

**NYHDIF Conference -  
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**Fifteen Golden Rules for NHS IT  
(and One Rule for Life)**

**Ted Woodhouse**

**Managing Director, ALIT Limited**

**Specialist ICT Consultants**

**Former Director of Informatics  
at The Leeds Teaching Hospitals NHS Trust**

# 15 Rules for IT (1-3)



- 1. Never Be First**
- 2. Never Develop if You Can Buy Well**
- 3. Alter the Way You Do Business to Suit the Product, not the Other Way Round**

# 15 Rules for IT (4-6)



4. **Don't Catch "iSoft" twice - if it was nasty first time round, it will be worse second time**
5. **Everything Should be Made as Simple as Possible, but No Simpler**
6. **Talk to the REAL Users  
- ALL the time**

# 15 Rules for IT (7-9)



## **7. Never Computerise Problems**

(“If you have a problem and you computerise it, you then have two problems”)

## **8. If It Ain't Broke, Don't Fix It**

## **9. Beware Outsourcing**

# 15 Rules for IT (10-12)



**10. Beware the Lowest Tender**

**11. There is No Such Thing as an  
“IT Project” - only Change  
Projects Which are Facilitated  
by IT**

**12. Information Costs Money**

# 15 Rules for IT (13-14)



**13. Information and IT can ONLY be Successfully Delivered by Information/IT Professionals**

**14. Understand the Real Meaning of Words ...**



# The Real Meaning of Words - 1

- **Innovative**
- **Terrific**
- **Fantastic**
- **Sea-change**
- **Synergy**
- **Core Competency**
- **Planning**
- **Optimism**
- **Cloud**
- **Challenges**
- **Issues**
- **Focus**
- **Outline**
- **Aims**



# The Real Meaning of Words - 2

- **Patients**
- **Support**
- **Launch**
- **Objectives**
- **Scope**
- **Consider**
- **Recommendation**
- **Commitment**
- **Progressing**
- **Journey**
- **Towards**
- **Infographics**
- **Reach out**
- **Engagement**



# 15 Rules for IT (15)



**15. Don't be Bullied into Disobeying  
any of These Rules – Ever!**

**And, as a Bonus Piece of Advice:  
Never forget either Moore's Law or  
Wirth's Law ...**

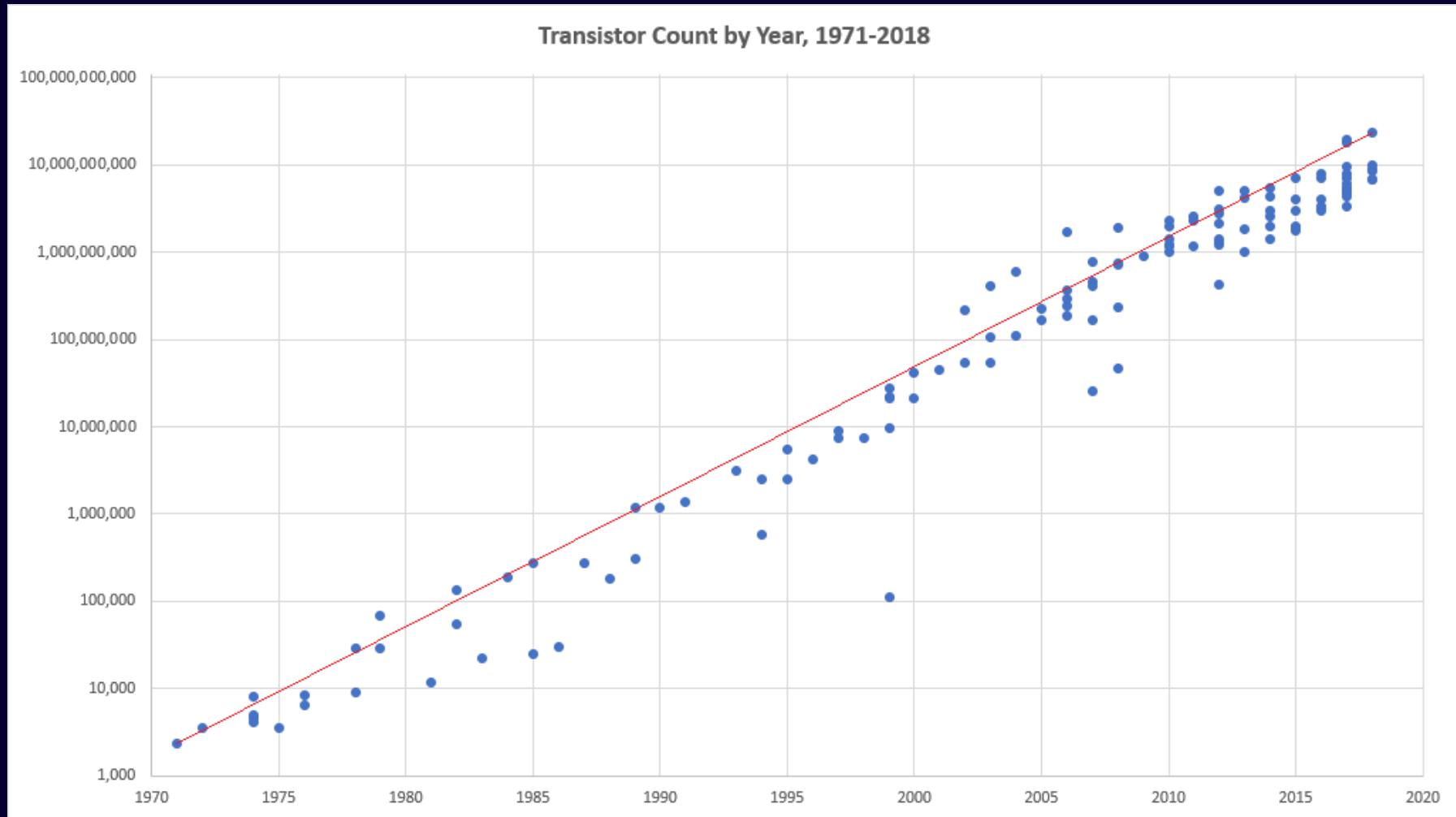
# Moore's Law



**Gordon E. Moore - Co-Founder of Intel - wrote  
in *Electronics Magazine*, 19 April 1965:-**

**“The Number of Transistors that can  
Inexpensively be Placed on an  
Integrated Circuit is Increasing  
Exponentially, Doubling  
Approximately Every Two Years”**

# Moore's Law



# Moore's Law



**Applies in More Generic Terms to:-**

**Processing Speed**

**Memory Capacity**

**LCD/LED Screen Resolution**

**Digital Camera CCD Resolution**

**Hard Drive / SSD Capacity**

**Current Best Evidence is That Moore's  
Law will Continue to Apply until 2025**

# Wirth's Law



**In 1995, Niklaus Wirth stated that:-**

**“Software Gets Slower Faster  
Than Hardware Gets Faster”**

**“Reliable and transparent  
programs are usually not in the  
interest of the designer”**



# One Rule for Life

- 1. When Called Upon To Speak In Public, Always Keep Your Remarks Brief !**



# Questions Comments Discussion

**Applause**

**Royalties**

**etc**