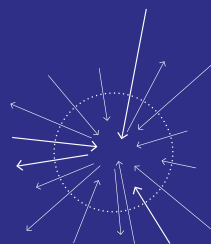


Supporting innovators

Health
Innovation
East Midlands



Accelerated
Access
Collaborative



Office for
Life Sciences

NHS

Health Innovation East Midlands (HIEM) supports healthcare businesses and individual innovators realise the potential of their ideas – developing, adopting and spreading new, better and safer ways of delivering services for patients.

One of 15 local health innovation networks across England (formerly the AHSNs), we operate locally and as a connected network – the innovation arm of the NHS – to share our knowledge, skills and resources to benefit our local areas.

Together we form the national Health Innovation Network; driving innovation adoption across England further and faster than achieved in the history of the NHS, and locally we reflect the priorities of our health systems; seeking out proven solutions to their biggest health challenges.

We are the only organisations that collaborate across every sector involved in healthcare transformation, including the NHS and care organisations, research and academic partners, healthcare companies, the third sector and patient groups.

We were set up in 2013 and relicensed for a further five years from October 2023 in recognition of our outstanding positive impacts – in the East Midlands these include benefiting more than 780,000 patients between 2013 and 2023 and generating £84.3m of inward investment.

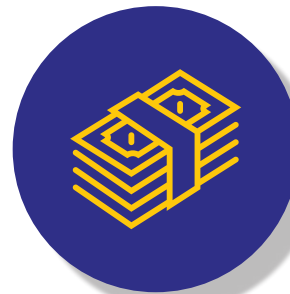
Our total value to the East Midlands healthcare system during our first 10 years is estimated at £153.7m, achieved against funding of £46.7m.

Our work focuses on clinical and healthcare challenges such as circulatory disease, mental health, transforming emergency care and maternity and neonatal care, and addresses important themes such as tackling health inequality, enabling safer care and workforce transformation.

As well as delivering innovation programmes we provide expert support services across all stages of the innovation and transformation pathway, from developing and testing out promising ideas to evaluation, data analysis, quality improvement methodology, and involving patients and the public.

Helping companies supercharge adoption of their innovations not only transforms patient outcomes, it generates growth and investment for our economy.

DURING 2022 – 2023 OUR ECONOMIC IMPACTS INCLUDED:



£29.4m

investment
leveraged



830

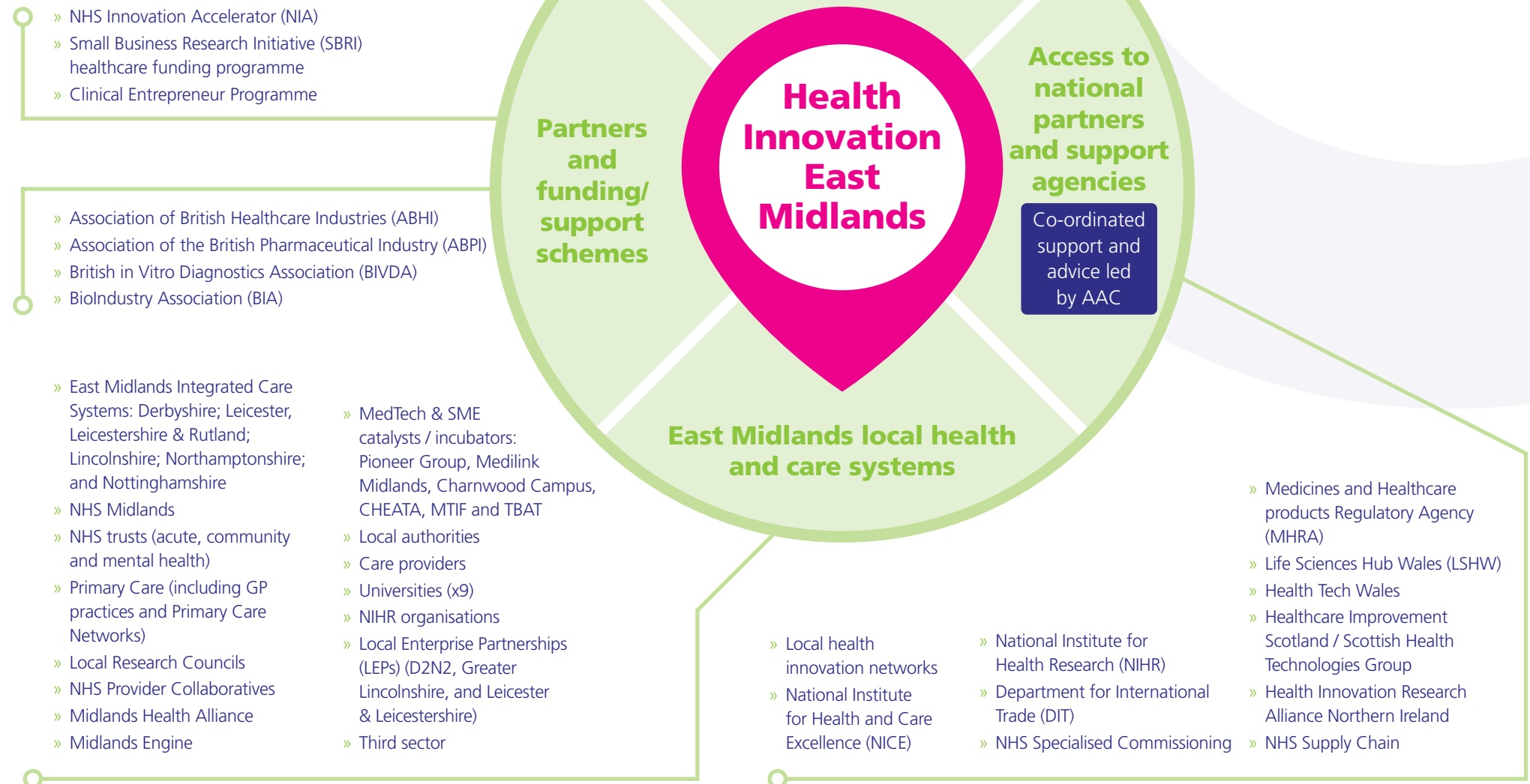
companies
supported



44

jobs created or
safeguarded

The innovation landscape



How we support innovators

Health Innovation East Midlands provides expert support to companies across the entire pathway of innovation, from having a great idea to successful commercialisation. Companies do not have to be based in the East Midlands to access our services.

We have 10-years' experience of connecting and collaborating across the NHS and wider healthcare system, which means we understand our healthcare systems, making us uniquely placed to navigate innovators around the complex landscape; brokering connections and signposting to health organisations that need their solutions.

During 2022 – 2023, we supported 830 innovators to develop and scale their products, creating or safeguarding dozens of jobs and leveraging £29.4m into the East Midlands economy.



The support we provide fits under three headings:

Distinctive

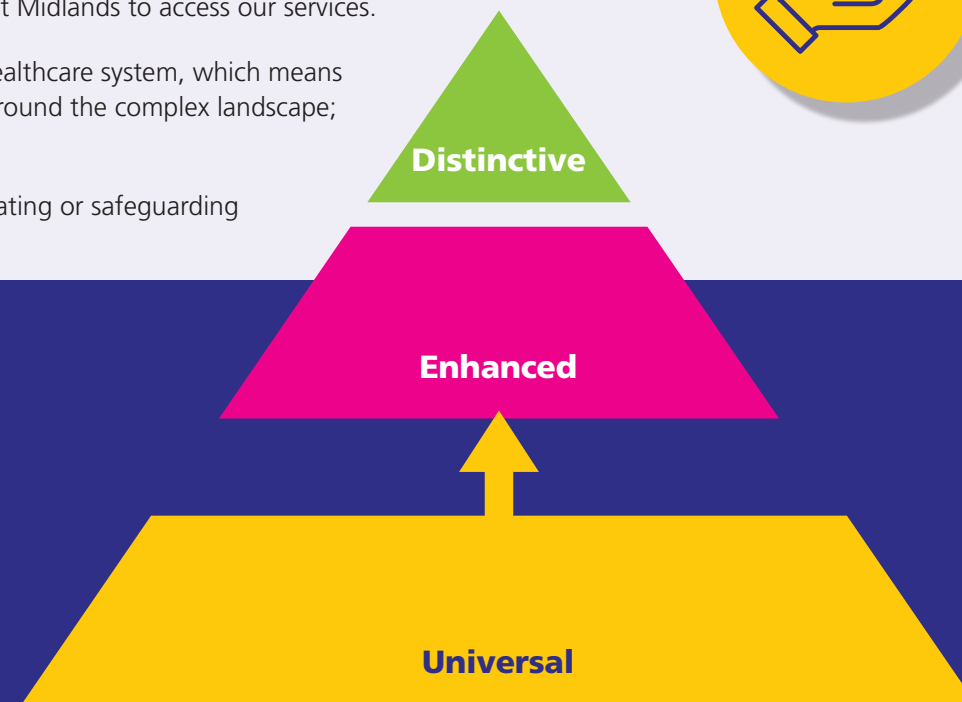
A unique offer provided depending on resource availability

Enhanced

Dedicated innovator programmes and support where the solution meets a local priority or unmet need

Universal

Four core services available to all innovators at no cost – UK and International



An overview of the Health Innovation East Midlands offer

Universal

- Review and respond
- Assess and triage
- Advise, guide and signpost
- Develop health and care understanding

Enhanced

- Broker connections to NHS and social care organisations
- Support to develop value proposition
- Support for qualitative market research
- Budget impact and benefits modelling advice
- Assess gaps in evidence and insights
- Evaluation advice
- Health economics advice

Distinctive

- Research and evaluation planning
- Broker evidence gathering
- Support to apply for funding
- Research and evaluation support
- Health economics support
- Business case development advice and guidance
- Provide showcase opportunities
- Critical appraisal and evidence synthesis
- Support for quantitative market research
- Marketing, communications and stakeholder engagement
- Intellectual property advice
- Market access launch planning
- Product development support
- Other distinctive offers unique to individual local health innovation networks

Innovator programmes

Alongside our expert services for companies (summarised on the next page) we coordinate a range of universal and enhanced offer programmes for commercial and clinical innovators.

These programmes are carefully curated to provide mentoring, training and insight to help you develop the skills, and build the knowledge, critical to successful commercialisation within the UK healthcare sector. Most programmes are open to innovators within and outside the East Midlands – to find out more, visit our website or get in touch (see the back page for contact information).



Universal offer

Signposting

Initial access to our services can be made by completing an Engagement form on our website (www.healthinnovation-em.org.uk/contact-us). Once received, we follow this up with a Diagnostic meeting to discuss your healthcare innovation and potential next steps.

Innovation Academy

Our on-demand learning hub - supported by online Ask the Expert sessions - providing access to curated modules that guide innovators through the innovation pathway.

Enhanced offer

NHS Innovation Accelerator

Mentoring and support for innovators to accelerate uptake and spread of their high impact, evidence-based innovations.

East Midlands Digital Health Accelerator

A support programme for digital innovators from within and outside the East Midlands, with an annual intake along with a thriving alumni community comprising former participants.

NHS Clinical Entrepreneurs Programme

Mentoring for clinical staff to develop innovative ideas into products.

SBRI Healthcare

Funding for innovative technologies in the NHS and the wider health and social care system, tackling unmet health and care needs.

NHS Value Proposition Workshop

This 3-day Pre-Accelerator supports innovators through the customer discovery process to build a robust value proposition for innovations that target the NHS and impact healthcare delivery and patient care. A cohort runs twice a year in Spring and Autumn culminating in an opportunity to pitch for Pioneer Group's Accelerator programme.



Igniting your products and innovations

Distinctive offer*

'Ignite' is our package of services available to companies and individual innovators from within and outside the East Midlands.

Our team has fantastic knowledge about innovation and transformation within the complex local, regional and national healthcare ecosystems.

We are experts who understand the NHS and the challenges associated with delivering commercial innovations into the healthcare system.

We know what health systems want, and because we understand why promising products can fail to gain traction, we help companies avoid common pitfalls and maximise their chances for success – going further and faster than would be possible without our help.

We know how to commercialise innovative solutions and how to get them adopted and spread.

We offer practical advice and hands on support which means products, services and innovations can be implemented at speed.

We also provide dedicated support and delivery for all funding streams, grants and competitions.

* A lot of our support is at no cost. More bespoke or intensive services may incur a fee.



Our current portfolio of consultancy services includes (but is not limited to):

- Delivering work packages for funding and grant competitions
- Health analytics, data and evaluation
- Budget cost impact analysis / health economics
- Value proposition development
- Project management including stakeholder analysis
- Pathway mapping
- Business case development
- Digital readiness surveys
- Commercialisation and adoption planning
- Channel understanding and partnerships
- Exporting and importing innovation
- Bootcamps, accelerators, networking events, workshops and training
- Equality diversity and inclusion, patient and public involvement
- Sales & marketing

To discuss how we can help ignite your innovation, get in touch at ignite@nottingham.ac.uk

Matching support with system needs to find new markets

Detailed knowledge of local healthcare system needs is critical to successful innovation adoption: one of the biggest barriers faced by companies is how to get to grips with the complex NHS and care system – navigating around the many organisations and understanding their needs.

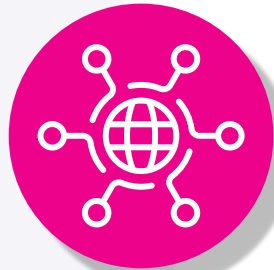
To give an indication of the degree of complexity, within the East Midlands alone, we connect with more than 1,000 healthcare organisations.

This is one of the key ways we help innovators. We dock with our local health systems (Integrated Care Systems or ICSs, which comprise all healthcare organisations involved in commissioning and delivering services) – we even have joint innovation posts with each of our five ICSs.

This enables us to undertake ‘demand signaling’ – linking across the systems and partners, we identify their needs, challenges and priorities, making us uniquely placed to connect your innovations to health organisations that need them.

Whilst we are interested in any innovation with potential to transform care, our needs analysis has established some East Midlands priorities:

- Urgent and Emergency Care.
- Planned Care.
- Community Care and Primary Care.
- Prevention.
- Starting well, living well, ageing well.
- Mental Health.
- Maternity and Neonatal Care.
- Medicines Optimisation.
- Circulatory disease (CVD, respiratory and diabetes).
- Cancer.
- Digital and AI technology.
- Innovations that can address health inequalities and support a more sustainable NHS.



HIEM support for innovators – case study

Company: Qbtech

Innovation: QbTest, technology that speeds up ADHD assessment, getting help to patients faster and saving NHS money by releasing clinical time.

HIEM support: Qbtech was a new entrant to the UK market – our support has ranged from developing business cases and implementation plans to evaluation and brokering connections across health systems. Based on the success of our East Midlands pilot the technology was adopted by all health innovations networks for rapid implementation across England.

What's the impact: between 2020 and 2023, through the support of HIEM and the local HINs, QbTest was adopted within 69 NHS trusts in every region in England, benefiting 65,000 children and young people. Qbtech annual growth increased from 20% to 50%. The UK success is providing a launchpad for expansion overseas, including to the USA.



What the company says:

“It would not have been possible to grow and expand so rapidly throughout every NHS region in England, without the support of Health Innovation East Midlands and the other local HINs. They broker connections into health systems that would have taken us years to develop alone. They understand the conditions critical to successful innovation adoption, and we have drawn on their expertise throughout our ongoing journey. For any company seeking markets within the NHS, the knowledge, support and insight of the HINs is invaluable.”

(Tony Doyle, Commercial Director, Qbtech)



Find out more

For a conversation about your innovation, get in touch:

To request our support and start a conversation, complete our company engagement form.
www.healthinnovation-em.org.uk/contact-us

For general enquiries email
 healthinnovation-em@nottingham.ac.uk

Find out more about our work on our website at
 healthinnovation-em.org.uk

For regular updates on our support offers, sign up to our commercial and innovator newsletter at
 <https://healthinnovation-em.org.uk/updates>

We also invite you to connect with us on our social channels:

 @Healthinn_em  Health Innovation East Midlands