

Creating a compelling value proposition for the NHS

Alison Mlot – Commercial Manager, Health Innovation East Midlands

20th September 2024



ABHI



Housekeeping

- This event will be recorded and shared afterwards
- Please keep microphones turned off if you are not speaking
- Feel free to use the chat function for any questions or comments
- There will be an opportunity to ask questions at the end, please raise your hand or share your question in the chat
- A link for you to share feedback on today's webinar will be shared in the chat at the end, please let us know your thoughts so we can shape future events



Our mission

Our continuing mission is to spread healthcare innovation at pace and scale



Improving
health



Driving down
costs



Stimulating
economic growth



An innovation ‘docking station’

- HIEM is one of 15 Health Innovation Networks (HINs) – commissioned by the NHS to operate as the innovation arms for our ICSs and partners.
- We tackle national problems, with local understanding.
- And local problems, with national expertise.
- Each health innovation network is fully-embedded in their local health and research ecosystem.
- This drives economic prosperity and growth in all parts of the country and ensures that everyone benefits from innovation.



Health innovation adoption experts

We transform lives through innovation by supporting health and social care teams to find, test and implement new solutions at scale to the NHS' greatest challenges, driving economic growth.

In the East Midlands:



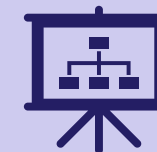
More than **1.4m**
patients positively
impacted through our local
work since 2013



More than **48,739**
clinical hours saved
through our programmes
and initiatives since 2013



More than
£205.4M value*
added to the health,
care and technology
sector against funding
of £50.7M since 2013



1,082
organisations benefited
from our expertise

*Value comprises inward investment leveraged; funding awarded to HIEM and partners with HIEM support, additional income from fee-for-service commissions, efficiencies achieved for health and care systems; and future health and social care costs avoided through innovations.



Health Innovation Academy



Access our free learning platform for all healthcare innovators

- Short on demand courses covering the innovation pathway
- Innovator success stories
- Ask the Expert sessions:

26th September 1pm [Budget Impact and Benefits Analysis](#)



ABHI Introduction

Luella Trickett – Executive Director, Medical Devices,
Value & Access, ABHI





ABHI

ABHI
THE VOICE OF HEALTHTECH

ABHI & OUR OFFER



Engagement to Shape Policy



Networking Opportunities



Expertise in Regulation



Insight, Intelligence & Resources



Deep NHS Relationships



Supporting Trade & Export

OUR TEAM

**Deep HealthTech Industry
Experience**

**11 Strong Leadership
Team**

INTERNATIONAL

**Help >250 companies
annually**

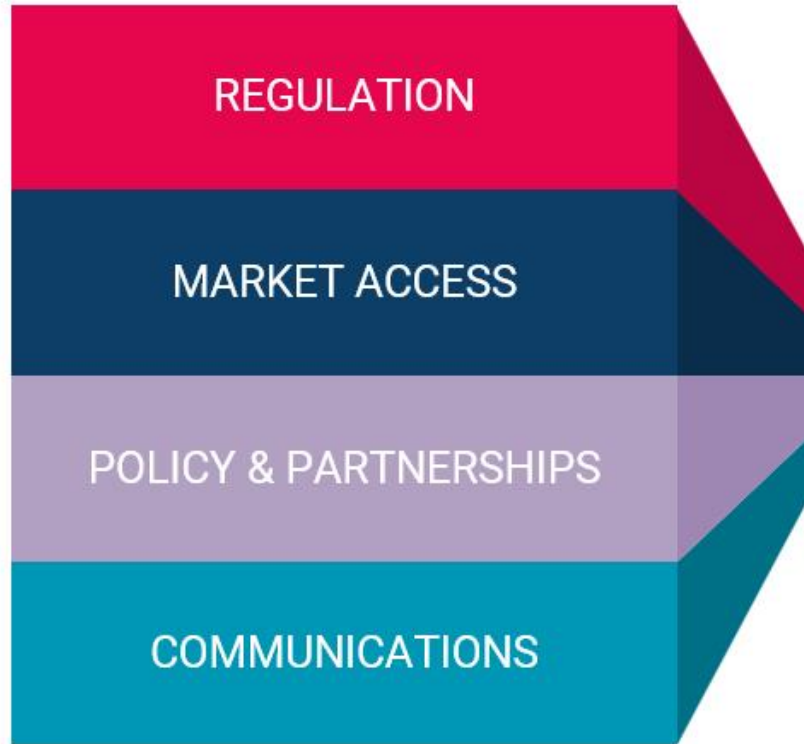
**US Accelerator
Programme**

UK Pavilions



ABHI

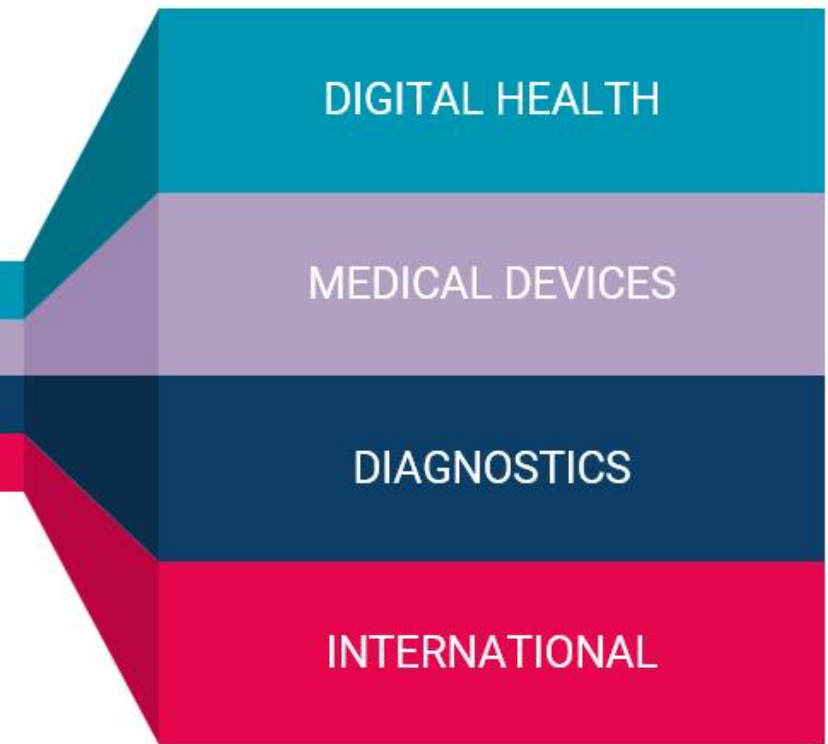
FUNCTIONS



STAKEHOLDER ENGAGEMENT



BUSINESS AREA



POLICY CO-ORDINATION

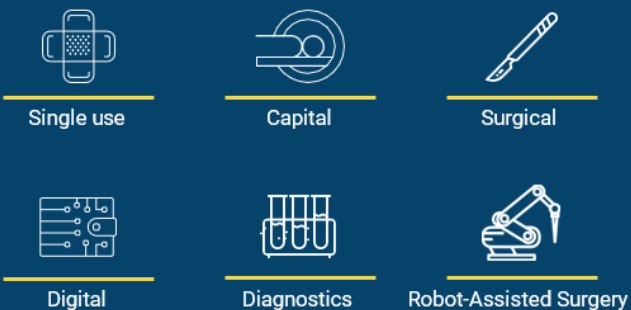
SECTOR SPECIFIC PROGRAMMES

ABHI'S 2024 PRIORITIES

Key Work Areas

.....
Strategic leadership provided by the ABHI Board,
delivered through our network of member groups
.....

Working across the full spectrum of HealthTech.



ABHI | Roles & Responsibilities

Paul Benton

Managing Director, International

Suzie Ali-Hassan

International Business Director

Sophie Green

International Accelerator Manager

Supports UK businesses to grow in international markets.

ABHI Groups: [International](#)

Richard Philips

Executive Director, Policy and Partnerships

Eleanor Charsley

Director, Government Affairs

Judith Mellis

Senior Manager,
UK Market Affairs

Responsible for ABHI's strategy, communications, member groups, healthcare policy development, trade and parliamentary activity.

ABHI Groups: [Public Affairs](#) | [Musculoskeletal](#) | [Cardiovascular](#) | [Patient Safety](#) | [Scotland](#)

Luella Trickett

Executive Director, Medical Devices, Value and Access

Addie MacGregor

Sustainability Manager

Leads on embedding value-based procurement, and adoption and spread of technologies across innovation pathways, and the sustainability agenda.

ABHI Groups: [Value & Access](#) | [Commercial Market Access](#) | [Sustainability](#) | [Ophthalmology](#)

Andrew Davies

Executive Director, Digital Health

Responsible for ABHI's digital health agenda, including data, regulation and market access work streams, as well as links to the investment community.

ABHI Groups: [Digital Health](#) | [Wound care](#) | [Respiratory & Anaesthetics](#) | [Robotic Assisted Surgery](#)

Michelle Michelucci

Head of International Events

Nicola Hudson

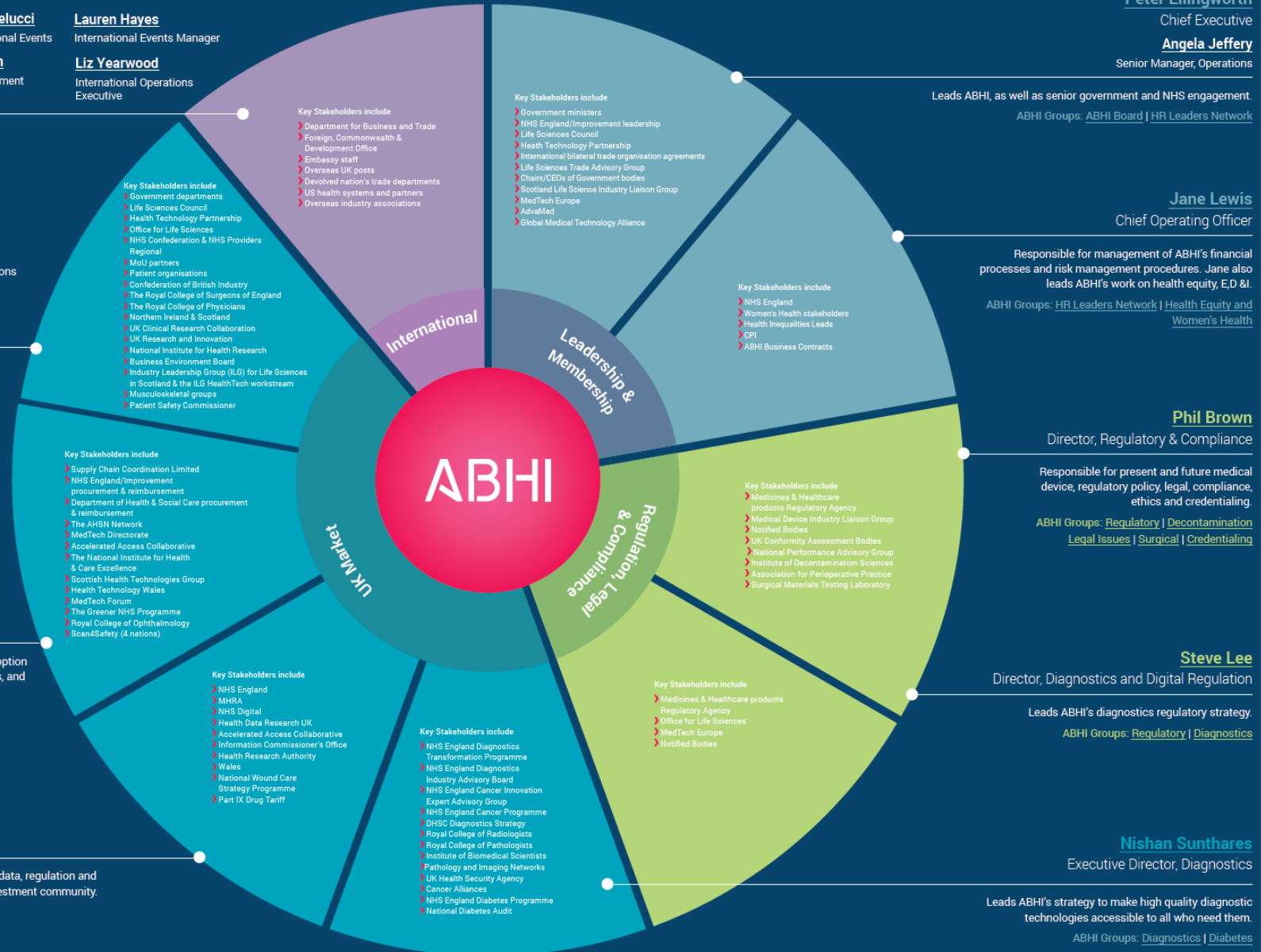
Business Development Executive

Lauren Hayes

International Events Manager

Liz Yearwood

International Operations Executive



Peter Ellingworth

Chief Executive

Angela Jeffery

Senior Manager, Operations

Leads ABHI, as well as senior government and NHS engagement.

ABHI Groups: [ABHI Board](#) | [HR Leaders Network](#)

Regulation & Compliance

Key Stakeholders include

- Medicines & Healthcare products Regulatory Agency
- Medical Device Industry Liaison Group
- Notified Bodies
- UK Conformity Assessment Bodies
- National Performance Advisory Group
- Institute of Decontamination Sciences
- Association for Perioperative Practice
- Surgical Materials Testing Laboratory

Responsible for present and future medical device, regulatory policy, legal, compliance, ethics and credentialing.

ABHI Groups: [Regulatory](#) | [Decontamination](#) | [Legal Issues](#) | [Surgical](#) | [Credentialing](#)

UK Market

Key Stakeholders include

- NHS England
- MHRA
- NHS Digital
- Health Data Research UK
- Accelerated Access Collaborative
- Information Commissioner's Office
- Health Research Authority
- Wales
- National Wound Care Strategy Programme
- Part IX Drug Tariff

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Jane Lewis

Chief Operating Officer

Responsible for management of ABHI's financial processes and risk management procedures. Jane also leads ABHI's work on health equity, E,D &I.

ABHI Groups: [HR Leaders Network](#) | [Health Equity and Women's Health](#)

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Phil Brown

Director, Regulatory & Compliance

Responsible for present and future medical device, regulatory policy, legal, compliance, ethics and credentialing.

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Steve Lee

Director, Diagnostics and Digital Regulation

Leads ABHI's diagnostics regulatory strategy.

ABHI Groups: [Regulatory](#) | [Diagnostics](#)

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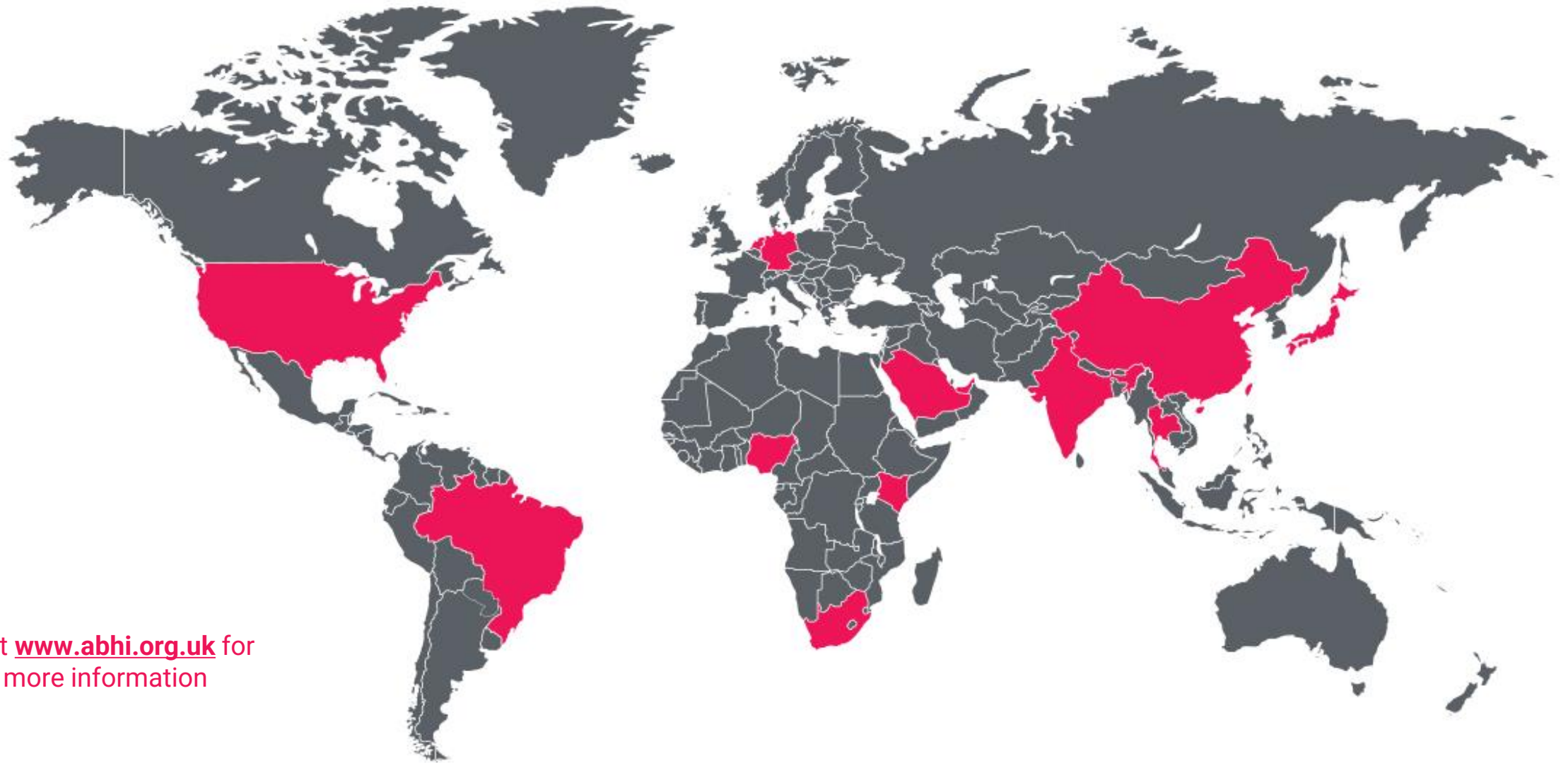
Nishan Sunthares

Executive Director, Diagnostics

Leads ABHI's strategy to make high quality diagnostic technologies accessible to all who need them.

ABHI Groups: [Diagnostics](#) | [Diabetes](#)

ABHI INTERNATIONAL'S GLOBAL OFFER



Visit www.abhi.org.uk for
more information

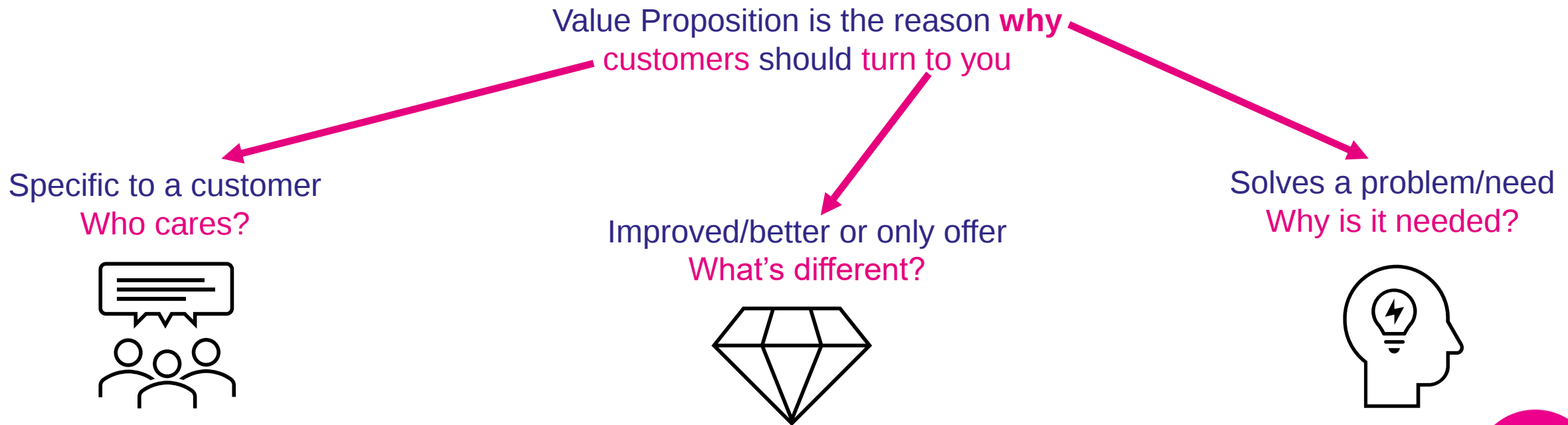
Developing a robust Value Proposition for the NHS

Alison Mlot – Commercial Manager, Health Innovation
East Midlands

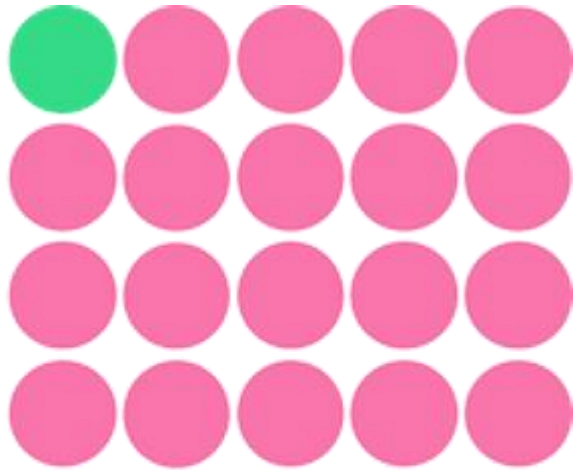


Value is relative

We help (X) do (Y) by doing (Z)



Why is a Value Proposition important?



19 out of 20
product innovations fail

- Clearly communicates 'why we should care'
- Understanding of the problem rather than pushing a product not fit for purpose

A Value Proposition is not...

- A list of features
- A sales/marketing statement



Fitbit - Value Proposition

Feature

Optical heart rate
and oxygen
saturation monitor



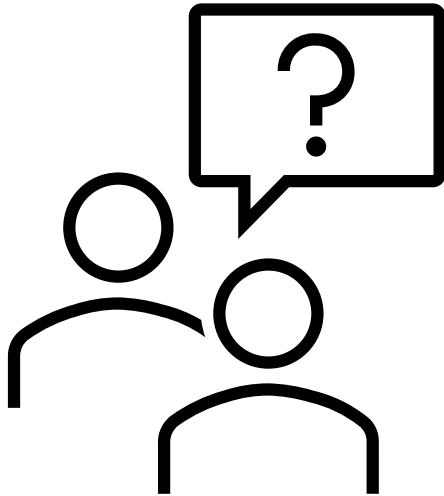
Value

To be motivated to
achieve fitness
goals

We help (X) do (Y) by doing (Z)



Types of Value Proposition



- New, only one to solve the problem
- Better performance
- Customisation, tailored to your needs
- Practical 'gets the job done'
- Design/Brand/Status
- Price
- Addresses a risk
- Accessibility/useability



Logic Model

If we use those things to do that to that group of people,
then we expect this to happen.

INPUTS

INTERVENTION

OUTPUTS

OUTCOMES

IMPACT

What we
invest

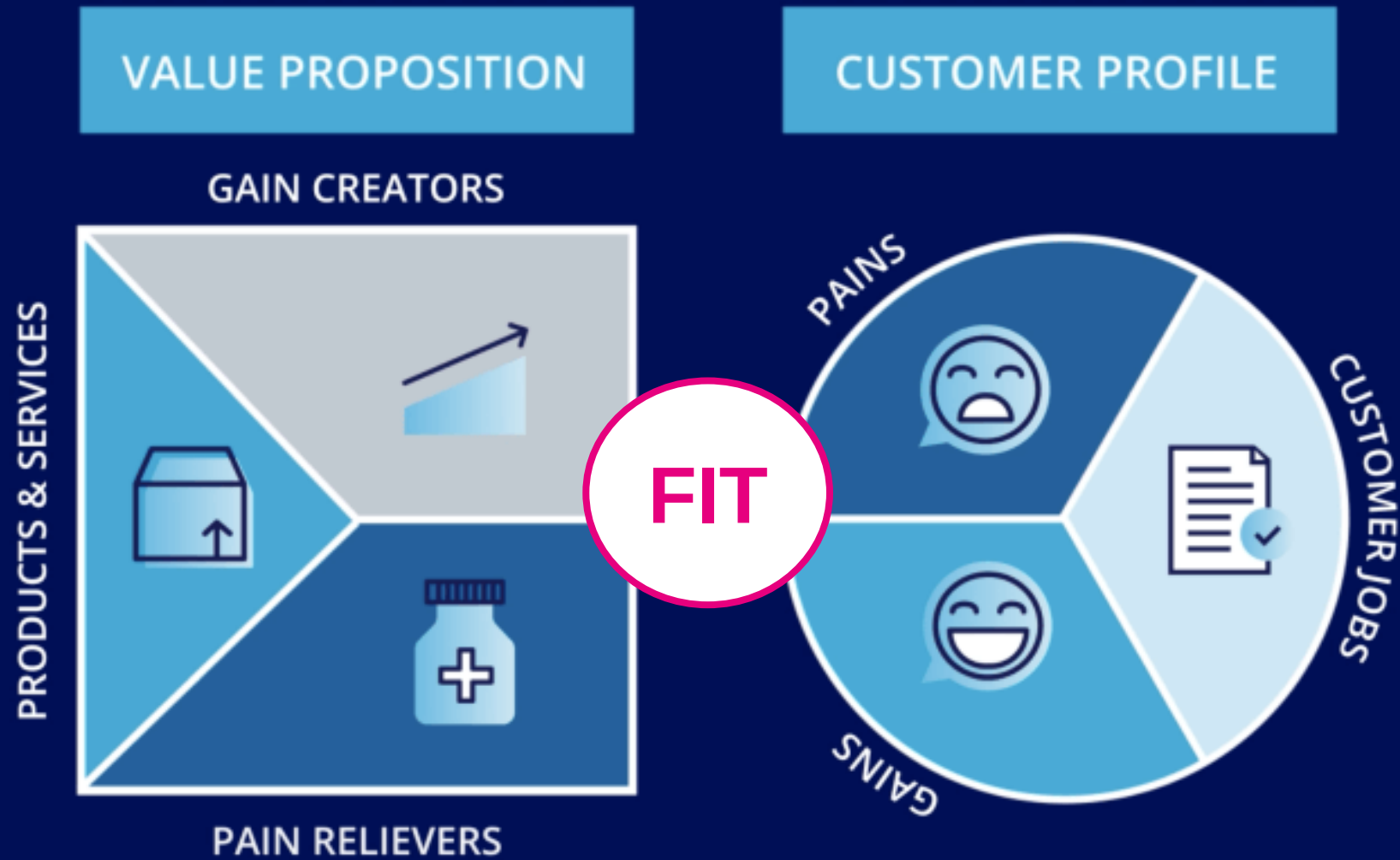
What we
change

What we do
and who we
reach

Effects for the
target group

What that
amounts to
more widely

Value Proposition Canvas

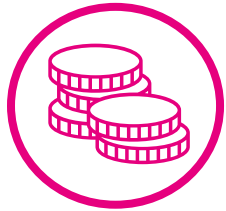


Value Proposition Statement

Our product/service
help(s) customer segment
who want to jobs to be done
by negative verb customer pain
and positive verb customer gain
unlike competing value proposition



Translate your innovation into a value-based solution to an unmet need



Clearly define the **problem** you are seeking to solve with research-backed evidence.



Articulate the **consequences** of inaction. What will happen if the problem continues to go unaddressed? Are other initiatives underway to address and if so, how does your solution outperform? Can you put a monetary cost to the NHS on the problem and back this up?



Define how your proposed **intervention**, product or service improves upon other current approaches – efficacy, efficiency and/or cost?



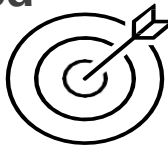
Illustrate the **impact** of your intervention and its potential if scaled



Building an NHS Value Proposition

	Problem Who does it affect? Why does it affect them?	Consequence What does it cost? What are the workforce and clinical implications?	Intervention What needs to change, does it change the pathway?	Impact What are the benefits?
Patients 				
Clinical Teams 				
Local System 				
National Directive 				

Value Proposition Evaluation Framework

VP Evaluation Table	Score		
	1-2	3-4	5
Targeted 	Limited or no differentiation between impacted teams / decision makers or influencers	Consideration of stakeholder & decision making ability, missing some elements, but understand of the impact on these groups	Clear and detailed articulation of stakeholder and their decision making ability
Evidenced Based 	Little or no real evidence, idea still needs a clinical trial followed by validation in a real-world setting	Some clinical data or proof of concept data from a pilot or trial site but missing robust real world validation	Multiple Real world evidence of innovation in use across the UK, Shows how barriers to adoption were addressed
Valued 	Limited understand of budget impact, or all theoretical models based from secondary research	Some data from pilot site, clear expansion of research data and an understanding of start up costs for the host site	Well evidence budget impact model, understanding of costing / funding pathways and add-on costs.
Health Equality / Sustainability 	No consideration of sustainability or Health inequalities, or simply states has no effect.	Some understanding of impact. Based from research / academic analysis, or limited data from pilot sites.	Data to show impact with gap analysis highlighting impact on health equalities or sustainability. Clear metrics considering co-design & PPIE. Considers digital inclusion.

Value is multifaceted

- **The preventative value** of propositions that can prevent a patient's condition from escalating to the point where they will need more costly treatment and care.
- **The social value** of propositions that can reduce a patient's dependencies by relieving their symptoms and allowing them to do more things than before.
- **The service value** of propositions that successfully reduce demand on certain health services, and/or allow patients to be treated in a more appropriate (community) setting.
- **The experiential value** of propositions that improve the quality of a patient's experience by reducing inconvenience or providing a less invasive way of treating them.
- **The efficiency value** of reducing the frequency with which a patient may require follow-up care



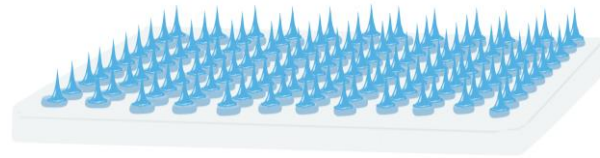
Customer discovery to build your value proposition

Henry Dunne – CEO & Co-founder, MicroNeedle
Solutions





Importance of Customer Discovery



The Mission

To reduce health inequalities across the globe by guaranteeing access to vaccinations, irrespective of location, race or gender.

The core pillars of Our Solution.

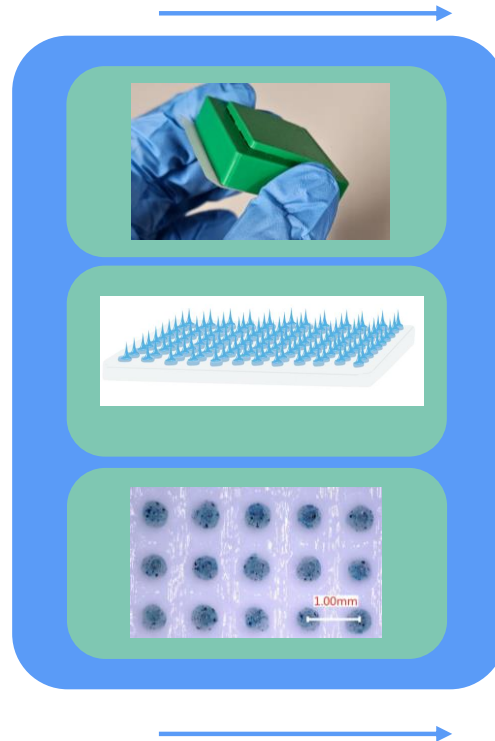
The Vaccine Patch

01 Painless

02 Robust Immunity

03 Self Administered

04 Low-Cost



Microneedles are microns in length **avoiding all** avoiding all nerve endings



The patches can induce **mucosal, cellular and humoral** immune responses



The patches simply need to be placed on the skin for **5 minutes** for vaccination



Low material costs, **low highly trained personnel** costs, and **low disposal** costs

What is Customer Discovery?

"Customer discovery is the initial and iterative process of understanding customers' situations, needs, and pain points." - Harvard Business School

"Customer discovery is the process to organise the search for the business model" - Steve Blank / Bob Dorf

Insights we found example

#1:

Assumptions we made:

Patches will save NHS money and time through



Time and money to administer vaccine



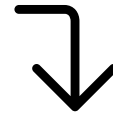
Cost associated with vaccine



transport

Cost associated with vaccine

storage



After conducted Interviews with NHS clinicians, we found:



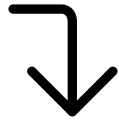
Cost associated with vaccine disposal

Insights we found example

#2:

Assumptions we made:

Our customers are



NHS



Governments



Individuals



After conducting interview with KOL, vaccine makers & regulators, we found:

Our customer is the vaccine maker



Overview

Customer Discovery enabled:

- Validation of Assumptions
- Discovery of new USP
- Discovery of true customers





Thank You

Contact: Henry.dunne@microneedlesolutions.com

Henry.dunne@microneedlesolutions.com
Nexus Discovery Way

Way

University Of Leeds

Leeds

LS2 3AA

Value for the NHS

Graeme Cameron – CEO, Pennine Healthcare /
Chair, ABHI Commercial Policy Group



Pennine Healthcare – Creating a Value Proposition for the NHS

Graeme Cameron – CEO



***Pennine Healthcare** is proud to be a leading UK, Employee Owned, manufacturer and distributors of medical devices servicing the acute commercial, hospital and community sectors.*

Incorporated in 1963, we distribute to over 50 countries from our purpose-built premises in Derby, UK, covering over 150,000 sq ft, of distribution and clean room space operating to BS EN ISO 14644-1.

Our portfolio is now MDR and UKCA compliant and we are fully ISO 13485 & 14001 accredited.

Our 5 Step Value Proposition Model

1.

Defining the Customer Problem

2.

Data Driven Commercial Validation

3.

Differentiated Customer Solution

4.

Develop a Financially Quantifiable Value Proposition

5.

Deliver & Commercial Capture of the Value Proposition



Presentation Case Study



forte-medical.com
peezymidstream.com
hello@forte-medical.com

- Is this a real problem or my passion?
- Spend time with multiple customers & stakeholders
- Constantly probe and disprove the problem
- Undertake deep research on the problem
- Create a clear and data driven problem statement



Traditional sampling methods soil patient hands, the container and toilet environment; it is messy and unhygienic, and undignified.

Poorly captured urine samples can lead to increased reporting of mixed growth/contamination as a result of first void urine spoiling the sample; contamination rates as high as 30% have been reported.

Step 1 Output: Evidence based Problem Statement

- Is there a compelling commercial opportunity?
- Qualify hard at this stage – it will be uncomfortable
- ‘Red Lighting’ quickly is a great outcome
- Is there a NAM? Need, Authority & Money
- Would you invest you and your family's money?



The global urinary collection device market hit \$2.6bn at the end of 2021 and is projected to grow at a 5.2% CAGR, reaching \$4.4bn by 2032.

7 million females a year in the USA have suffered from a UTI and 20% of urine samples are unreliable.

Step 2 Output: A robust Investment Pack

- Have you a simple, clear and compelling solution?
- Markets are so crowded, and customers are so busy
- Deep dive research on any competing solutions
- Cut through the noise – this is exceptionally hard
- Have you simple ‘One Pagers’ backed by evidence



Peezy Midstream is the only device designed to automatically obtain a clean catch.

The only urine collection method that meets Public Health England's UK Standards for Microbiology Investigations: Investigation of urine.

Step 3 Output: Pack of Pitch & Communication Assets

- Think about the data and evidence from the start
- Procurement / Finance won't sign off without evidence
- Be comfortable with the financially driven elevator pitch
- Be creative on your value; Pathway, Net Zero, Time etc.
- Make it easy for others to understand & explain quickly



Cost of specimen collection kit			
Total for initial samples	£28,000,000	£630,000	-£27,370,000
Total for re-sampling	£420,000	£189,000	-£231,000
Cost of other consumables	£0	£5,460,000	£5,460,000
Total for all specimen collection kit and other consumables	£28,420,000	£6,279,000	-£22,141,000
Cost of laboratory analysis			
Total for initial samples	£70,000,000	£70,000,000	£0
Total for re-sampling	£1,050,000	£21,000,000	£19,950,000
Total for all laboratory analysis	£71,050,000	£91,000,000	£19,950,000
Total cost for sample collection & testing	£99,470,000	£97,279,000	-£2,191,000

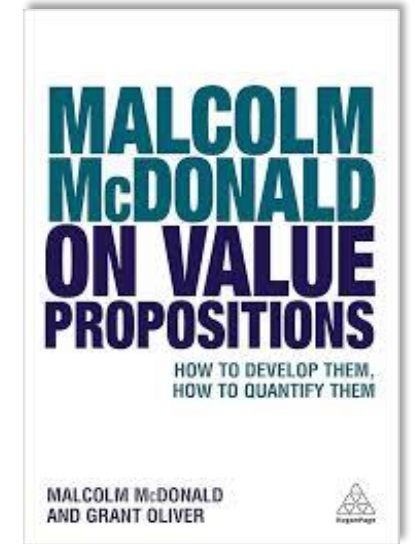
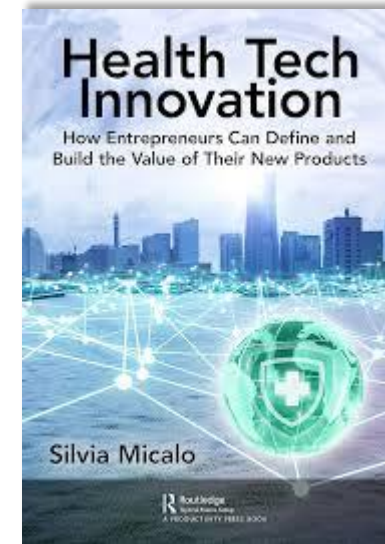
Step 4 Output: Financially Quantifiable Model

- 



Closing Comments

1. Try and **reject personal bias** and 'my beautiful baby' syndrome
2. From the very beginning think of the **supporting evidence**
3. Is there really a commercial opportunity, if not, then **kill quickly**
4. Is it easy & simple so you cut through the **noise & distraction**?
5. Remember the **Rule of Pi**, it will take 3.14 times longer than you think and 3.14 more times the resource



Further Reading



Thank You



Pennine 

Questions

Virtual hands or use the chat function



Further information

- **Email:** healthinnovation-em@nottingham.ac.uk
- **Web:** healthinnovation-em.org.uk
- **X:** @Healthinn_em
- **LinkedIn:** [Health Innovation East Midlands](#)
- **Sign up to our newsletters:** healthinnovation-em.org.uk/updates



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webinars and
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