

A return on investment case for simulation as a design intervention for service delivery

Presenter: Prof. Terry Young

**Tuesday 29th May 12.30pm-1.30pm
Room 516, Level 5, 207 Bouverie Street**



One of barriers identified over the past few years in promoting simulation and modelling as a way to design healthcare services, is the request for evidence of effectiveness and the underlying assumption that it will be furnished by randomised controlled trials, a standard approach in evidence in evidence based medicine. To meet this need for evidence using a method that is relevant to design, an exercise to apply cost-effectiveness analysis to healthcare has begun.

This seminar will present an overview of the issues raised in this work to gather evidence of effectiveness simulation as a design intervention.

Terry Young is Professor of Healthcare Systems at Brunel University London. He has management, teaching and research credentials, forged over 16½ years in academia preceded by 16½ years in industry. His pedagogic interests include blended learning and assessment strategies, while his research focuses on healthcare organisation, information systems, and the value of services and technology in care provision. He is a cofounder of the Cumberland Initiative. The Health Service Journal ranked him as a Top 50 NHS Innovator in 2013.