practical solutions and support readiness and mobilisation. Our role is to equip your organisation to own and excel long after our work together is complete.

### Who is this service for

- Organisations needing clarity before major digital change
- Teams seeking deeper user understanding to shape effective solutions
- Digital, clinical, operational and transformation leaders preparing for deployment
- Executives responsible for readiness, assurance and mobilisation
- Multidisciplinary delivery teams shaping new or improved workflows

# Who We Are



A world where organisations  
are not left behind in their  
desire to progress

Offering end to end bespoke delivery from first contract to final delivery, KCL Digital combines [proven leading edge thinking, design and digital approaches](#) with [decades of experience](#) from the frontline of healthcare and the public sector.

From discrete, tailored work to large national programmes, KCL Digital puts our client's interests first, always with a driven focus on [putting people at the centre](#) of what we do. Our approach means that we can confidently deliver what we commit to, with close monitoring in a [structured, adaptable, pragmatic, and seamless](#) way.

# What We Do

## OUR OUTLINE CONSULTANCY & PROFESSIONAL SERVICES OFFERS



Better EPR/ERP/Core System  
Journeys (Implementation &  
Optimisation)



Developing Digital Leadership  
& Change Improvement



Bringing Strategy  
to Life



Effective Disruptive Tech  
Evaluation & Market Intelligence



Unlocking Working  
Differently

## OUR CORE CAPABILITIES



Value and Digital  
Strategy



Leadership & Cultural  
Change Advisory



Design



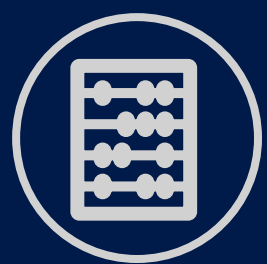
Deployment &  
Delivery Services



HealthTech &  
MedTech Advisory



Maturity Assessment &  
Planning (Digital & Change)



Funding & Governance  
Advisory



Talent Development &  
Management



EPR/ERP/System  
Features and  
Configurations



User Research &  
Business Analysis



Capability  
Architectures

# Our Outline Offers



## Better EPR/ERP/Specialist/Core System Journeys (Implementation & Optimisation)

From the moment you start on your journey the challenge to making sustainable improvement to really achieve your vision begins. Using practical, real-world experience and proven approaches we can accelerate the achievement of the outcomes you are after through a rounded support model tailored for your organisation and context.



## Developing Digital Leadership & Change Improvement

Digital is more about people than technology. We focus on understanding your context as we then build on user-centred design and sustainable behavioural change approaches exploring creating the environment for your people to thrive. Our services cover capability and multidisciplinary team development, governance and structure reviews, and culture reviews and leadership development.



## Bringing Strategy to Life

Helping clients reimagine their organisation, market and ecosystem for the digital age, through practical holistic approaches to make plans achievable in the context of your organisation, leading the transformation, to deliver the best impact and outcomes.



## Effective Disruptive Tech Evaluation & Market Intelligence

Ever wonder whether the buzz of AI and clinical technologies could work in your context? Conversely are you a manufacturer that is looking to enter or find sustainable growth in a complex public sector and health markets? Our services explore clinical operational needs and align technologies and assessment of the market for both providers and manufacturers.

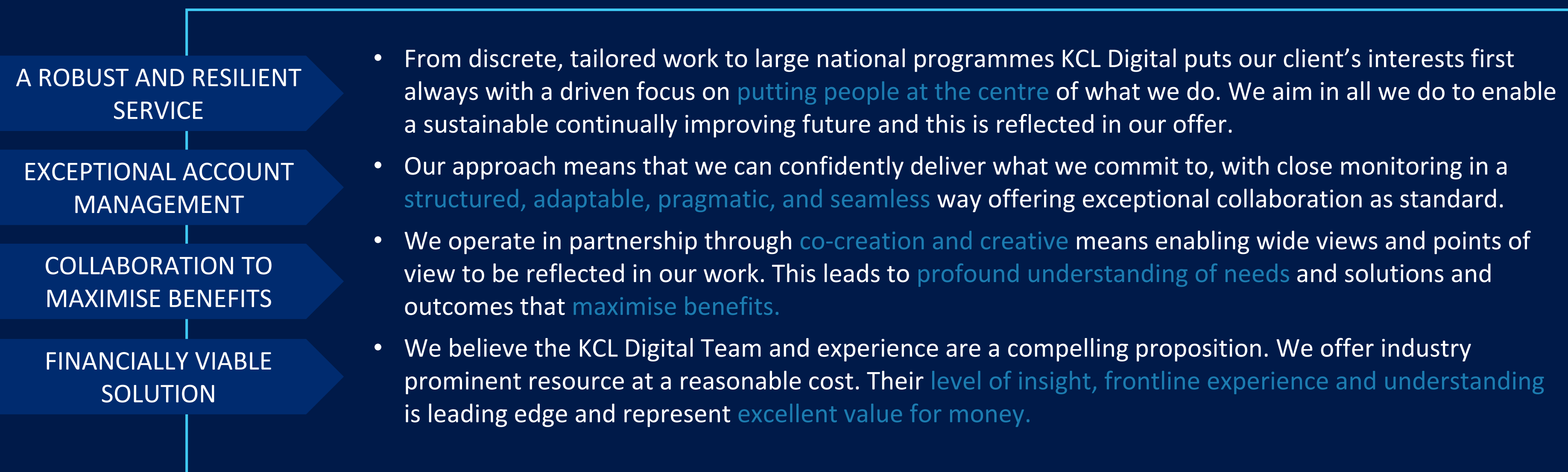


## Unlocking Working Differently

Covid catalysed a generation to think differently about work, but this was part of a longer-term trend. We can help you use the right technologies through understanding your workforce and the way they work and could work. Our personal driven approaches enable a more sustainable look at the choice, cost and effectiveness of technology use aligned to productivity increase and value/cost optimisation.

# Why KCL Digital?

KCL Digital is well placed to support you with your digital journey as we bring the experience of working across health and social care, local and regional government, and the third sector all together with a depth of leading expertise and collaborative approaches to support sustainable continuous improvement.



# Our People

KCL Digital is its people: We take the team thing seriously, pulling diverse minds together in our distinctive [spirit of helping people thrive](#). We value the principles of ‘working in the open’; sharing of ideas, insights, challenges, best practices, and emerging trends as [core to our delivery](#).

Whether on-site with clients, remotely or in our studio in Richmond, our approach to [matching the best talent as standard](#) delivers the kind of insightful problem solving that offers more than just delivery.

# Our Core Industries & Focus

## NHS Providers

From Primary to specialist care, technology and data has often become a burden, our teams can explore a way of doing things differently to unlock the true potential of the digital era for health.

## Local & Regional Government

Government leaders face an ever-evolving landscape of increased expectations and productivity challenges. Our experienced team can help imagine and explore a path to realising your vision.

## Voluntary, Charities and Social Enterprise

VCSE leaders face a daunting number of challenges, potential threats but also opportunities. Our experienced team will help you envisage and construct a pathway to success.

## Social Care Providers

Digital can dramatically improve the quality and safety of care. Our teams can explore, from both a care and health system view, the opportunities and the actions to energise your plans.

## Integrated Health Systems

Sizable shifts abound across Health and Care. Our multi-disciplinary approach helps systems stay in the know and ahead of the curve.

With our real-world specialist, specific knowledge and experience, we can tailor our offer to your needs driven by making a difference.

## HealthTech & MedTech

Today, in health and care, emerging technology and science stands as one of the greatest opportunities. Our wide array of capabilities and experience help innovative companies tackle the challenges of thriving in a complex market and regulatory setup.

## Private and Retail Health and Care

Finding a way to engage, improve experience and stay in touch with customers and patients is a major business issue. Our adaptable approaches, putting people at the centre, unlock ways to get these users clicking, talking and connected.

# A flexible offer tailored for your need

|                                                                                       |                                                                                                                                         |                                                                                        |                                                                                                     |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <b>BUILD A<br/>COLLABORATIVE<br/>PARTNERSHIP WITH YOU</b>                             | <b>UNDERSTAND THE<br/>REQUIREMENT &amp;<br/>SUCCESS CRITERIA</b>                                                                        | <b>DETERMINE WHAT<br/>SPECIALIST SERVICES<br/>ARE REQUIRED</b>                         | <b>FACILITATE OPEN<br/>DISCUSSIONS TO<br/>ENSURE ALL VOICES ARE<br/>HEARD AND INCLUDED</b>          |
| <b>MANAGE &amp; ASSUME<br/>RESPONSIBILITY TO<br/>PROVISION RELEVANT<br/>SERVICES</b>  | <b>BE INCLUSIVE, SHADOW<br/>ALONGSIDE EXISTING<br/>WORK FORCE WHERE<br/>POSSIBLE TO PROVIDE<br/>SILENT MENTORING<br/>AND UPSKILLING</b> | <b>BRING IMPROVEMENTS<br/>TO GOVERNANCE,<br/>PROCESS, STRUCTURE,<br/>DOCUMENTATION</b> | <b>ENABLE INDIVIDUALS &amp;<br/>TEAMS TO DEVELOP BY<br/>WORKING ALONGSIDE<br/>THEM IN ALL WE DO</b> |
| <b>BRING NEW WAYS OF<br/>WORKING THAT MAY<br/>NOT HAVE BEEN<br/>CONSIDERED BEFORE</b> | <b>OFFER ADVICE &amp;<br/>SPECIALIST EXPERTISE<br/>IN RELEVANT WORK<br/>AREAS</b>                                                       | <b>HELP CLIENTS SOLVE<br/>PROBLEMS WITH A<br/>RANGE OF SOLUTION<br/>OFFERINGS</b>      | <b>PROVIDE TALENT AND<br/>SKILLED RESOURCE WHO<br/>ARE QUALIFIED AND<br/>CAPABLE</b>                |