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Planning

## **Innovation in Obesity Pathways - Market Engagement Opportunity**

NHS KENT AND MEDWAY INTEGRATED CARE BOARD

F01: Prior information notice

Prior information only

Notice identifier: 2025/S 000-067593

Procurement identifier (OCID): ocids-h6vhtk-05d1e5

Published 22 October 2025, 4:06pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

NHS KENT AND MEDWAY INTEGRATED CARE BOARD

2nd floor Gail House Lower Stone Street

Maidstone

ME156NB

#### **Contact**

Jo Foulger

#### **Email**

[jo.foulger@nhs.net](mailto:jo.foulger@nhs.net)

#### **Country**

United Kingdom

**Region code**

UKJ45 - Mid Kent

**NHS Organisation Data Service**

91q

**Internet address(es)**

Main address

<https://www.kentandmedway.icb.nhs.uk/home>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Health

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Innovation in Obesity Pathways - Market Engagement Opportunity

**II.1.2) Main CPV code**

- 85100000 - Health services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

NHS Kent and Medway ICB are preparing to bid for grant funding under the Obesity Pathway Innovation Programme (OPIP): Strand 3-Combined Access and Management for Healthy Ageing and Tackling Obesity, a national innovation competition jointly funded by the Department for Science, Innovation and Technology (DSIT) and Eli Lilly and Company Limited, with up to £85 million available across the UK. A single ICB cannot be awarded any more than £8 million in total.

To inform our competition response, we are launching a market engagement exercise to explore innovative ideas, technologies, and service models that could inform our competition entries and shape future service opportunities in obesity prevention and management in our ICB.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKJ4 - Kent

### **II.2.4) Description of the procurement**

NHS Kent and Medway ICB are preparing to bid for grant funding under the Obesity Pathway Innovation Programme (OPIP): Strand 3-Combined Access and Management for Healthy Ageing and Tackling Obesity, a national innovation competition jointly funded by the Department for Science, Innovation and Technology (DSIT) and Eli Lilly and Company Limited, with up to £85 million available across the UK. A single ICB cannot be awarded any more than £8 million in total.

The OPIP Strand 3 competition seeks to fund innovative, community and primary care-based weight management pathways that are:

- Clinically appropriate and resource-efficient
- Capable of recruiting significant patient numbers
- Aligned with NICE guidelines and national standards
- Designed to be sustainable beyond the grant period

Successful projects must demonstrate readiness to deliver services by August 2026, with

clear governance, data reporting, and transition plans for long-term commissioning. Consequently, if NHS Kent and Medway are granted funding, we will very soon afterwards launch a procurement process for service delivery.

To inform our competition response, we are launching a market engagement exercise to explore innovative ideas, technologies, and service models that could inform our competition entries and shape future service opportunities in obesity prevention and management in our ICB. Our competition submission areas of innovation focus are intended to be:

1. Maternal Health/Postnatal and 0-5

- o Family based lifestyle interventions
- o Age appropriate, multidisciplinary care models
- o Improved access to obesity support and prevention services

2. Prehabilitation and weight reduction before operations 18+

- o Targeted, non-pharmaceutical interventions
- o Improved access to pre-op weight management services

Why are we engaging now?

This engagement is designed to:

1. Inform our grant application by identifying innovative, scalable, and sustainable solution ideas that could be incorporated into our pathway competition submission and subsequent service specifications.
2. Understand market readiness for delivering new models of care aligned with OPIP Strand 3 requirements.
3. Ensure our grant application proposals reflect lived experience, address health inequalities, and integrate with existing NHS and local authority systems.

Who should participate?

We welcome input from:

- Health and care providers

- Technology and digital health companies
- Charities and community organisations
- Academic and research institutions
- Innovators with relevant expertise

We are particularly interested in:

- Digital platforms and remote care models
- Behavioural and peer-led support
- Community-based interventions
- Novel clinical pathways

Next steps

Organisations interested in participating in this engagement can confirm their interest in one of the following ways.

Option 1: Book a 30-minute session with us.

- Date of event 31st October 2025
- Sessions start on the hour (e.g. 09:00, 10:00, 11:00) and run until 17:00
- Sessions held via MS Teams

Email [jo.foulger@nhs.net](mailto:jo.foulger@nhs.net) to book your session

Please provide:

- Your organisation's name
- Preferred time slot(s)
- Names of participants

If appropriate, you may use the slot to provide a demonstration of your offer via MS Teams.

Slots will be allocated on a first come, first served basis.

Confirmed participants will receive joining instructions and further guidance.

#### Option 2: Submit a written summary

If you are unable to attend or prefer not to book a session, you can email a one-page written summary of your ideas or solutions to the same email address.

If you wish to provide a demonstration video, please state this in your email and share the link to it

#### Important notes

- Videos must not contain any patient-identifiable information.
- If individuals appear in the video, you must obtain their consent and submit evidence of this consent.
- Submitted content will be used for analysis. Summaries of pathway considerations and service solution themes will be published on this page.
- All submitted materials will be deleted after analysis is complete.

#### Closing Date

The closing date for both options 1 and 2 is 5pm on Wednesday 29th October.

### **II.3) Estimated date of publication of contract notice**

1 April 2026

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section VI. Complementary information**

### **VI.3) Additional information**

This procurement falls under the Provider Selection Regime 2023.

This notice is a Provider Selection Regime (PSR) 2023 Prior Information Notice. The procurement of this contract is subject to the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 and Procurement Act 2023 do not apply to this contract.