One HealthTech

Our Strategy Refresh
2023

One HealthTech

So, what is all this about?

We gave our strategy a fresh makeover, and we asked YOU to be a part of it...

As we all know, the pandemic shook things up, including how our community operated. So we've been busy reviewing, assessing, taking stock and figuring out our next steps. Thinking about how we reignite the OHT community and where we should be focusing. We are on a mission to create a sparkly and inclusive community that works for EVERYONE! ✨

So what did we do? We invited you, the OHT community, to get stuck in by participating in a survey and focus groups. We wanted to hear your brilliant ideas, thoughts, and suggestions to shape the future of our OHT community.

We aimed to build on fantastic work already done within OHT and the previous strategies that had been devised. This was never about starting fresh - but about refreshing the work already done.

Not only have we been looking at the topics and priorities highlighted by our community, but we've also been taking a close look at our website, brand, social media, and overall structure. Phew, that's a lot, right? But guess what? We're not done yet! There's still more excitement and improvement in store.

We're committed to making sure every aspect of our community shines brighter than ever before.

🚀🎉💪

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Who is OHT?

This hasn't chaged! But serves as a reminder to inform everything we do...

We're a grassroots, volunteer-led, global community that exists to support and promote better equality, diversity, inclusion and accessibility in the health innovation sector.

Mission

Our mission is to empower local, grassroots communities of health innovators to thrive by inspiring, celebrating, enabling and championing diversity in healthtech.

Vision

Our vision is that innovation in health, care and life science is representative, effective, accessible and vibrant.

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Where are we in the timeline?

YOU ARE HERE

Summer/Autumn 2020
Instead, OHT decided to run a spring clean exercise in which 30 volunteers, organised into squads, collaboratively designed a new community-led two-year strategy.

Spring/Summer 2023
Using a mixture of surveys and focus groups we will re-identify where OHT is best placed to shine.

Spring 2020
OHT had aimed to host its first annual conference in June 2020, which also aimed to act as the community's major fundraiser. Things were looking good until....COVID-19 hit!

Spring 2023
The pandemic had a larger impact on OHT than expected, The strategy that was devised was good - but implementation was slow. So time for a refresh!

What's next?

September 2023
OHT is back with a refreshed strategy and focus. Focusing on re-activating the community and making an impact with our existing Fellowship programme, Hubs and starting new Campaigns.

Winter 2023
Launch a call for new Fellows, Specialist Networks, Campaigns and Hubs

January 2024
Ready for a new class of Fellows to join the ranks. Time to also kick off some new Hubs, Specialist Networks and sparkly Campaigns!

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You asked, we listened...

In order to gauge the pulse of the community we hosted two focus groups and ran a survey. We got a lot of great feedback, but here is a snapshot of the results.

What about HealthTech keeps you up at night? What challenges do you feel the industry is facing?

Silo'd knowledge. Collaboration between interests groups doesn't really happen.

Integration, standards and interoperability

Bias of data/models/machine learning

Older people overlooked - not skilled up

Reduced and increasingly complex process for funding makes it very difficult for small size innovators to get a foothold

Staff retention and training

It's is very difficult to identify good quality evidence of the practices aimed to reduce health inequalities and improve health equity

Why did you become involved in One HealthTech?

Friendly, informal, non-worky but good-for-work vibes

Commitment to EDI in (digital) health innovation

Making connections and meeting interesting, nice people doing good work

To learn more about an industry I was not yet in

I was in tune with the objective of OHT, and I wanted to be part of a community of like minds where we learn, share and grow together, towards achieving OHT's goal.

There was no community that hosted a space for the intersection diversity and healthtech

What makes One HealthTech uniquely positioned to support and promote better equality, diversity, inclusion and accessibility in HealthTech?

Relevant content, relevant audience

OHT was a very welcoming and friendly culture - I think this helps attract people from a diverse background

Supportive network

International

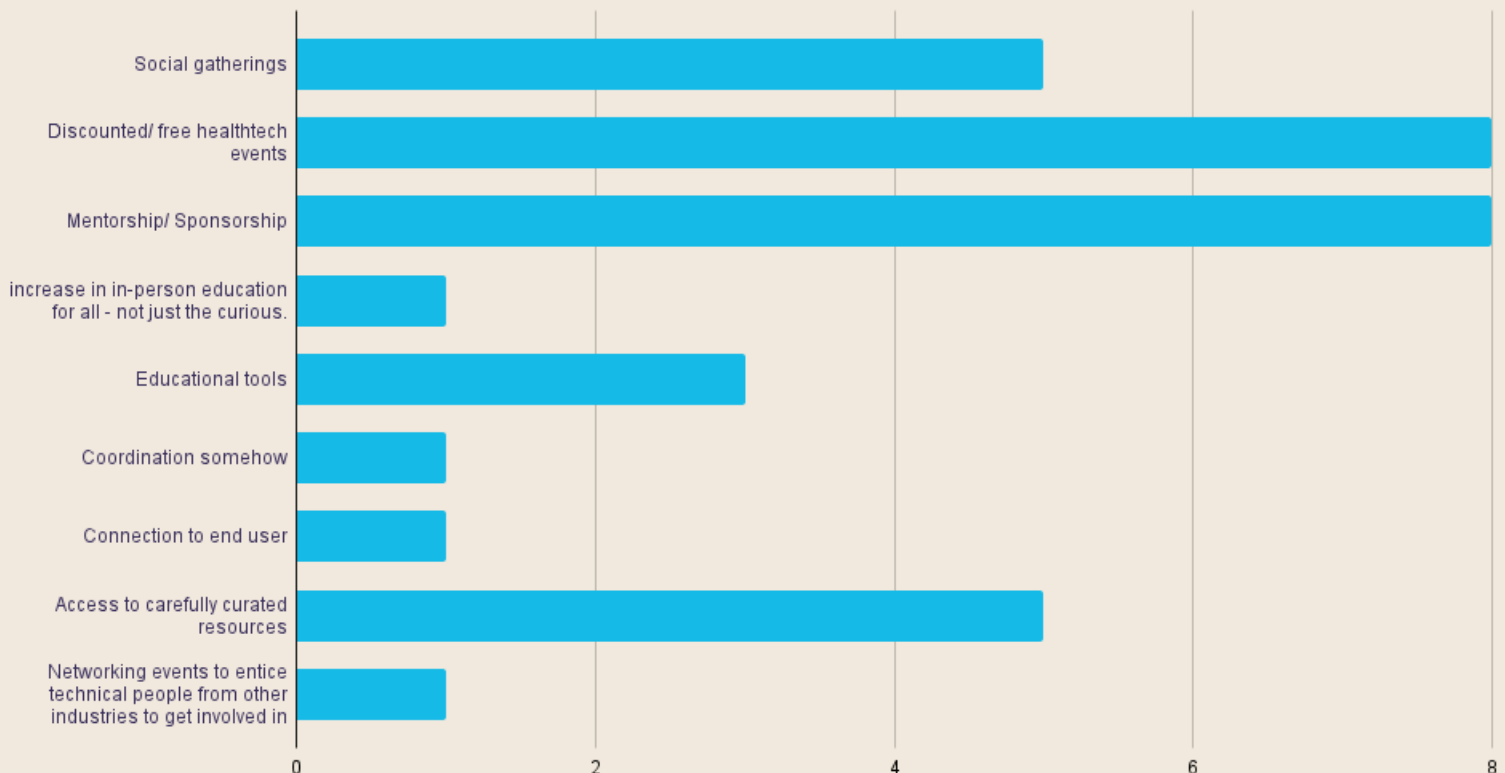A wide membership

Inclusiveness

The OHT culture

From personal experience, or from observing the sector, please select the TWO most common challenges faced by individuals working in healthtech.

- ● Lack of connections and network
- ● Lack of technical skills (e.g. programming)
- ● Lack of domain knowledge (healthtech regulations,digital design, interoperability, etc.)
- ● Navigating across healthtech sectors
- ● Lack of professional and personal support
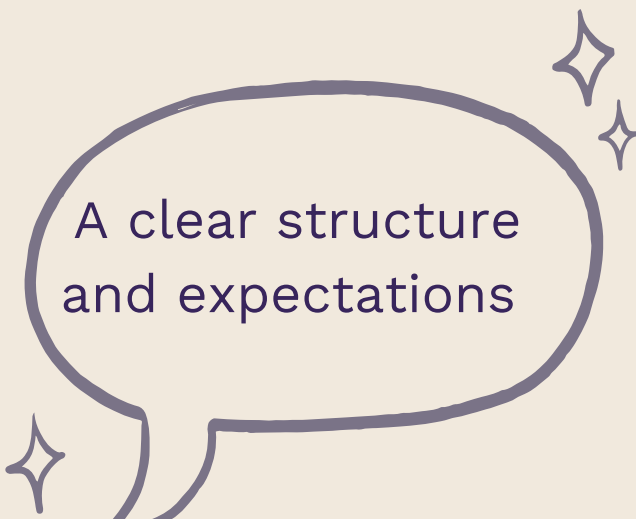
Select the TWO most effective solutions to address these:

Solution	Value
Social gatherings	5
Discounted/ free healthtech events	8
Mentorship/ Sponsorship	8
increase in in-person education for all - not just the curious.	1
Educational tools	3
Coordination somehow	1
Connection to end user	1
Access to carefully curated resources	5
Networking events to entice technical people from other industries to get involved in	1

What do you want from OHT?

Based on the research, these were the things that we picked out as priorities:

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OHT Meet-Ups - physical and virtual!

A clear structure and expectations

Presence at global events - putting OHT on stage

Bring back the impact and sparkle

Discounts to healthtech events

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How will we go about this

Reactivate the Hubs

Collaboration, meet-ups, and community involvement are the core of OHT. That's why we're on a mission to revive the energy and excitement at our regional Hubs! The majority of which have been a bit too quiet lately...

Starting with our existing Hubs the OHT core team will be working with each Hub to reactivate and gain some momentum. This will look different for each Hub, as each Hub has it's own personality!
At the end of 2023 we'll be wanting to launch (or relaunch) new Hubs...watch this space!

Clean up the structure

We know that structure is key to creating lasting change. That's why our core team has already started on the tidy up.

And we're not just talking about structure in a narrow sense-we're talking about EVERYTHING! From our ways of working and communicating, to our Campaign list and OHT structure, to the website, branding, social media, and our partnerships-we're taking a comprehensive approach to ensuring our community is supported and well-positioned for success.

Create a Campaign Shortlist

We understand, it's overwhelming figuring out where to make a difference. That's why we're curating a list of Campaigns that will ignite your creativity and get those innovative juices flowing! 🌟
Based on the research and the HealthTech Toolkit previous Campaign, we've crafted a list of Campaigns to help inspire new Campaigns.
More on this further down this document...

Campaign Shortlist

Structure

Channels of Impact

The OHT community is built on a variety of groups that contribute to its vibrant and collaborative nature. These are non-exclusive groups our community can join, initiate or participate in.

Hubs

Hubs are local OHT communities, based in defined geography that look to build longer-term, close and supportive sub-networks.

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IBADAN

One HealthTech
ABERDEEN

One HealthTech
MANCHESTER

One HealthTech
LONDON

Specialist Networks

Non-geographic, sector or topic based groups.

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**STUDENTS**

One HealthTech
PRODUCT MANAGERS

Campaigns

Campaigns are a collection of activities (which can be made up of events, workshops, templates, research, initiatives, profiles etc) that are based on achievement of a specific outcome (tangibly related to the OHT mission) within a pre-defined time and reaches these goals that it has set out to meet.

Structure

People - how can you get involved?

We're founded on grassroots, volunteer-led efforts and activities. We have a range of ways you can get involved to suit your needs and appetite; be it making OHT a big part of your life, or just sitting on the sidelines and receiving our fabulous newsletter. We categorise our community into the following groups:

The "Fellow"
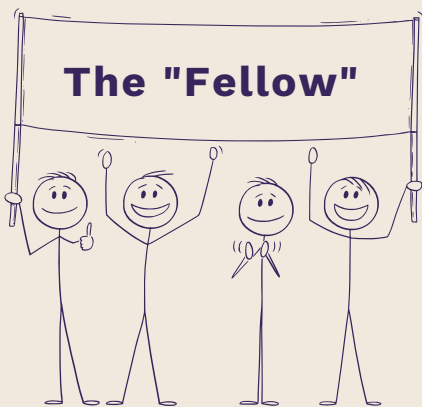
"Fellows" are our most engaged members of the community, the drivers you might say! OHT Fellows set up new Hubs or come up with and lead new Campaigns, or work on making the OHT organisational cogs turn smoothly.
OHT Fellows are creating cohorts of future inclusive leaders in healthtech and want to be instrumental in driving this change and learning by doing!
The Fellowship will run from January-December each year. At this time Fellows can chose to continue or step back. And a new cohort will be welcomed in.

See here the Fellow Charter

The "Follower"

"Followers" follow (shocking, we know) OHT and its Hubs on social media, they subscribe to our newsletter, and generally read and browse our website content.
We hope that Followers get so inspired that they become Volunteers!

The "Volunteer"

"Volunteers" are active members. They join the community Slack channel, post jobs and opportunities on our board, volunteer for an OHT Fellows' project.
PS. Do the "Follower" actions too!

Campaigns

Let's talk a little more about a crucial aspect of OHT: Campaigns! These are where we make impact and OHT truly sparkles! ✨

But what exactly is a Campaign?

Well, it's a collection of activities that can include events, workshops, templates, research, initiatives, profiles, and more. It's all about achieving a specific outcome that's directly related to the awesome OHT mission within a set timeframe. 🌟📅

Campaigns can emerge from various sources, like our internal OHT strategic teams, suggestions from our community members, collaborative efforts with partners facing specific challenges, or in response to current hot topics. 🔥

YOU can suggest or lead a Campaign of your own! Just become an OHT Fellow and make it your first Fellowship project. 💡🚀

We've curated a list of Campaigns as a starting point for you. But here's the best part: it's not exclusive! You're more than welcome to go off-list and develop your own Campaign. Consider our curated list as a boost of inspiration! 🌟💡💪

How was the list created?

Well, a lot of items come from the 2021 HealthTech Toolkit Campaign led by a team of 6 OHT volunteers. Through literature searching, surveys, and workshops, they developed a collection of professional learning and development resources to reduce barriers in health innovation for underrepresented groups. We've taken their solutions and turned them into a master list of potential Campaigns for you to take forward.

[Campaign Shortlist](#)

Topics

Annual Themes

To give our community a better sense of direction and to promote cohesiveness, we're introducing annual themes.

Each year, the current cohort of Fellows will have the power to decide on our three annual themes that will shape the agenda and set the tone for the entire year!

However! While we'll have overarching themes, OHT Hubs and Campaign teams have the freedom to choose whatever theme resonates with them. We see the annual theme as a helpful guidepost or suggestion, not a strict mandate!

Impact

We also hope that by having a annual theme we can more successfully assess the impact our community is making. Measuring impact is something we've heard from you, our community.
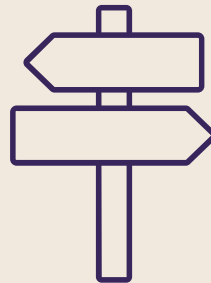
So what could these themes be?

During the research phase we asked what we (OHT) should do more of and what keeps you up at night. Here are some of the topics that sparked:

Health literacy

Decolonisation

Inspiring, developing and retaining healthtech talent

Interdisciplinarity and intersectionality

Inclusion in design

Digital Literacy for health

It shall be up to our current Fellows to narrow these down and come up with our next annual themes.

These themes will (as an exception) run from October 2023-December 2024. After which the themes will run Jan-Dec.

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Global OHT Activities

While the Hubs and networks take charge of their own Campaigns, events, and structure, we've also got some global activities that are led by our core team. But guess what? Anyone and everyone can join in on the fun!

Partner Events

Free and discounted tickets to healthtech events? Count us in! But we're not stopping there – we're raising the bar! We want to build a mighty network of OHT advocates who will take to the stage and spread our message on these influential platforms.

Webinars & Virtual Meet-ups

We've all had our "aha" moment during the pandemic - webinars and virtual events have great benefits! They help us reach a massive audience while being more easily accessible to everyone.

Campaigns

Not all campains need to be 'owned' by a Hub or Fellow - the core team will also be initiating some!

OHT Operations

Looking to dive into the day-to-day excitement of OHT? Well, you're in luck! Our incredible Fellows have always been the backbone of OHT, playing a vital role in planning, delivering, and executing everything we do. And guess what? We have no plans to stop that anytime soon!

Job Board

We're passionate about helping organisations recruit from a diverse talent pool and unifying the world of healthtech jobs in one place! With our job board, we've accomplished just that. The best part? Our community has the freedom to post their own job listings too!

And in the future?

We were all ears when you shared your enthusiasm for a GLOBAL OHT event! Trust us, we're totally on board with that big ambition. But, hey, let's start small and work our way up to an epic community event in the future!

In 2020 we were all set to run a OHT event...but, well we all know what happened there. It is definitely on the horizon to try again....
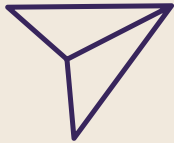
What can I do right now to get involved?

Sign up to the OHT newsletter

Follow us on Twitter

Join us on Slack

Follow us on Linkedin

Email info@onehealthtech.com with ANY questions, thoughts, concerns....

Curious to know who's behind this document?

Well, it has been lovingly crafted by the One HealthTech core team. The core team comprises our co-directors Maxine Mackintosh and Angela Maragna, along with our community manager Charlotte Misseldine. We've put in the hours over the last few months to gather insights during our focus groups and in the community survey, We've also been making notes during conversations with all of you!
We hope this document helps to outline and clarify the next steps at transforming our lovely, vibrant and welcoming community. See you soon!

Angela, Maxine and Charlotte