

IBM Consulting



G-Cloud 15

IBM – AI Masterclass / Education for Healthcare Leaders

Service Definition Document

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IBM AI Masterclass / Education for Healthcare Leaders

Service Overview

IBM AI Masterclass sessions equip healthcare leaders with the knowledge and confidence to **adopt AI safely and effectively**. Through interactive, in-person sessions, this service explains AI concepts, risks and governance, showcases proven use cases, and helps organisations **identify practical next steps to accelerate responsible AI adoption**.

Features

- Full-day or two half-day in-person masterclasses
- Delivered onsite or at IBM offices
- Broad, non-technical overview of AI concepts and risks
- Review of proven healthcare and cross-industry AI use cases
- Practical guidance on governance, safety and risk mitigation
- Design thinking workshop to identify high-value use cases
- Facilitated roadmap development for short to medium-term action
- Signposting to NHS-aligned templates and benefit calculators
- Cross-disciplinary engagement across executive, clinical and operational roles
- Option for follow-on IBM Consulting support and executive AI coaching

Benefits

- Builds AI awareness and confidence among senior leaders
- Reduces uncertainty around risks, governance and clinical safety
- Helps organisations avoid uncontrolled adoption of point solutions
- Identifies high-value AI opportunities tailored to the hospital's context
- Accelerates development of an AI roadmap and next steps
- Supports improved decision-making on AI investments
- Provides tools such as business case templates and benefits calculators
- Enables shared understanding across clinical, operational and executive teams
- Encourages safe, responsible and sustainable AI deployment
- Minimises travel by delivering sessions on the customer site
- Supports real-time workflow optimisation

IBM AI Masterclass / Education for Healthcare Leaders

Key Differentiators

- Tailored for NHS challenges, constraints and regulatory realities
- Delivered by IBM experts with deep healthcare and AI experience
- Focussed on responsible AI governance and safety rather than technology alone
- Integrates design thinking to generate actionable outcomes
- Provides NHS-specific tools co-developed with national bodies
- Encourages organisation-wide alignment, not siloed learning
- Proven ability to unblock stalled or fragmented AI adoption
- Runs directly on customer sites to maximise attendance
- Strong emphasis on practical, near-term value opportunities
- Supported by IBM's wider consulting and AI capabilities



IBM AI Masterclass / Education for Healthcare Leaders

Our Offering

IBM AI Masterclasses are a dedicated education programme designed to help NHS healthcare leaders understand, govern and confidently progress the adoption of artificial intelligence. As AI becomes essential to improving patient flow, operational performance and clinical outcomes, many organisations struggle to balance opportunity with concerns around safety, bias, readiness and cost. This masterclass equips leaders with the knowledge needed to make informed, responsible decisions.

Delivered as a full-day or two half-day in-person sessions, the programme provides a clear, accessible explanation of key AI concepts, risks and governance considerations. Using real healthcare and cross-industry examples, IBM experts illustrate what successful AI adoption looks like and how it can address current NHS challenges. A facilitated design thinking workshop brings executives, clinicians and operational leaders together to identify high-value use cases tailored to their organisation.

Participants leave with a stronger understanding of where AI can add value, how to mitigate risks, and what steps to take next. The programme also provides practical tools, including NHS-aligned business case templates and benefits calculators, helping organisations accelerate decision-making and avoid fragmented or uncontrolled deployment of AI point solutions. IBM Consulting can support follow-on activities such as roadmap development or use-case prioritisation and offer longer term coaching on AI for senior leaders.

Indicative Masterclass Agenda:

10:30 Introductions & Context Setting

ACT I – What is AI?

11:00 What AI is and is not and why it matters to you in your role

11:45 Risks, ethics governance & bias

12:45 Lunch

ACT II – What can AI do for you?

13:30 Real world use cases of AI from the NHS and beyond - including live demonstrations

15:00 Break

Act III – How will you succeed?

15:15 Using AI to increase productivity across your enterprise: A practical guide for Board members

15:40 What will you do next? – Interactive design thinking session to identify priority items

16:45 Reflections and close

The agenda can be tailored based on audience, objectives and current landscape.

About IBM

Supporting Government

We help government organisations in the UK and worldwide deliver and transform essential public services – our teams are passionate and proud about helping you to make a real difference to people's lives.

Government Services Supported by IBM



Defence and Intelligence



Public Safety and Policing



Healthcare



Life Sciences



Tax and Revenue



National Infrastructure



Social Care



Education



Work and Pensions

The problems we solve for clients are complex and cannot be satisfied with technology alone. They require a partner that can also offer deep industry expertise and a relationship of trust.

IBM combines the portfolio, people and sense of purpose necessary to meet today's enterprise demands.

Every day, we support and manage complex delivery for government clients where the impact of delivery has wide-reaching impact on citizens and national services.

We bring access to the industry experience, insight and technology capability to deliver and operate secure, scalable, optimised and available services for government.

We support you by bringing:

- Industry expertise – Professionals who understand and are passionate about delivering quality public services and can bring industry insights and apply innovation to your business processes
- Trust and security capabilities – Protecting valuable data and insights and deploying new innovations responsibly
- Innovative technology – Expertise in areas such as AI, blockchain, 5G, Automation, IoT, cybersecurity and quantum, delivered in a Hybrid Cloud environment
- Experienced Services professionals to support strategy, innovation and deliver transformation and change to processes, applications, and cloud infrastructure
- Global alliances – valuable partnerships with the world's leading vendors



About IBM

We have worked together with organisations in the UK for over 100 years, with a rich history of joint innovation and achievements, built on trusted relationships.



Changing the world

IBM was awarded **World Changing Company of the Year 2019** by Fast Company



Tech talent

IBM runs P-TECH schools in 18 countries, helping **>100,000 students build skills for careers of the future**



Royal recognition

29 UK IBMers received **honours from the Queen** for contributions to tech and society



Inventors

IBM UK is home to many Master Inventors, with **>250 patents filed last year alone**



Diversity

IBM won the **Global Diversity Award 2019** and the ENEI's **Gold Standard**



Graduates

IBM is committed to developing future talent – we are Target Jobs' **Graduate Employer of the Year 2019**



Volunteering

IBM dedicates **>20,000 volunteering hours every year** for a better society



Quantum

IBM Q, the world's most advanced quantum computing initiative for commercial use, is being used by CERN



Environment

IBM's **focus on sustainability** began in 1971 with our first environmental policy



Cloud

Together, IBM and Red Hat are working to deliver the world's only **next-generation hybrid multicloud platform**



Economy

IBM has been **integral to the UK economy for >100 years**, and is one of its largest tech employers



R&D

In the UK alone, IBM **invests £170 million in R&D** each year



