

Exploring social franchising and licensing

Glossary

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Term	Definition
Implementer site	New sites where the healthcare intervention from an originator site is being replicated.
Improvement	A form of incremental innovation
Innovation	An idea, service or product, new to the NHS or applied in a way that is new to the NHS
Intervention	Structured approach used to improve medical treatment
Originator site	Those where the healthcare intervention was originally designed and implemented
Programme	The Health Foundation's funding portfolio for a particular theme
Project	An alternative term used to describe an intervention
Replication	The reimplementation of an established intervention in a new context in a way that maintains fidelity to core goals, activities, and parameters of the original
Scale	An increase in the coverage of health interventions that have been tested in pilot and experimental projects in order to benefit more people, achieve cost savings and/or support policy and programme development at a large or national scale.
Social franchising	Packaging up a proven model and providing carefully selected others (implementers or franchisees) with the training and ongoing support they need in order to run the project to the same standard as the original
Social licensing	Involves turning an innovation into intellectual property, such as a trademark, business model or product that can be licensed for use by others, with certain restrictions on quality.