



Healthcare Digital Transformation, Strategy, and Programme Support

And Benefits



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Our Values

Ethical Healthcare's sole purpose is to deliver positive and meaningful social impact on key societal challenges in the areas of health, well-being, and welfare.

Our values are at the core of everything we do, the behaviours we demonstrate and the improvement and changes we seek to deliver to our partners.



Equality and equity: we are never exploitative.



Integrity: we always act in line with our values and



Happiness: we strive to make our clients, our colleagues and ourselves happy in our work and lives.



Honesty and Transparency: we are always open and honest and fully transparent in everything we do.

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1 Business Services

Ethical Healthcare works in genuine partnership with clients, embedding alongside teams to understand organisational context, priorities, and constraints.

Our approach is collaborative and pragmatic, combining deep NHS and healthcare sector experience with a clear focus on outcomes. By working openly with stakeholders at all levels, we help reduce delivery risk, accelerate progress, and ensure solutions are sustainable beyond the life of the engagement.

We offer a comprehensive, flexible suite of services tailored to your needs, whether you require targeted specialist support or end-to-end delivery.

- Digital Programme Assurance – Ensure programmes are delivered safely, efficiently, and to agreed outcomes.
- Cyber Security Consulting – Including application dashboards and risk monitoring.
- Organisation Readiness
 - Evaluating organisational readiness and identify the critical enablers to set change up for success – before the work begins.
 - We work closely with leaders to ensure the right balance of focus is applied between programme technical delivery and its people, the human, softer factors, that determines how change will be received.
 - Developing boards, helping to build a clear understanding of what will be required and how they will need to support.
 - Helping organisations understand how they can leverage assets within their organisation to maximise results
- Business Consulting
 - Complex Procurement Support Processes
 - Regulatory and Compliance Requirements
 - Project & Programme Management and Assurance

- Capacity and Capability Enhancement
- Business Strategy Development
- Change Management and User Adoption – Business Process and Future State Mapping
- System & Product Requirements Specification and Selection
- Product Development and Testing
- Implementation and Adoption support
- IT Digital Roadmap Planning
- Communication and Marketing
- People & Process
 - eConsent Implementation and Support
 - Usability and System Optimisation
 - Design and Change
 - Diagnostics Service Support
 - Communication and Engagement
 - Trust and Relationship Building
 - Training Services

1.1 Benefits

- Provides clear insight into stakeholder needs, priorities, and pain points
- Ensures real operational and clinical realities shape the offering
- Improves market alignment through structured fit-for-market analysis
- Reduces delivery risk by validating scope and assumptions early
- Builds trust and engagement through meaningful stakeholder involvement
- Increases adoption by aligning solutions to existing workflows
- Focuses investment on features that deliver measurable value

- Strengthens differentiation in competitive and complex markets
- Supports stronger business cases and more confident decision-making
- Creates a solid foundation for successful delivery and future scaling