

Communicating the Value of NHS IT



A Practical Framework for Digital Leaders

Executive Overview

NHS organisations are investing heavily in digital health and IT, but clearly demonstrating the value of these investments to boards, clinical leaders, and operational stakeholders remains a significant challenge. Too often, IT achievements are lost in technical detail or disconnected from the outcomes that matter most to healthcare professionals and patients.

Gartner's proven framework helps NHS IT leaders craft concise, compelling value stories that bridge this gap. This document outlines key findings, practical tools, and actionable steps to ensure your IT narrative resonates with both technical and non-technical audiences.

Why Value Stories Matter

NHS IT leaders are increasingly evaluated on their strategic influence and their contributions to the performance of their organisation. Demonstrating these contributions requires more than technical reports—it demands compelling “value stories” backed by evidence.

A value story is a narrative that clearly demonstrates how IT outcomes generate value for the organisation. There are four common scenarios where value stories are critical for NHS IT leaders:

- Demonstrating IT's alignment with the NHS's strategic priorities.
- Highlighting the value of a specific initiative or digital service, such as electronic health records or virtual care.
- Strengthening relationships with clinical and operational stakeholders by showing how IT supports their goals.
- Presenting concrete metrics and achievements as evidence of value delivery.

The Essential Components of a Value Story

Gartner's research identifies five key elements for building effective value stories:

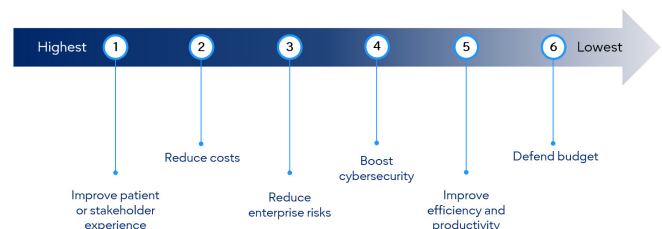
- **Context:** Set the scene by aligning your narrative with the strategic priorities and market environment of your Trust or health system.
- **Initiative or Service:** Clearly define the IT investment, project, or service you are highlighting.
- **Stakeholder Outcomes:** Articulate the qualitative benefits delivered to internal and external stakeholders.
- **Evidence:** Provide achievements and metrics that demonstrate the impact of your initiative.
- **Actions:** Outline what you need from your audience—whether it's investment, support, or resources.

Value Story Themes for NHS Organisations

Not all value stories are created equal. Gartner's research ranks six value themes by their relevance to the NHS:

- **Improve patient or stakeholder experience**
- **Reduce costs**
- **Reduce enterprise risks**
- **Boost cybersecurity**
- **Improve efficiency and productivity**
- **Defend budget**

The Importance of Value Story Themes for Healthcare Providers



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Applying the Framework: How to Build Your Value Story

If you are a Gartner client, you can access the full insights, which include:

- **A step-by-step guide for developing value stories** tailored to the NHS context.
- **A reusable template** to help you capture context, initiative, outcomes, evidence, and actions.
- **NHS-specific examples** covering scenarios such as electronic health records, virtual care, and digital workforce enablement.
- **Stakeholder engagement guidance** for communicating with boards, chief medical officers, clinical leaders, and operational teams.
- **Practical advice for embedding value stories** into your communications, board papers, and project updates.

Next Steps

- **Discover:** Identify where you most need value stories focus on areas where IT's impact is questioned or misunderstood.
- **Delegate:** Empower your IT leadership team to own and communicate value stories for their initiatives.
- **Disseminate:** Use value stories in meetings, board presentations, and routine updates to connect IT activities with organisational value.

Conclusion

In today's NHS, the ability to communicate the value and impact of healthcare IT is as important as delivering it. Use Gartner's insights to transform your digital narrative, engage your stakeholders, and drive real-world outcomes for your Trust. Join our healthcare analysts at the [NHS virtual leadership session](#) on 24 June 2026 to discover more.



Transform how you communicate IT value in the NHS.

Reach out to Gartner for exclusive access to resources and personalised guidance to accelerate digital success.

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