

The Approach

The EBN Process



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The Approach: EBN Process

EBNLab is composed of a three-stage Evidence-Based Needs (EBN) Process:

- Stage 1: Discover
- Stage 2: Develop
- Stage 3: Define

Stage 1: Discover

'Discover' is stage 1 of the Evidence-Based Needs (EBN) Process. This stage is focused on capturing problems and developing them as structured Need Statements. These Need Statements are composed of a problem, a population and an outcome. Each Need Statement has an associated:-

- Confidence Score - based on a series of questions used to calculate confidence levels on whether this is a problem worth solving
- Evidence Score – based on quality and quantity of research gathered. This research clarifies the scale of the problem, its root cause(s) and an ideal outcome for a targeted population impacted by this problem as well as information on the market landscape.

At the end of Stage 1, Need Statements are assessed by the Innovation Champion to identify the top-scoring Need Statements which can be progressed to Stage 2. This approach additionally makes allowances for wild card Need Statements, where there may be no or limited secondary research (evidence) available.

Stage 2: Develop

'Develop' is stage 2 of the EBN Process. It is focused on engaging with stakeholders to understand their current level of satisfaction (with existing solutions to address the need) and the perceived level of importance of addressing the Need from their perspective. This approach aims to reduce self-reference and self-bias in the prioritisation of Need Statements.

Stage 3: Define

'Define' is stage 3 of the EBN Process. It is focused on ensuring that the Need Statements selected to progress have been assessed against your organisation's Strategic Alignment criteria.

Note: This stage should be undertaken with Decision Makers within your organisation.