Introduction
As we reflect on the remarkable journey of 2023 and set our sights on the year ahead, AphA continues to evolve, grow and champion the vital role of health and care analysts, data engineers and data scientists. We’re nationally recognised as THE professional body for healthcare data and analytics professionals within the Federation of Informatics Professionals (FEDIP) family.

Membership growth
In 2023, AphA experienced a surge in membership, with a remarkable 55% increase. Notably, three out of the four largest commissioning support units (CSUs) joined via corporate memberships, expanding our community to over 1000 members.

Mentorship programme
Our mentorship programme also continues to thrive with a current participation of 32 mentors and mentees. This initiative connects AphA mentors and mentees throughout the NHS and public sector. Aligned with our professionalisation and networking strategies, the programme aims to cultivate a sense of community and foster shared learning among participants.

Monthly magazine and email newsletter
In the 12 months leading up to November 22, 2023, our monthly magazine, full of analytical content, saw significant success. With 12 editions, it garnered a total of 2,016 impressions, 1,714 views, and 405 downloads. Notably, the April 2023 edition stood out with the highest impressions at 214, emphasising the magazine’s consistent engagement and positive reception throughout the year.

To complement our monthly magazine, we launched a bi-weekly email newsletter featuring events, useful links and analytical quizzes to keep it fun and relevant to our profession.

Chief Analytics Officer (CAO) Network
We launched the Chief Analytical Officer (CAO) Network, acknowledging the growing need for CAOs to drive analytics including data science and AI.

A successful CAO is crucial for generating a data-rich and inquisitive culture within an organisation, championing analytics benefits and ensuring responsible data use.

To find out more:
- tetiana@aphaanalysts.org
- aphanalysts.org/nhs-chief-analytics-officer-network
Representation at key events

AphA’s presence at key events in 2023 was significant, with speakers and attendees representing AphA at the Analyst X Strategic Partners meeting, the Health and Care Analytics Conference and the Health Service Journal (HSJ)’s Data and Analytics Forum.

We organised and participated in HSJ’s inaugural Health and Care Intelligence Congress in December. Here over 150 senior healthcare decision-makers from across the country gathered in Birmingham to discuss practical strategies to advance the uptake of evidence-based decision-making to tackle financial pressures, workforce challenges, population health management and health inequalities.

Annual conference and the launch of the National Competency Framework

In October at our Annual Conference, we saw the launch of the National Competency Framework for Data Professionals in Health and Care (NCF), alongside NHS England, marking a milestone in the Analytics profession. The NCF provides a standardised approach to elevate the professional status of data professionals. Our professional registration standards complement this framework, bridging the connection between skills and their application to demonstrate professional capability. Read more about the NCF

The conference focused on the theme of professionalisation, resulting in a notable influx of applications for professional registration during October 2023, a testament to our members’ commitment to professional growth.

The event brought together speakers including Ming Tang, Chief Data and Analytics Officer at NHS England, Andi Orlowski, AphA President and Director at Health Economics Unit, and Professor Marc Farr, CAO at Kent and Medway ICB and East Kent Hospitals NHS FT.

If you can be photographed grinning at a conference then you know you’re having a great time.

Rachel McIlroy
Senior Programme Lead, NHS England
Course accreditation and endorsement
In 2023, AphA introduced accreditation for professional development courses, with the inaugural recognition awarded to the Health Services Modelling Associates (HSMA) programme developed by PenCHORD at the University of Exeter. Renowned for impactful analytical training, the HSMA programme, led by Dr Daniel Chalk, uses a unique mentoring scheme for developing modelling and data science skills. The accreditation signifies AphA’s commitment to supporting career advancement and professional learning opportunities aligned with the NCF.

Branch developments
In 2023, we successfully held 16 regional branch meetings and events, enriching collaboration and networking among our members. The expansion of AphA’s regional branches also continued as we welcomed Louise Taylor as the new lead for the South branch and established a South East England branch in October, welcoming Jeanette Fraser, Natalie Goldring and Louise Pallas as co-leads.

NHS England’s AI expert panel
AphA CEO Rony Arafin and President Andi Orlowski wrote to Amanda Pritchard, NHS England’s Chief Executive, expressing support for NHS England’s AI Expert Panel, and seeking involvement to represent the 13,000 analysts, data engineers and data scientists working in the health and care sector at all levels. Read the letter

Response to NHS Workforce Plan
In September, we wrote to Amanda Pritchard again, expressing concern about the omission of data and analytics in the latest Workforce Strategy. The letter was also shared with Steve Barclay, Secretary of State for Health and Social Care and Wes Streeting, Shadow Secretary of State for Health and Social Care. Read the letter

Blog contribution to the HSJ
In collaboration with the HSJ, AphA began contributing thought-provoking blogs every two weeks addressing critical issues in healthcare analytics. For example, in October, we co-authored a blog with Ruth Holland and Emma Wright, delving into the impact and importance of data bias. Read the blog

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Professional registration

The hard work of the AphA Professional Development Committee in 2023 is evident in our acceleration towards professional registration. Over the year, we **revamped our professional registration standards** and **introduced a suite of simplified application forms**. The pinnacle of this effort was the joint development of an **online portal for applications**, in partnership with FEDIP, using their hub. The portal will be launched at the beginning of 2024, offering AphA members a **streamlined path toward professional registration**, simplifying the application and tracking process and allowing you to log your continued professional development (CPD) effortlessly. We are also actively looking to explore how we could increase the number of assessors we have.

We ran two online workshops in October – an overview session and a Q&A session to help with applications being submitted in the October window. We have scheduled two similar workshops in December and January to help with applications being submitted in the January window.

In 2023 alone, we witnessed a remarkable **25% increase** in AphA members becoming professionally registered, aligning our ambitions for 2024 to see this number grow even further. As of November 2023, we have **50 registered professionals**, with an additional nine applications undergoing assessment.

**Looking ahead to 2024...**

We will continue with our mission to champion what we do as the Data and Analytics Professional Body, responding to national policy and advocating for Data and Analytics.

Continuing our trajectory of growth, we are committed to expanding membership through our regional branches, by encouraging more corporate membership and facilitating events that keep you connected and informed.

AphA will continue to represent at the **Digital Health Rewired 2024 event** in Birmingham in March, the **Health and Care Analytics Conference 2024** and **Digital Health’s AI+Data Conference**. We are also committed to maintaining a presence at local Skills Development Network events. For the events that we attend, we will continue championing the crucial role of analytics professionals.

In the coming year, we will be continuing our work with the **National Competency Framework with AphA professional registration standards**, ensuring alignment between the skills and recognition our members deserve, with a specific focus on representing three distinct job roles under the National Competency Framework: data analysts, data engineers, and data scientists.

We are looking forward to the establishment and launch of the **NHSE Data Academy advisory board**, with the intent to become a contributing member and we will keep our engagement on the rollout of the **Federated Data Platform** to ensure it effectively serves the healthcare analytics community.
As we close the chapter of 2023, AphA extends our deepest gratitude to all our Board members and Branch Leadership teams. Their voluntary dedication of time, expertise and leadership is truly appreciated. We also extend our thanks to our members for their continuous efforts in supporting AphA and actively participating in our journey. We wish you all a prosperous 2024, filled with further achievements and growth for AphA.

Thank you for being an essential part of our evolving community.

Best wishes,

On behalf of the AphA Board:

Rony Arafin  
*Chief Executive Officer*

Andi Orlowski  
*President*