



Maximising OPIP success: **A strategic guide for NHS** **Organisations**

A comprehensive guide for NHS leaders to successfully navigate the Obesity Pathway Innovation Programme application process.

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A landmark opportunity for obesity care transformation

The £85 million Obesity Pathway Innovation Programme (OPIP) represents a pivotal moment for the NHS. This initiative offers NHS organisations in the UK a unique opportunity to secure significant investment, overcome existing system pressures, and deliver truly innovative and scalable weight management services.

As a specialist digital provider with a proven track record of delivering integrated weight management services within the NHS, we have analysed the programme's detailed requirements to provide this strategic guidance.

Designed for the leaders responsible for strategic commissioning and healthcare delivery, this guide provides actionable insights to help you navigate the complexities of the OPIP application process. Our goal is to empower you to develop a compelling, evidence-based proposal that not only secures funding but also lays the foundation for a sustainable and transformative obesity care pathway for your population.

By understanding the core objectives of OPIP and leveraging the right expertise, you can turn your vision for enhanced patient care into a funded reality, improving health outcomes and creating a more efficient, integrated healthcare system.



The OPIP framework: **more than just funding**

Financial understanding: cashflow management and medicine funding

A robust application will demonstrate a clear understanding of the programme's specific financial mechanics. For instance, **the Innovate UK grant is paid quarterly in arrears based on incurred costs, which requires careful cash flow management.** Furthermore, the grant does not cover the cost of medicines, which are funded via a separate, capped contribution from NHS England. Acknowledging these nuances will provide assessors with confidence in your organisation's ability to manage the project's finances effectively.

Building the future of obesity care: OPIP's key pillars

OPIP is not merely a funding stream; it is a strategic initiative designed to catalyse innovation in obesity care. To succeed, your application must align with its core principles. The programme seeks to fund pathways that are:



Integrated

Seamlessly connecting various tiers of weight management services, from digital support and behavioural change to pharmacotherapy. The goal is to eliminate fragmented care and create a cohesive patient journey.



Evidence-Based

Underpinned by robust data and a clear framework for measuring outcomes. The programme prioritises solutions that can prove their clinical and economic impact through real-world evidence.



Scalable

Designed to meet growing demand without a proportional increase in resources. The proposed model must demonstrate how it can be expanded across your geography efficiently and effectively.



Patient-Centred

Focused on improving the patient experience, providing accessible and compassionate support that empowers individuals to achieve long-term health goals.

A successful application will show a deep understanding of these pillars, presenting a solution that addresses local needs while advancing the national agenda for obesity care.

How to submit a winning application

A winning OPIP application is a strategic document that tells a powerful story of need, innovation, and impact. Focus on these critical areas to make your proposal stand out.

Section 1:

Articulate a clear vision and the local needs you will address

Define the problem: Use local data to illustrate the specific challenges your organisation faces, such as high prevalence of obesity, long waiting times for Tier 3/4 services, and existing service gaps.

Present the solution: Clearly articulate how your proposed pathway will address these challenges. Outline the patient journey from start to finish, highlighting the innovative elements of your model.

Section 2:

Demonstrate robust economic and clinical value

Build a strong economic case: Your application must include economic modelling that projects cost-effectiveness and long-term savings for the healthcare services, the communities, and ultimately, the taxpayers.

Establish an evaluation framework: Outline precisely how you will measure success. Define key performance indicators (KPIs) for patient outcomes, operational efficiency, and return on investment.

Section 3:

Showcase innovation and integration

Highlight pathway integration: Explain how your model will integrate with existing NHS services, including primary care networks, community services, and specialist centres. Show how digital tools, pharmacotherapy and wraparound care will be embedded into a cohesive pathway.

Emphasise scalability: Detail your plan for scaling the service to meet the needs of your entire population, demonstrating how the model supports additional capacity and enhances efficiency.



Navigating common challenges in the application process

NHS leaders often face predictable hurdles when applying for competitive funding. Anticipating these challenges is the first step to overcoming them.

The challenges	Our solutions
Meeting the tight deadlines It's critical to note the tight turnaround. Whilst the entire system isn't expected to be fully functional on day one, there is a firm expectation that 'some patients will be going through this treatment no later than the 1st of August 2026'.	Designing a credible plan with you An application must contain a truly credible plan for meeting this aggressive deadline - which will be most reliably achieved by using an experienced NHS provider such as Roczen. The OPIP timeline has multiple critical failure points. Our team of experts will manage the process step-by-step to meet them all: from a winning submission on 19th November 2025, through the compressed mobilisation phase, and onto a sustainable transition plan for 2029.
Limited in-house expertise for bid-writing The OPIP application requires specialised skills in economic modelling and evaluation framework design. Many organisations lack the dedicated resources to produce a proposal of the required calibre within tight deadlines.	Bid-writing expertise to relieve your teams Our proven bid-writing support will help you navigate the entire process with confidence.

The challenges

Our solutions

Demonstrating a truly innovative pathway

It can be difficult to design a model that is genuinely innovative yet practical to implement. The proposal must balance visionary ideas with operational realism and a strong evidence base.

NHS heritage and evidence-based experience

We understand the NHS because we are from the NHS. Our solutions are designed specifically to enhance care for NHS patients, helping you improve patient outcomes and system efficiency.

Roczen's experience in designing and implementing innovative healthcare pathways with NHS partners will allow you to translate your vision into a credible proposal.

Meeting long-term data and reporting requirements

The programme demands robust data collection not just during the project, but for up to five years after completion to inform future NICE guidelines. This may present a significant and long-term administrative burden.

A purpose-built platform and world-class data science

Our platform is purpose-built with world-class data science capabilities to provide the real-world evidence required, ensuring you can meet and exceed OPIP's reporting requirements from day one.

In addition, we are partnering with IQVIA, a global leader in health data science, to give your application an immediate and powerful advantage. We strengthen your bid with rigorous evaluation frameworks and compelling economic models that make a clear and undeniable case for investment.

Integrating new services with your infrastructure

Coordinating a new, digitally-enabled pathway with established NHS services requires careful planning to ensure seamless data flow, clear clinical governance, and a smooth patient experience.

Integrated innovation, ready for deployment

We provide a purpose-built platform that seamlessly integrates digital support, behavioural interventions, and pharmacotherapy management. This creates a coherent, patient-centred pathway that enhances your existing services, delivering additional capacity and cost efficiencies while maintaining the highest standards of clinical governance.

Partnering for success: your next steps towards a funded pathway

OPIP offers a generational opportunity to reshape obesity care within your organisation. A successful application requires a strategic vision, a robust evidence base, and a clear plan for implementation.

By focusing on integration, innovation, and measurable outcomes, together we can build a proposal that secures funding and delivers lasting change for your community.

A partnership with Roczen provides the specialist support needed to turn your vision into a funded, operational, and successful reality.

Roczen was built by NHS specialists to solve the challenges faced by NHS organisations. We will help you submit a winning bid by providing the expertise, tools, and partnership you need to succeed.

Get in touch today to discuss your vision and find out how we can help you - from project planning to bid writing and deploying a sustainable, innovative integration.

About Roczen

Roczen is a NICE-evaluated, CQC-registered provider of clinically led, digitally optimised obesity services, created by NHS experts in response to the unmet care need for people living with obesity. Roczen delivers end-to-end pathways and wraparound care models completely virtually in partnership with NHS ICBs and Trusts, expanding access and improving patient outcomes.

Delivered by our in-house MDT of healthcare professionals via our cutting-edge proprietary digital platform, our approach combines GP-led prescribing, structured dietetic programmes, and psychological support. Clinical governance and patient safety are prioritised in everything we do, from app development to local clinical pathway implementation.

Our collaborative model reduces pressure on primary and secondary care, provides equitable access across geographies, and delivers cost efficiencies for ICBs whilst delivering industry-leading clinical outcomes.



Contact

To find out more and to get in touch with our team,
visit www.roczen.com/en-gb/opip