

# Value-adding Integration

Low cost, fast improvement and innovation  
concept and methods for products, public services  
and rare disease health care and research

Quick Start Overview

---

# Value-adding Integration - Overview

---

*VAI is a novel, quick, simple and low cost method for improvement and innovation for products, public services, and rare disease healthcare and research. It assists analysis, creativity and collaboration.*

VAI's origins are in long established work practices of Green Leader Limited in technical consultancy and tendering/evaluation. Working very close to Clients, as a small specialised business, provided the focus for Client value, low cost processes, speed and insights on Value-adding Interfaces.

## Main Principles of VAI

These highlight what is different and exciting about VAI (shown in bold) and resulting advantages:

- (1) **Value is only added at the Value-adding Interface;**
  - Better integration reduces costs/wastage and enhances end-user value;
- (2) **The end user's 'world' defines 'value';**
  - VAI can help in understanding end-user's 'world' and identify value;
- (3) **Successful innovation/improvement arises from better VAI with end user's world;**
  - Risks from innovation are substantially reduced;
- (4) **Innovative integration leads to further opportunities for adding value;**
  - New (exciting) situation created at substantially reduced cost and risk.

## What is a Value-adding Interface?

VA Interfaces are 'places' where interactions occur between the end user, his or her 'world' and/or product/service; this is where value (to the end-user) occurs. They can be conceptual, physical, environmental, aspirational/life style and/or a combination. This is seeing the Big picture of how better integration at the interface, including of product or service, can enhance value to the end-user.

*I KEEP six honest serving-men  
(They taught me all I knew);  
Their names are What and Why and When  
And How and Where and Who.  
(from The Elephant's Child by Rudyard Kipling)*

It is often easy to understand VA Interfaces and their importance by studying what is happening in the end user's and your experiences. *Can't get it? Try making a sandwich or discussing; these integrations often add value better than their constituents do separately and lead to further VA opportunities. Enjoy.*

## Doing VAI now (it really is simple and fast)

### Preliminaries

1. Look at Main Principles of VAI (overleaf)
2. Identify a few Value-adding Interfaces – why are they value adding?

### Step 1 Develop VAI proposals

1. Place within 'Big picture'
  - a. Examine end-user (or next user, or patient) needs, wants etc.
  - b. Examine next activities (in process)
  - c. Characterize (key) interfaces (create/add value, problems)
2. Use VAI tools, e.g. (as appropriate), for example:
  - a. Internet
  - b. Integration workspace, plan
  - c. Time, VA, Interface Analysis, eliminate Non-VA activity
3. Achieve better VAI 'fit' (fit, form, function), or co-ordination with (1) end-user (2) other VA activities

### Step 2 Check proposals for technical/commercial compliance/expectations

1. Check technical/commercial compliance
  - a. Against requirements, specification, statutory etc.
  - b. Against (precise) expectations (user, patient etc.)
  - c. Review cost/price and/or value for money
2. Resolve any issues
3. If important issue unresolved consider alternatives (failure is not one of them)

### Step 3 Check successful fulfillment assurance

1. Check what is proposed to deliver outcome
  - a. Assess risks and mitigation measures
  - b. Review Management plan/arrangements, resourcing, methodology etc.
  - c. Refine and improve, reduce negative side-effects
2. Unacceptable residual risks, consider alternatives

#### Enquiries

Nigel Moore, Green Leader Limited  
21 Foxmoor Close, Oakley  
Basingstoke, Hampshire  
RG23 7BQ, United Kingdom

Tel +44 (0) 1256 781739  
Mobile +44 07944855611

Email [nmoore@greenleader.co.uk](mailto:nmoore@greenleader.co.uk)  
Website <http://greenleader.co.uk>