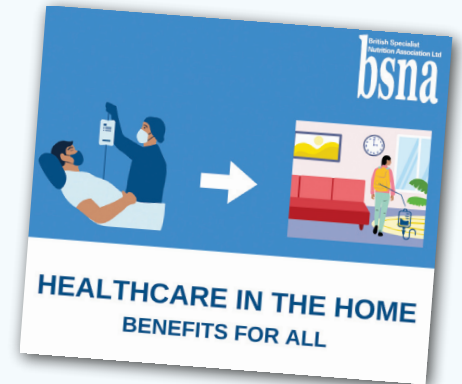


‘Healthcare in the Home – Benefits for all’ Conference

The start of 2025 has been a busy one for BSNA as we welcomed colleagues from across the NHS to our ‘Healthcare in the Home – Benefits for all’ conference at the start of March.

Delegates attended from a wide range of services – including rehabilitation medicine, home haemodialysis, digital innovation, hospital discharge leads, cardiac services and, of course, dietetics.



Why focus on healthcare in the home?

In recent years, NHS England committed to fund the Virtual Ward model of care with a long-term ambition to establish 40-50 patients per 100,000 population in virtual wards. The Government have also set out their vision for a shift of NHS care from hospital to far more care provided closer to people's homes, through a new Neighbourhood Health Service.

For BSNA members, the development of virtual wards is an evolution of existing care and support provided to patients at home. It is this existing model that should be the basis of the shift away from hospital care, where many more patients can be better cared for and treated in their homes.

Over the last forty years, BSNA members have provided nutritional care and treatments including tube feeding, parenteral nutrition, outpatient parenteral antimicrobial therapy (OPAT) and chemotherapy at home.

Working in partnership with the NHS and other partners, our members have worked to deliver treatment and support to thousands of patients, so that they are empowered to manage their condition and live their lives to the full.

The shift of care envisioned by the Government and the NHS presents an important opportunity to build on existing, successful, approaches to providing more patients with high-quality nutritional support and specialist intravenous medicines in their own homes.

By hosting a Conference on this important topic, BSNA and our member companies seek to bring relevant colleagues and organisations together to discuss some of the key questions and challenges that will need to be addressed to realise this ambitious vision.

What are the challenges to increasing the scale of healthcare in the home?

A key question for the health service is how to develop a realistic approach to increasing out-of-hospital care closer to and in the home, recognising the diversity of existing models. For the NHS leadership, there is a need to set out what outcomes should be prioritised. This includes how these

should be measured and how health and social care services work together and in partnership with the third and commercial sectors to implement effective models of healthcare in the home that recognise the needs of different integrated care systems.

It is also important to consider how to put the patient at the heart of the development of new models and the delivery of services. Engaging patients in co-design, harnessing their lived experience, truly informing them of their choices, and coaching them to better care for themselves, and others, will make healthcare safer and more sustainable.

Exciting speakers for an engaging Conference

BSNA was delighted to secure Tara Donnelly as the first keynote speaker, to explore the rise of tech-enabled care at home on the NHS. Tara Donnelly runs her own advisory firm, having worked in the NHS for over 30 years. Following on from Tara, Mark Duman is a ‘Patient Engagement Pioneer’, who has also worked in healthcare for over 30 years, combining roles as a pharmacist and management consultant, and providing patient perspectives to make healthcare more human.

Completing the panel for our session to exchange thoughts and ideas with delegates was Carolyn Wheatley MBE, recently recognised in HM The King's New Years Honours for her advocacy work in supporting patients with intestinal failure. Carolyn's own experience as a person with intestinal failure who is fed intravenously with parenteral nutrition brings invaluable insight into how best to centre patients in their care. A fantastic speaker for the event!

Next steps

With a focus on the priorities that need to be foremost in the minds of NHS leaders and challenges to be addressed in expanding healthcare in the home, BSNA will publish a summary of the discussions across the various sessions with relevant recommendations and we look forward to sharing more detailed insights with CN readers later in the year.

About the British Specialist Nutrition Association

BSNA is the trade association representing the manufacturers of products designed to meet the particular nutritional needs of individuals; these include specialist products for infants and young children (including infant formula, follow-on formula, young child formula and complementary weaning foods), medical nutrition products for diseases, disorders and medical conditions, including oral nutritional supplements, enteral tube feeding and parenteral nutrition, as well as companies who aseptically compound chemotherapy, parenteral nutrition and CIVAS.