

If Your Al Startup Depends On NHS Data, Read This First.



#### An Expert Guide by: Sunny Dosanjh

(2 decades of experience working with NHS data.)

### The Harsh Reality

Al needs data. No data, no Al.

But NHS patient data is difficult to access.

#### Even if you're:

- An NHS doctor
- A well-funded startup
- A team with the latest Al tech

Raising money won't get you NHS data.

Solving a real NHS problem will.

# Why Is NHS Data So Hard to Access?

Remember, The NHS isn't a **tech incubator**—it exists to care for patients.

#### 4 key barriers:



**Privacy & Safety** 

Patient data is highly sensitive.



**Risk Aversion** 

Data misuse can lead to scandals.



**Competing Priorities** 

Staff are busy with urgent issues.



Decentralization

The NHS isn't one system; it's thousands.

#### Who Do You Talk To?

There's **no single process** for NHS data access. But there are the right people to engage.

#### There are 3 key stakeholders:



Problem Owner
The NHS staff
struggling with the issue.



Decision Makers
The execs who approve projects.



IG Teams
The people who manage compliance.

#### Approach:

- 1 Work with the **problem owner** first.
- 2 Get them to champion your idea internally.
- 3 Let NHS IG teams guide compliance.

#### What Doesn't Work?

"We raised £X million, now give us data."

"We are a world class team, trust us."

"We need the data urgently."

This approach will get you ignored.

Instead, you need a compelling reason for NHS teams to say YES.

# The 3 Keys to Getting NHS Data



**Be Compelling** 

Solve a real NHS problem.



Be Easy to Work With

Reduce friction & risk.



Be Diligent

Build trust and keep it.

Miss any of these, and you won't get NHS data.

Let's break them down.





## Be Compelling Solve a real NHS problem.

### Data owners won't give you data unless they see real value.

- Find a problem owner—the NHS staff most affected by the issue.
- Understand their pain points: What keeps them up at night?
- Show how your Al can improve patient care, reduce costs, or save time.



#### **Bad Pitch:**

"We need data just to train our Al model."



#### **Good Pitch:**

Nurses spend 2 hours a day on manual admin.

Our Al automates this, freeing up time for patient care.



Even if the NHS loves your idea, they won't work with you if it's difficult.

#### Minimum compliance requirements:

- ICO registration (Data Protection)
- DSPT (Data Security Protection Toolkit)
- Cyber Essentials (Basic cybersecurity standard)

**Pro Tip:** Work **inside NHS-hosted environments** instead of asking for external data transfers.



#### **Bad Pitch:**

"We need full patient data access in our system."



#### **Good Pitch:**

"Can we work inside your NHS-secure environment? We'll follow your data protocols."



### NHS data is a privilege, not a right. Treat it with care.

- Follow IG (Information Governance) rules carefully
   always ask what they require, never assume.
- Be transparent about how you'll use patient data.
- Build long-term trust—this is not a one-time transaction.



"We just need quick data access to test an idea."



"We have clear data security policies and will follow NHS IG guidance step by step."



## What About Secure Data Environments (SDEs)?

- SDEs store NHS data for research & innovation.
- But they don't always have the data you need.
- Better for academic research than startups.

If an NHS partner uses an SDE, they'll help you access it.

But don't rely on SDEs alone — Engage directly with NHS teams.

# Practical Steps to Take Today.

Find a problem owner
Who in the NHS benefits most from your AI?

Ask them for data access support If they care, they'll help.

Understand NHS IG requirements Ask, don't assume.

Work inside NHS systems

Avoid external data requests early on.

Build trust
NHS data access is a long-term partnership.



## Al in healthcare isn't a technical problem—it's a human problem.

NHS teams will help you if your Al solves a real, urgent issue.

If they don't care, you're solving the wrong problem.

Data access follows engagement—not the other way around.

### Want to Go Deeper?

Watch the Full LinkedIn Live!



Available on my LinkedIn events page.

# Hope you all found this helpful!



This is part of a series to help HealthTech founders access better resources for their projects.

For more resources, visit:

https://adoptadoc.com/resources/