

th'scovery

Insights that
shape health
and care.



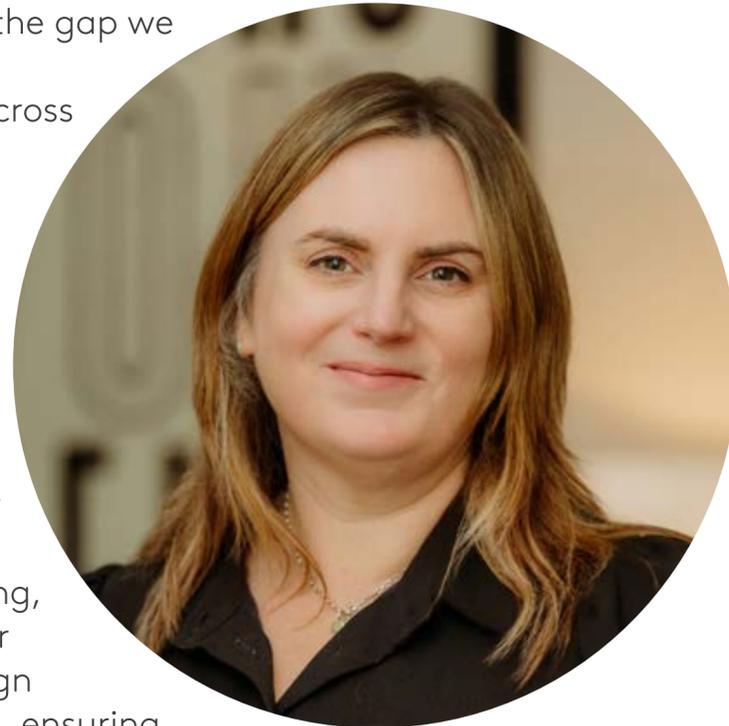
Welcome to our 2025 impact report

At Thiscovery, we exist to support better health and care by helping organisations listen well and act on what they hear. Across health and care, ambition and expertise are rarely in short supply. What is often missing is the ability to systematically capture and use the experiences of patients, staff and the public in ways that genuinely inform development and improvement. That is the gap we focus on closing.

In 2025, we worked alongside partners across health, research and the third sector to deliver insight at scale that is robust and inclusive. By combining strong research design with technology that enables meaningful participation, we helped organisations ask better questions, test assumptions early, and move forward with greater clarity.

The projects featured in this report show how insight becomes most powerful when it is embedded into decision-making, not added on at the end. They reflect our continued focus on accessibility, co-design and high-quality participant experiences, ensuring that what people share leads to real-world change.

None of this would be possible without the trust of our partners, the generosity of our participants and the dedication of our team. We are proud of what we have delivered together and committed to strengthening how insight shapes health and care.



Ruth Cousens
Chief Executive Officer

Health and care systems are complex, pressured and subject to constant change. In this environment, effective leadership depends on having access to evidence that reflects real-world experience.

From a governance perspective, one of the greatest risks organisations face is making strategic decisions without a clear understanding of how policies, services and innovations are experienced on the ground. Insight gathered at scale, and with rigour, provides legitimacy to decisions, strengthens accountability and supports more sustainable improvement.

Thiscovery enables that kind of evidence by creating structured, inclusive ways for patients, families and professionals to contribute their experience, helping leaders move beyond assumption and anecdote towards insight that can be trusted and acted upon.

The work highlighted in this report demonstrates the value of listening not simply as a principle, but as a practical foundation for better governance and better outcomes across health and care. As Chair, I am proud to support an organisation that places integrity, inclusivity and evidence at the centre of how change happens.



Dr Jag Ahluwalia
Chair of the Board

Our purpose.

Thiscovery exists to support better health and care by enabling our clients to create better services, products and policies using the vital insights and expertise of patients, staff and the public.

Our values.

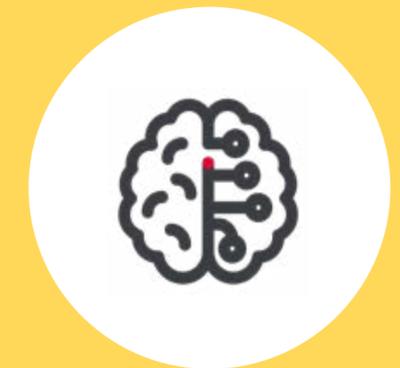
Innovation
Build a better way



Rigour
Base it on evidence



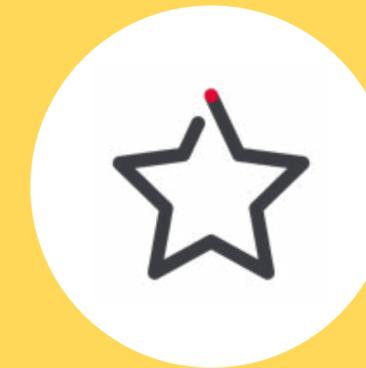
Pragmatism
Focus on what's useful



Inclusivity
Empower everyone fairly



Expertise
Champion knowledge, skills and experience



Integrity
Take responsibility and secure trust



Made possible by

Our achievements in 2025 would not have been possible without our fantastic interdisciplinary team of research, community and project management experts, technical innovators, and communication specialists



Ruth Cousens
Chief Executive Officer



Gaurav Shrivastava
Chief Technology Officer



Jenni Burt
Chief Scientific and Innovation Officer



Sam Taylor
Head of Client Development and External Affairs



Sam Minter
Marketing Executive



Rebecca Mottram
Executive Assistant and Marketing Design Coordinator



Andre Sartori
Head of Platform Engineering



Jay Dean-Lewis
Junior Developer



Lorna Jacobs
Interim Senior Programme Insight Manager



Sukh Bains
Business Development Executive



Anna Taylor
Programme Insight Manager

Made possible by

The Thiscovery Board brings together senior leaders from THIS Institute and The Health Foundation, alongside non-executive directors with deep experience in healthcare and social impact, providing strategic oversight and long-term stewardship of the organisation



Jag Ahluwalia
Chairman
Royal Papworth Hospital NHS
Foundation Trust



Prof Mary Dixon-Woods
Director
THIS Institute, University of
Cambridge



Dr Emma Salgård Cunha
Associate Director of Technology,
Development and Licensing
Cambridge Enterprise



Ingeborg Øie
Chief Financial Officer
Agreana



Richard Lewis
Director
RQL Consulting Ltd

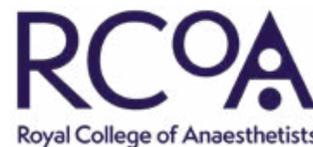


Nick Bateson
Chief Operating Office
The Health Foundation

Our partners

Thiscovery is made possible by generous social investment from the Health Foundation, and we're extremely grateful to all the healthcare, research and third sector organisations we've worked on projects with during 2025.

Special thanks to our wider partners, including those who supported us in recruitment & co-design



Our year in numbers

In 2025, we helped organisations across health and care listen at scale, delivering high-quality insight through thousands of participant contributions. 81% of participants rated their Thiscovery experience as good or very good.

26

data collection
projects delivered

9,193

responses across
all our projects

10

communities
launched

44

partner
collaborations
across multiple
sectors

13,234

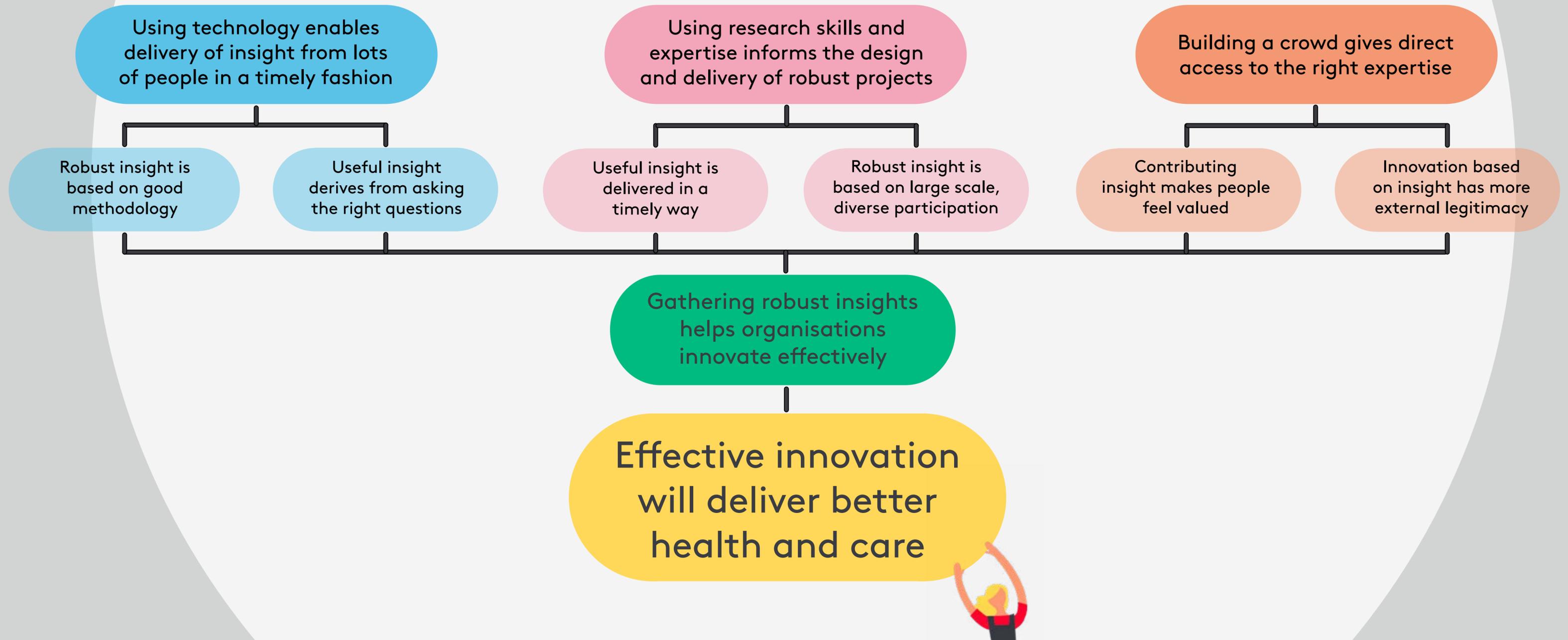
members of the
Thiscovery crowd

1,099

community
members

How we make change happen

We help health and care organisations to ask better questions, listen well and act on what they hear. That means faster progress, smarter investment decisions and better outcomes for the people they serve.





As innovators you really need to solve for the widest group of people and not deliver a solution that only works for a minority or, even worse, deepens inequality.

Ruth Cousens
Chief Executive Officer

Client Stories.

Take a look at how we helped our clients to create better products, policies and services in 2025



The Royal College of Radiologists

Evaluating cancer multidisciplinary team (MDT) meetings

Cancer MDT meetings are a crucial point in a patient's diagnosis to treatment journey where specialists gather to determine decisions on patient care. However, attendees recognise these meetings create inefficiencies and overlook the patient voice. The Royal College of Radiologists therefore set out to consult MDT members across the UK to help shape a reform process.

"We gained valuable multidisciplinary insights from a much wider audience than we could've hoped for on our own."

Who we heard from

Heard from 1,455 healthcare professionals from across the UK who attend cancer MDT meetings, including; core team members, coordinators, chairs/leaders, and extended team members. The survey involved quantitative and qualitative elements to understand operational characteristics and participant views on how well these meetings are working.

Improvement in action

This research has created a platform on which RCR can build a reform process and an evidence-base raising awareness around the work they are doing. They are now working with relevant stakeholders to determine next steps. The reform of cancer MDT meetings has the potential to have an enormous impact on patient care and system productivity.



Key Insights



Clear support for the clinical value of MDT meetings: ensuring best practice is followed, reducing unwarranted variation in care, enhancing communication within teams, reassuring staff about patient management decisions.



There are too many inefficiencies impacting these meetings, including; insufficient referral form details, repeat discussions, unavailable pathology results, and tech availability issues.



Varying time burdens on staff from these meetings, with many serving on multiple MDT's or pathways.



Clear priorities for improvement and a universal appetite for reform.



Dr Kath Haliday

Past President of The Royal College of Radiologists, GIRFT Lead and Consultant Paediatric Radiologist NUH

The challenges of dementia diagnosis and what needs changing

With new treatments on the horizon for slowing the effects of Alzheimer's disease, there is a pressing need to ensure dementia diagnosis happens early and accurately. In the UK, an estimated 315,000 people currently live with dementia, but without a formal diagnosis. ARUK wanted to surface the voices at the heart of this challenge.

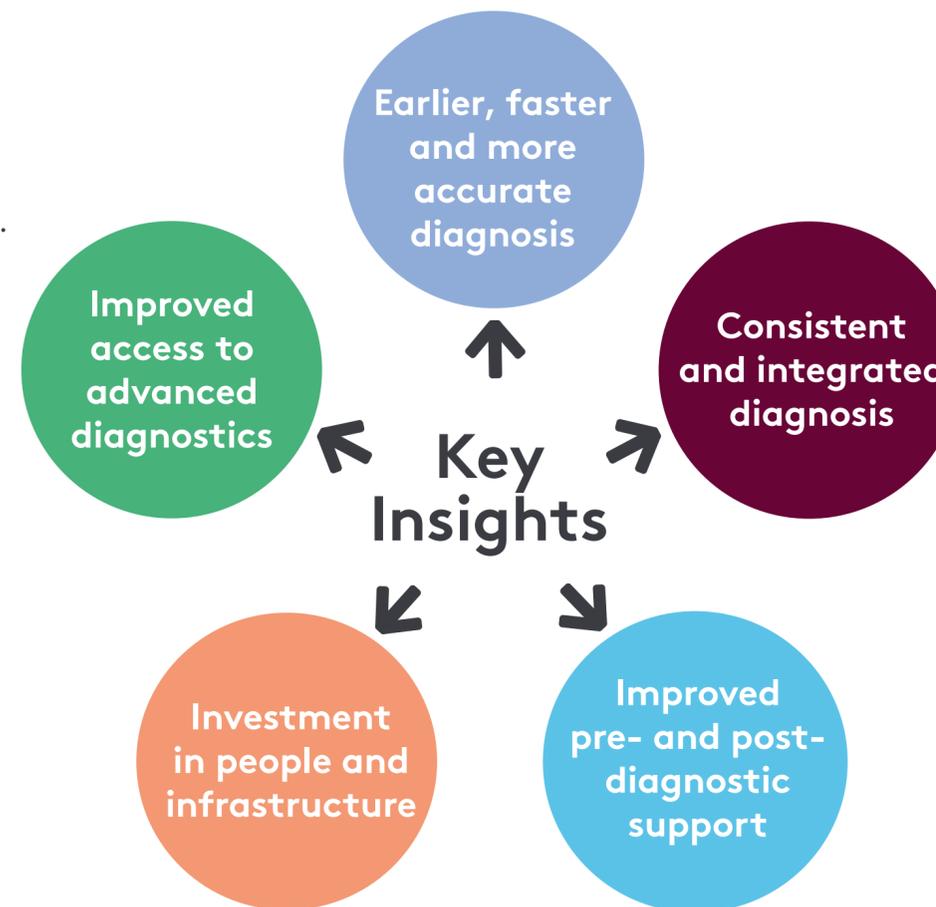
Who we heard from

We listened to 503 people affected by dementia – including those with a diagnosis, those with symptoms, their families, and their carers – and a further 148 healthcare professionals. Hearing views and experiences across two surveys, we co-designed the survey content and experience with input from ARUK's **Lived Experience Involvement Group** over multiple workshops.

Improvement in action

This research highlighted urgent challenges in diagnostic pathways and laid out 5 priority areas for change. The stories shared by those affected by or working with dementia helped ARUK produce a full report about the research, and an accompanying visual summary.

More notably, this consultation and its findings informed and strengthened ARUK's 'Dementia Unseen' campaign, including their 'Delivering Dementia Diagnosis: A blueprint for the future' report.



"Thiscovery offered a fuller picture of the challenges facing patients/carers and the healthcare system in diagnosing dementia. The stories we heard helped generate higher levels of media coverage, and crucially helped to amplify our Dementia Unseen campaign."



Joann Leeding
Head of Information and Involvement
Alzheimers Research UK

What it means to wait: children's mental health support

Two million families in the UK are currently dealing with child mental health challenges. At a time where children's mental health and emotional wellbeing are struggling, Orli Health wanted to hear from the people caring for or treating them.

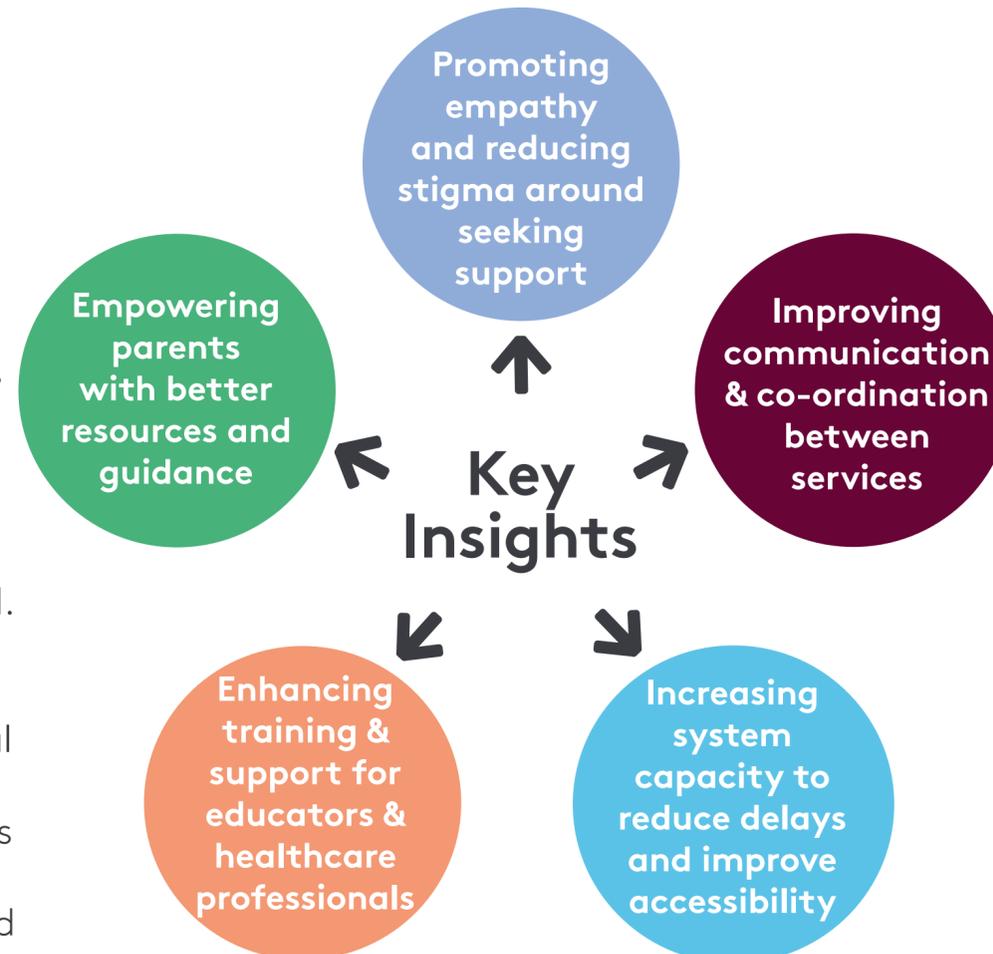
Who we heard from

We heard from 131 people – including 61 parents/carers, 36 educators, and 25 healthcare workers. They offered their views and experiences through a multi-branched qualitative survey co-designed with input from lived and professional experience volunteers.

Improvement in action

This research helped to reaffirm Orli's commitment to tackling systemic barriers in children's mental health. But most valuable of all, it uncovered opportunities for support during waiting periods that their digital solution should offer families, healthcare staff and the children affected.

The learnings from the rich narratives shared by those dealing with these mental health support challenges have guided the design and subsequent launch of Orli's MVP solutions; **OrliSchools**, **OrliVerse** and **OrliFamily**. Orli have subsequently secured private funding to further develop their solution.



“Thiscovery’s insights helped sharpen Orli’s strategy around early intervention, supporting the launch of our **Orli Family** app and the development of a soon-to-be CPD-accredited programme for schools. Their work grounded our product decisions in real parent and educator needs.”



Dr Mark Cox
Co-founder and A&E Doctor
Orli Health



“It has been an excellent experience working with the team at Thiscovery. We have felt supported from the first meetings, all the way through to deployment of the surveys and the report afterwards. The work output will form a key part of the workforce planning for our community in the coming years.”



Dr Rehaan Ansari
Clinical Director
IMP Healthcare

Exploring views on NHS health services in Lincolnshire

IMP Healthcare wanted to hear from patients and staff across their 9 GP practices in Lincolnshire on how well services are being delivered, what can be improved, and what matters most when they need healthcare or in their roles to deliver it.

Who we heard from

We heard from 3,838 patients and family members (73 being family members, carers or supporters) and 128 GP practice staff. The survey, open for just under 3 months, was promoted via SMS and email outreach to registered patients, and through posters pinned up in GP surgeries.

Key Insights



While services have been objectively improving – more patients seen and shorter wait times – these improvements are not being felt by IMP Healthcare’s community



A better understanding of the different healthcare needs of local communities throughout their lives



There are high levels of digital uptake but within this there are still significant pockets of digital exclusion



Mental health remains a big issue, particularly the importance of access to timely mental healthcare



Improvement in action

This consultation gave IMP Healthcare a detailed understanding of the biggest concerns facing patients, their greatest needs, and the priorities facing each generational group. This insight has helped validate changes already being implemented and could be used to add nuance to each surgery’s performance and any differing priorities.

Actions informed by this consultation include improving access to mental health care services through a dedicated primary care mental health team and Neurodivergence Care Co-ordinator. The team are also now working with their local council on a community regeneration project to tackle digital exclusion. They also plan to improve communication to their community about the good work that is being done and have refocused their priorities to be able to meet the needs of people throughout their lives.

Shaping ambient voice technology through community



One of the most active online communities we built in 2025 is The Healthcare Improvement Studies (THIS) Institute's **Ambient Voice Innovation and Development Community (AVID)**. With over 700 members and counting, this space was created to support collaboration and help guide how ambient voice technology (AVT) is developed, piloted, implemented, and evaluated across the NHS.

The idea for AVID was born from a vision outlined in NHS England's Guidance on the use of AI-enabled ambient scribing products in health and care settings. The guidance called for the creation of a community of practice to share insights and best practices among sites implementing ambient scribing technologies. Discussions between NHS England and The Health Foundation about how to bring this

community to life led to THIS Institute commissioning us to develop AVID.

Using their brief, we developed a bespoke, flexible space for a network of people who are professionally engaged or interested in AVT in healthcare. In this environment, community members can share their experiences, ideas and questions, and contribute to shared learning around AVT implementation across the NHS.

Besides hosting this online space for THIS Institute, we have also provided training for their administrators and background technical support for the community. With these foundations in place, THIS Institute have been able to grow the community to its current number within just a few months.

The ongoing contributions in this community are indications of productive collaboration and coordination around AVT in health and care. Exploring AVT's use thoughtfully with evidence, insight and collaboration in this dedicated space will ultimately help to ensure optimised technology deployment. What is learnt and developed here will form part of a wider programme of evaluation efforts for AVT.

AVID

Ambient Voice
Innovation and
Development

"The AVID community is proving to be a valuable go-to space for quickly accessing or sharing knowledge and advice, or to link in with other members on AVT-related topics, themes and activities."



Prof Mary Dixon-Woods
Director
THIS Institute



What our participants say

"There are always loopholes in surveys and they can't cover every aspect but this one is one of the best I have filled in."

"Breath of fresh air, someone cares."

"Thank you for all you do!"

"It was relevant and the first time I've been asked these questions - over 4 years after having my son. It's reassuring to know someone gives a damn about experiences!"



"Able to finally tell some of my story to something/someone that can change things for other people."

"Gave opportunity to talk about all aspects."

"Comprehensive with relevant options to select from."

"Happy that someone cares!!!"

Accessibility

Our team is committed to prioritising accessibility in every client project. We continually refine our approach, and in 2025 made significant improvements through innovation and continuous learning.

Co-designing in 2025

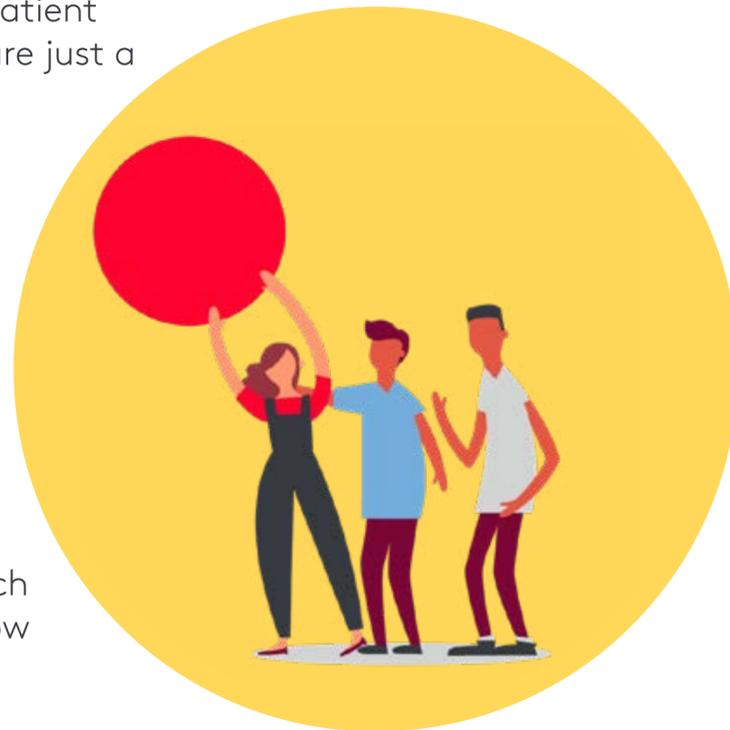
Thiscovery's co-design approach is central to everything we do around accessibility, helping us understand what works for our participants.

In 2025 we worked with a range of patient groups on our client projects. Here are just a few of these projects:

Alzheimer's Research UK (ARUK)

We wanted to understand what a dementia-friendly online survey looks like. So, to do this we held 5 online workshops with **ARUK's Lived Experience Involvement Group** – including people with dementia and carers of people with dementia. We learnt a lot, such as how best to ask about consent, which question types are preferred, and how comfort breaks should be offered.

What we learnt was used to design a survey where over 100 people living with dementia or dementia symptoms took part – a brilliant achievement. These efforts meant the right environment was set for these participants, so they could share their views and stories.



**ALZHEIMER'S
RESEARCH UK** FOR A
CURE

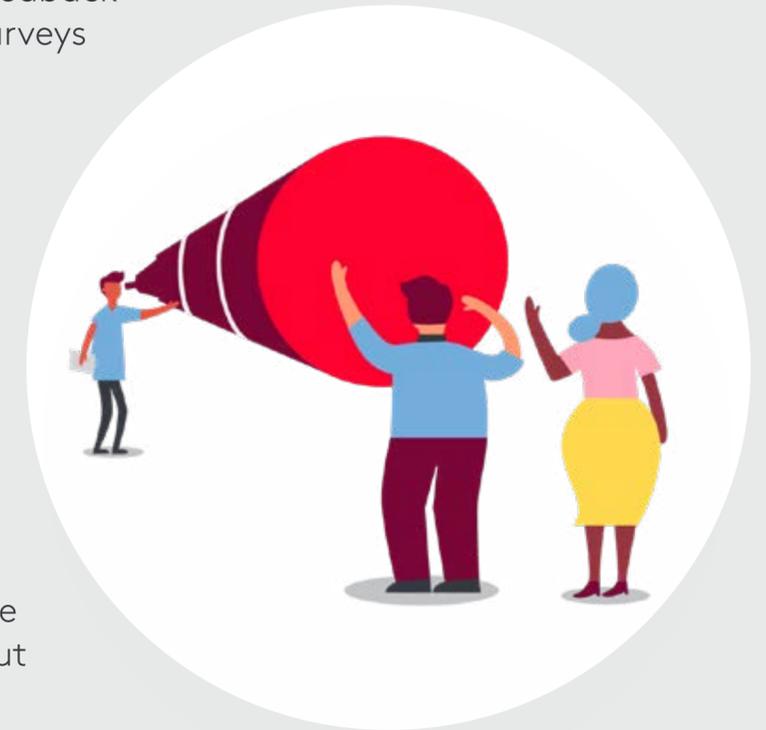
Royal National Institute of the Blind (RNIB)

As a project for people living with vision impairment, we needed to make these surveys fully accessible to them. With input from **RNIB** staff, we rigorously tested both surveys with people living with sight loss or who are visually impaired, using their feedback to inform design changes. These surveys also went through RNIB's official accessibility check.

Caesarean birth wound care

The project was personal and sensitive, so we wanted women taking part to feel safe. We also wanted to build a survey that spoke to women of different ages and backgrounds. We worked with the **Essential Baby Company** to host 'think-aloud' interviews with diverse women from across the UK to hear what they thought about the survey and participant journey.

Their insights helped us simplify the language we use and represent women's experiences accurately, making the survey relevant and inclusive to all women taking part.



RNIB
See differently

**TE
BO**

Ready to turn insight into action?

At Thiscovery, we help health and care organisations to listen better to their stakeholders and act on what they hear.



Our core services

Projects

End-to-end insight projects connecting you with patients, staff and the public to support confident decision-making.

Communities

Purpose-built online communities for deeper, ongoing engagement, co-design and learning.

Other ways to collaborate with Thiscovery

Consultancy & strategy support

Bespoke support to design strategy, listening frameworks and insight-led planning.

Drop-in sessions & workshops

Practical sessions for operational and leadership teams on listening better, designing insight activities and embedding participation.

Rapid insight clinics

Short, focused support to clarify questions and choose the right approach.

Let's start the conversation

www.thiscovery.org

hello@thiscovery.org