THEHILL

NHS Market Access Accelerator
June - October 2020

TheHill presents a programme of talks and workshops and 1:1 support, including business advice, clinical opinions and a deep dive into NHS structures, reimbursement and access routes. Delegates will gain understanding of how to enter the United Kingdom's National Health Service (NHS) with a new digital innovation for healthcare.

| The NHS in context: an introduction | Patient data, technical integration and clinical trials | Getting paid: reimbursement and procurement within the NHS | The regulatory landscape for healthcare in the UK | Opportunities to collaborate in Oxford |

TheHill is an innovation cluster, network and support programme working with NHS Trusts, universities, digital developers, innovators and investors to catalyse commercial and impactful technological solutions in healthcare.

The NHS Market Access Accelerator is suitable for SMEs who are not yet working with the NHS, or may be working with private healthcare, and are at the beta test stage or have a finished product ready for the market. This programme is partly funded by the ERDF (European Regional Development Fund).

After a very successful launch last year, we have expanded our NHS Market Access Accelerator to offer support at two levels:

• **Early stage companies stream** – this is for companies that have an idea, concept or early prototype and need help to refine the business model and determine their value proposition for clinicians and the NHS.

• **Growth companies stream** – this is for start-ups with a beta product with regulatory approval (or no need for it) and ready to set up a pilot, service evaluation or first sale.

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Welcome to the second cohort of TheHill's NHS Market Access Accelerator

Hello, and a warm welcome to all our accelerator participants. This is the second cohort of our Accelerator and we're delighted to build on last year's success and bring you an even bigger and better programme for this year.

We're excited to be working with companies who bring cutting edge technologies and products which address real user needs. Many of you have been spurred into action by the new urgent care paradigm created by the pandemic, responding to the critical needs of our NHS by creating new data measurement and logistical monitoring services to enable hospital staff to better care for patients. Others have continued to push forwards innovations that will transform health and care despite difficult working circumstances and an uncertain environment.

We believe you and the other digital health companies we support can bring genuine value, efficiency and improved patient outcomes and want to give you the best possible chance of successfully connecting with the UK's National Health Service (NHS). Throughout the week, we'll be hearing from experts across regulation, reimbursement and data management, with plenty of opportunity to network with each other and the wider community also built in.

This will be the first comprehensive programme we have delivered in an online format and I want to thank my team for their effort in bringing together such a detailed programme in a new environment. Our commitment to using digital technology is exemplified in this new accelerator programme, which will be an intense, effective introduction to bringing innovative technologies to the NHS. We hope you have a fantastic time, learn lots and make some useful connections – and at the end of the week, we would welcome your feedback to make it even better next time.

With very best wishes for a successful learning experience,

Megan Morys-Carter,
Director of TheHill

Introducing our ISfB Programme Manager, Abdul Gufar

I am excited to be working with you for the duration of our accelerator programme. I've managed a number of incubators and accelerators but this is my first time working as part of TheHill's team and taking advantage of video conferencing software to bring you a new digital programme of workshops, panels and online mentoring.

I will be with you every step of the way, assisted by my colleagues and our expert guest speakers to deliver a packed programme which will accelerate your company towards commercial readiness and health and care impact.

If you have any questions or need help with any aspect of the programme, don't hesitate to ask.

Abdul Gufar,
ISfB Programme Manager

connect@thehilloxford.org

Virtual Accelerator 2020: Innovating the way we work

Zoom

The Accelerator will be delivered via the free video conferencing platform Zoom. You can download a Mac or PC application from their website (https://zoom.us/). We also hope to have some in-person sessions towards the end of the programme and will confirm those dates when we are closer to the time.

A screenshot of TheHill team and guest speakers at a Zoom meeting earlier this year

Mentoring

Our mentorship is carried out by experienced mentors and programme managers to help support entrepreneurs through their business journey whilst on the program. Through 1 to 1 dedicated service our mentors work with you to overcome key issues and obstacles which may be stalling your development and growth to commercialisation.

Programme mentors

Jim Gabriel, Innovation Advisor, TheHill and Oxford Innovation

Jim is currently engaged with Oxford Innovation Ltd as Entrepreneur-in-Residence providing innovation support to Bucks New University's newly launched Health Tech and Digital Hubs. A serial entrepreneur, Jim co-founded an innovative and multiple award-winning healthcare IT business selling into the NHS, where he enjoyed the role of CEO responsible for all sales and growth until the founding team successfully exited through acquisition.

Lucy Edwards, Customer Experience Lead, Nye Health

Lucy is a relationship and project manager with ten years experience in start-ups across financial services, media and healthcare. Lucy enjoys developing and driving creative solutions for complex projects with various stakeholders ranging from internal teams, medical professionals and CXOs. A few of her recent projects include redesigning internal customer management tools and processes to improve cross team collaboration and performance analysis, developing a customer insights program to advocate for actionable product and service experience enhancements, and serving as the implementation manager for mental health clinics and institutions.

Samir Khan, Founder, Lighthouse Innovations

Samir is the founder of Lighthouse Innovations Ltd – an Oxford-based innovation and access strategy group advising several global impact-focussed start-ups and entrepreneurs within and beyond the NHS-industry ecosystem of the UK. Samir is a health innovation strategist and global market access professional with more than eight years of experience within and beyond the Life Sciences and Healthcare arena, bringing human- centred design, systems-level evidence and commercial access solutions to public and corporate leaders investing in preventative and precision medicine, diagnostics, AI, digital therapeutics and system transformation.

What else is included

Your business will also benefit from:

- Market insight and access to the NHS
- 1 to 1 mentoring with our Entrepreneurs in Residence
- Visiting expert sessions
- Investor pitch training
- 1 to 1 investor sessions
- Joining a community of technology innovators from start-up to established companies
- Referrals to clinician and experts

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Meet our team at TheHill

TheHill team is a diverse, inclusive group who are passionate about making a difference to the NHS. Led by Megan Morys-Carter, Programme Director, we provide a bespoke programme of support interventions taking ideas forward from conception to sales. Some of us you have already met, the rest of us hope to introduce ourselves over the course of the Market Access Accelerator.

Hannah Briden, Innovation Project Manager
Hannah has spent over 20 years working in a variety of sales, marketing and leadership roles for technology organisations large and small. Now an independent consultant she helps technology organisations to achieve their growth objectives. Hannah is also co-founder of the children's charity, Thinking of Oscar, which is on a mission to bring the future of healthcare to children by investing in technologies and innovation which improve outcomes in child health.

Adele Carvalho, Digital Innovation Officer
Adele has many years experience as a senior Executive Assistant in the Oxford University Hospitals NHS Foundation Trust.

Sara Cocomazzi, Digital Skills Programme Manager
Sara has previously worked across various roles within NHS commissioning support and secondary care. These include programme management, business development, transformational change and coaching to help make things better for clinical and non-clinical staff.

Andrea D'Andrea, Marketing Officer
Andrea is a data and content marketing expert. He has previously held roles as Marketing Manager within the telecoms, energy, IT and manufacturing sectors.

Nick De Pennington, Digital Innovation & Population Health Lead and Interim Chair of the Board
Nick is one of NHS England's Clinical Entrepreneurs and the CEO of Ufonia, a digital health start-up company developing voice-based robotic-process-automation for the management of long-term conditions.

Jim Gabriel, Innovation Advisor
Jim is currently engaged with Oxford Innovation Ltd as Entrepreneur-in-Residence providing innovation support to Bucks New University's newly launched Health Tech and Digital Hubs. A serial entrepreneur, Jim co-founded an innovative and multiple award-winning healthcare IT business selling into the NHS, where he enjoyed the role of CEO responsible for all sales and growth until the founding team successfully exited through acquisition.

Abdul Gufar, ISfB Programme Manager
Abdul has over 16 years track record of mentoring entrepreneurs and early stage companies to scale, design strategies, proof of market validation and product launch. With a firm understanding of commercial business practices to innovate, build and deliver on projects, Abdul has spent the last years managing digital accelerators and incubators to drive forward UK Innovation.

Gareth Hooper, Healthcare Economist
Gareth is a health economist with experience in the NHS and academia. He is a reviewer at the National Institute of Health Research (NIHR) and provides specialist advice on grant applications and study design for health economic content. He is a former committee member at the National Institute of Health and Care Excellence (NICE) Technology Appraisal Committee.

Marc Huglin, Operations Manager
Marc has previously held roles as Head of Operations and Project Director within the wholesale financial services sector.

Rhiannon Lassiter, Head of Marketing
Rhiannon was previously Marketing Manager for the Faculty of Technology, Design and Environment at Oxford Brookes University. She is also a professional author of fourteen novels and non-fiction titles, and works as an independent marketing consultant and fitness instructor.

Megan Morys-Carter, Director
Megan sits on the Board of The Oxford Trust, an independent charitable trust working across enterprise and innovation; science education; and public engagement with science. She also holds voluntary roles with the angel network OION and Oxford Startups.

Nesrine Ramadan, Digital Innovation Officer
Nesrine is a biomedical scientist with international strategy consulting experience and has been involved in a number of diversity and inclusion initiatives.

Ti Xu, Digital Innovations Specialist
Dr Ti Xu is a physicist by academic training receiving his DPhil at the University of Oxford in 2017. He has work experience in education, healthcare innovation, and venture capital. He is particularly passionate about the convergence of digital technologies with health and wellness, and he is a co-founder of a digital health startup that is part of the University of Oxford Incubator.

Speaker biographies

Stephen Brett, *Solicitor, Anderson Law LLP*

Stephen joined Anderson Law LLP in February 2011 as a Consultant and became a Partner in 2019. He is recommended in Chambers Directory in the Intellectual Property field. He has worked in-house with Oxford University Innovation and with Oxford University Hospitals NHS Foundation Trust as well as in private practice roles.

Helen Brind, *Growth Hub Manager, Oxford Local Enterprise Partnership OxLEP*

Helen manages the Growth Hub, part of the OxLEP Business team, supporting businesses who are pre-start-up, start-ups or growing through a series of grants opportunities, workshops and one to one support. Helen has previously worked within the financial services and education sectors.

Kim Chapman, *CTU Operations Manager, Centre for Movement, Occupational and Rehabilitation Sciences, Oxford Brookes University*

Kim has previous experience working as a researcher within both Higher Education and a Government Agency, and more recently in monitoring the quality and delivery of commercial pharmaceutical clinical trials.

Helen Dawes, *Director, Centre for Movement, Occupational and Rehabilitation Sciences, Oxford Brookes University*
and Scientific Manager Oxford Clinical Allied Technology and Trial Services Unit (OxCATTS)

Professor Dawes is a world-leading clinical trials researcher who has developed a vibrant, sustainable research centre with an international reputation based on innovative methodological expertise.

Nick De Pennington, *Digital Innovation & Population Health Lead, Oxford University Hospitals NHS Foundation Trust*

Nick is a former neurosurgeon and co-founder of TheHill. He leads innovation activities at OUH and is the Clinical Lead of the Thames Valley & Surrey LHCR. He is also one of NHS England's Clinical Entrepreneurs as CEO of Ufonia, a digital health start-up company developing autonomous voice-based clinical follow-up.

Lucy Edwards, *Customer Experience Lead, Nye Health*

Alexander Finlayson, *CEO and Head of Product, Nye Health*

He graduated with honours, distinction and the finals prize in medicine, has 10 years' experience developing award winning digital health products (raised > £8 million in grant funding for healthcare innovation) and continues to practice as a General Practitioner two sessions each week. He is a Doll Fellow at Green Templeton College, Oxford, was a Kennedy Scholar at Harvard University studying systems biology and Head of Research at the King's Centre for Global Health. He was awarded British Medical Journal junior doctor of the year in 2012 for founding a DFID funded technology company which delivers capacity building interventions in the health sector in fragile states with a particular focus on Somalia.

Abdul Gufar, *ISfB Programme Manager, TheHill*
Abdul has over 16 years track record of mentoring entrepreneurs and early stage companies to scale, design strategies, proof of market validation and product launch. With a firm understanding of commercial business practices to innovate, build and deliver on projects, Abdul has spent the last years managing digital accelerators and incubators to drive forward UK Innovation.

Tate Gilchrist, *Director of Global Business Development for Healthcare, InterSystems*

Tate Gilchrist leads Global Business Development for Healthcare for InterSystems. With a 23 year career in healthcare, Tate has held a variety of business development and leadership roles across the medical device, pharma, and technology industries. With a passion for innovation, Tate finds great satisfaction in working with emerging digital health companies, whose path to success might be exponentiated with support from InterSystems technologies.

Rita Hendricusdotti, *Programme Manager, Regulatory Navigation, University of Oxford*

Rita played a significant role in setting up and leading the training workstream within ELIXIR, a European infrastructure for biological research data. Rita has also been instrumental in leading the development of large eLearning training program for the pharmaceutical industry.

Anant Jani, *Value-based Healthcare programme, University of Oxford, and*
Executive Director, Better Value Healthcare

Anant is a Research Fellow responsible for leading applied research/implementation projects focused on three key areas: social prescriptions, social determinants of health and impact finance, and impact investing.

Adnam Khalik,

Samir Khan, *Co-founder and CEO, Lighthouse Innovations*

Hannah Mills, *Head of Contracting and Procurement, Oxfordshire Clinical Commissioning Group (CCG)*

Hannah was previously Head of Assurance and Delivery for the Thames Valley Area Team for NHS England and has held a range of senior contracting and procurement roles for the NHS.

Eileen Modral,

Jess Morley, *AI Subject Matter Expert, NHSX*

Jess is a student researcher at the Oxford Internet Institute where she is a member of the Digital Ethics Lab - directed by Professor Luciano Floridi. Jess also provides NHSX with technical and ethical expertise needed for the development of policies such as the Code of Conduct for Data-Driven Health and Care Technologies.

Megan Morys-Carter, *Director of TheHill digital health innovation community and CEO, Oxlaunch*

Megan is Director of TheHill digital health innovation community. She is also CEO of the social enterprise OxLaunch, volunteers with Oxford Startups and sits on the Board of The Oxford Trust.

Laura Ramsey,

Peter Russell,

Tom Stocker, *Policy Manager, Innovation in Care, Care Quality Commission (CQC)*

Tom has a background in operational consultancy and NHS service design and commissioning. He is currently working to launch the CQC's "regulatory sandbox".

Gary Welch, *Director of Procurement and Supply Chain, Oxford University Hospitals NHS Foundation Trust*

Gary was project manager for the one of the first collaborative procurement hubs in the NHS and then went on to be Programme Director for the development of the NHS London Procurement Programme where he was also Managing Director for 3 years. He has since held a number of senior procurement roles at various Trusts across the NHS.

Glenn Wells, *Director of Strategy & Planning at Medical Research Council*

Editor's note: We apologise that this list is incomplete. We are still awaiting some speaker biographies which will be shared with you in an updated version of this programme once we receive them.

Meet our accelerator delegates in the early stage stream

Autism-Doctor
Liliya Bakiyeva

Autism training has been made mandatory by the government for all healthcare professionals (HCPs) following the Oliver McGowan inquiry. Autism in 8 Words is a 10 weeks long autism training course delivered online using a mix of regular live webinars, discussion groups, prerecorded video and audio content, quizzes, and handouts. All course material is created by Experts by Experience (Autistic people) and edited/supervised by an Autistic Psychiatrist - (expert by training and experience!) The live sessions would be led by Experts by Experience. The course structure utilises principles of Microlearning: therefore, the Learning Process can take place whenever you find yourself with 5 minutes to spare, like at the bus stop, or waiting in a queue. A major bonus is the fact that the HCPs would not need to take any time off during their working hours and even the live webinars will be scheduled to facilitate that.

BelleVie
Trudie Fell

The care economy is broken. Coronavirus has shown that care workers and those receiving support deserve better. BelleVie is that change. We support older adults to live fulfilling, independent lives in their own homes. Our radically different operating model (inspired by the success of Buurtzorg in the Netherlands), unique monthly subscription pricing, underpinned by our bespoke technology, is redefining the future of care work.

Cardmedic
Rachael Grimaldi

Inspired by a COVID-19 ICU survivor, terrified when unable to understand his healthcare providers through their Personal Protective Equipment, CARDMEDIC's digital communication flashcards are designed to break through the PPE barrier, improving transfer of vital information from frontline healthcare professionals (HCPs) to patients. Also a practical upskilling tool for re-deployed/returning HCPs and a patient communication training tool for healthcare students.

Converz
Devashish Bharti

After spending 15 years in the industry working on Data and Analytics programmes for companies (such as GSK, Johnson & Johnson, Reckitt Benckiser), Dev founded Converz with an aim to use Artificial Intelligence (AI) for specific industry challenges. He is also pursuing his PhD in AI at Oxford Brookes University.

Converz is building a product in the Healthcare space. The primary reason for the exponential growth of AI has been the ability to bring the data to where algorithm lives. This approach does not necessarily work in regulated sectors such as healthcare where patient privacy is non-negotiable. Our product aims to reverse the flow where the algorithm travels to the data silos (e.g. medical facilities), without any data leakage. This not only allows privacy based AI but also allows medical institutions to participate and access AI algorithms trained on a much larger corpus of data. The product is benefitting from a team with diverse experience across academia, research, medical and tech sectors. We aim to collaborate with people in this accelerator to understand and tackle the challenges of deploying cutting edge AI for medical establishments.
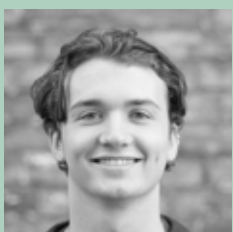
Ddx
Benjamin Walker

Ddx aims to capture raw feedback data from the frontline to power system change. We are passionate about harnessing new technologies to build a shared culture of system improvement. Our vision is to empower lived experience, and we are working first in the healthcare sector. We are focused on building an MVP and demonstrating the core value of our product. We are a dynamic 4-person team with a strong core culture, and a diversity of relevant skills and experiences. Ben and Mickaela are medical students, with experience in non-profits and start-ups, and management consulting at Bain & Company respectively. Robbie is a recent Oxford graduate training in adult mental health social work. Will is an NHS Clinical Entrepreneur, and an emergency medicine doctor. Together we are working to drive change that delivers.

Greener Planet 4 Us
Roberto Vilar

Greener Planet 4 Us are addressing the problem of compliance when taking medicines. Their solution is initially designed for for cancer patients and will ultimately be extrapolated to other patients. They are developing an educational clinic app providing information on cancer drugs: how to take them, the expected side effects and how to mitigate these. The app will also include drug histories, allergies, reminders of when to take medicines, contact numbers, and interactive AI programs.

Patient Flow Software Library
George Hadjipavlou

Dr George Hadjipavlou is a Consultant in Anaesthesia and Perioperative Assessment at Oxford University Hospitals NHS Foundation trust. He undertook his medical studies at Oxford University and whilst there was awarded the Ida Mary Henderson Scholarship, Dixon and Iowa Prizes. Shortly after becoming a doctor in 2008 and starting his clinical anaesthesia training, he began an academic clinical career in neurosciences with an NIHR funded fellowship. He undertook a mathematics and statistics degree completing it in 2017, and he began research on system dynamics and healthcare. He currently focuses on trying to understand how to identify system bottlenecks in healthcare, and how to make the provision of healthcare more sustainable in the long term by focusing on patients, systems, health professionals. He has recently shown how modelling patient flow in intensive care can identify efficiency breakpoints and how modelling itself can predict the outcome of ICU restructuring.

We have created three analytical tools on an internet platform called the Patient Flow Software Library or PFSL: a theatre list planner, a treatment target analyser and a bed flow analyser. These tools were developed using the open source RShiny package and are based on custom designed probabilistic statistical models. The theatre list planner allows service managers and surgeons to enter their desired operating list, along with averages and standard deviations for their operating times, financial charge for the operation, and cost of running the theatre per hour. The analysis will create a likelihood of the theatre list overrunning, its efficiency, chance of cancelling a case, and potential for profit. The treatment to target analyser gives managers an understanding of whether their waiting lists are stable or not, and what is required to meet a waiting list target in terms of service provision now and in the future.

Mobilise Care
James Townsend

We are on a mission to help the UK's 7 million unpaid carers access support, information and advice. This ranges from practical or condition-related issues to the emotional challenges of caring for somebody and navigating the NHS, social care and benefits systems. We are developing a multi-channel service that enables carers to crowd-source their wisdom, insights and experience of care to solve problems for others.

Wilkinson Hall
Angela Hobbs

In the 90's Angela Hobbs designed international symposiums for the UK's largest newspaper brand, resulting in 20 years of international projects and a C Suite client list. She later applied her experience in service and business design to a restructure project in MedTech and digital health, participating in tech innovation funding panels for the Design Council, Versus Arthritis and the University of Oxford. Her Sust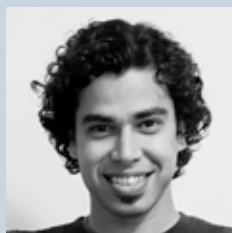ainable Business Masters dissertation focused on all things glass; elevators, ceilings and cliffs, an interest that led her to create Wilkinson Hall Ltd in 2019, working with female entrepreneurs and developing products in FemTech.

Wilkinson Hall is designing innovative products and services positioned in the FemTech industry, a subset of apps and gadgets geared at enhancing women's well-being. Technology catering to women's health hasn't historically received much venture capital funding — but that's starting to change. We are delighted to be working with Oxford Computer Consultants, to create CarriMe, available in May 2020. We are supported by De Montfort University and their wonderful team.

TheHill's NHS Market Access Accelerator agenda: early stage stream

	Innovation NHS	NHS Business	Need to know	Reimbursement and investment	Meet the investors in healthcare	Peer-to-Peer online training	Conclusion and success stories
	Monday 15 June 2020	**Tuesday 16 June 2020**	**Monday 6 July 2020**	**Monday 17 August 2020**	**Tuesday 18 August 2020**	**Monday 7 September 2020**	**Tuesday 6 October 2020**
	Venue: Zoom	Venue: Zoom	Venue: Zoom	Venue: Zoom	Venue: Zoom	Venue: Zoom	Venue: Oxford University Hospitals NHS Trust (to be confirmed)
09:15	Registration and technical check	Registration and technical check	Registration and technical check	Registration and technical check	Registration and technical check	Registration and technical check	Registration
09:30	Welcome: Introduction to TheHill and mentors 09:30 - 10:15 (45 minutes)	Welcome + Business Guest Speaker 09:30 - 10:30 (1 hour)	Welcome and peer-to-peer action learning groups 09:30 - 10:30 (1 hour)	Welcome + Investment Guest Speaker 09:30 - 10:30 (1 hour)	Welcome + Guest Speaker 09:30 - 10:00 (30 minutes)	Welcome + About online training 09:30 - 10:00 (30 minutes)	The Journey Ahead 09:30 - 10:00 (30 minutes)
10:00	Company introductions and expectations 10:15 - 10:30 (15 minutes)				Pitch deck: what investors look for? 10:00 - 10:30 (30 minutes)	How to protect your intellectual property 10:00 - 10:30 (30 minutes) Split session: resumes after break	Success stories from Market Access Accelerator 2020 10:00 - 10:30 (30 minutes) Split session: resumes after break
	BREAK 10:30 - 10:45 (15 min)	BREAK 10:30 - 11:00 (30 min)	BREAK 10:30 - 11:00 (30 min)	BREAK 10:30 - 11:00 (30 min)	BREAK 10:30 - 11:00 (30 min)	BREAK 10:30 - 10:45 (15 min)	BREAK and networking 10:30 - 11:00 (30 min)
11:00	Paperwork and forms 10:45 - 11:15 (30 minutes)	How to work with the NHS 11:00 - 12:00 (1 hour)	Start-up accountancy 11:00 - 12:00 (1 hour)	Accessing grants 11:00 - 12:00 (1 hour)	Investor Panel for Open Q&A 11:00 - 12:30 (1 hour and 30 minutes)	How to protect your intellectual property session continues 10:45 - 11:15 (30 minutes)	Success stories from Market Access Accelerator 2020 session continues 11:00 - 12:00 (1 hour)
	Session 1: Introduction to the NHS 11:15 - 12:00 (45 minutes)					Market validation 11:15 - 12:00 (45 minutes)	
12:00	LUNCH 12:00 - 13:00 (1 hour)	LUNCH 12:00 - 13:00 (1 hour)	LUNCH 12:00 - 13:00 (1 hour)	LUNCH 12:00 - 13:00 (1 hour)	Close	LUNCH 12:00 - 13:00 (1 hour)	LUNCH and networking 12:00 - 13:00 (1 hour)
13:00	Session 2: Developing an MVP ready for trials 13:00 - 14:00 (1 hour)	Selling into the NHS 13:00 - 14:00 (1 hour)	Social media platforms: Google Meet, Microsoft Teams and Zoom 13:00 - 13:30 (30 minutes)	A perspective on reimbursement 13:00 - 14:00 (1 hour)		Marketing strategies 13:00 - 14:00 (1 hour)	Group Q&A 13:00 - 14:00 (1 hour)
			Simply docs 13:30 - 14:00 (30 minutes)				
14:00	Session 3: Covid19 – The need for new innovation for tracking 14:00 - 15:00 (1 hour)	Q&A with mentor and what to expect 14:00 - 15:00 (1 hour)	Company formation and shareholder agreements 14:00 - 15:00 (1 hour)	Case studies: Investment 14:00 - 15:00 (1 hour)		BREAK 14:00 - 14:15 (15 min)	Feedback forms 14:00 - 14:30 (30 minutes)
						Peer-to-peer action learning groups 14:15 - 15:15 (1 hour)	COFFEE RECEPTION Refreshments/networking (adhering to social distancing rules) 14:30 - 16:00 (1 hour and 30 minutes)
15:00	BREAK 15:00 - 15:15 (15 min)	Close	Q&A 15:00 - 15:15 (15 minutes)	BREAK 15:00 - 15:15 (15 min)		Close	
	Q&A 15:15 - 16:00 (45 minutes)		Close	Q&A 15:15 - 15:45 (30 minutes)			
				Close			
16:00	Close						Close

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Meet our accelerator delegates in the growth stream

BreatheOx Limited (trading as Albus Health)
Mikesh Udani

Our home monitoring system consists of a small non-contact bedside device (Albus Home) with a range of wireless sensors; suite of AI algorithms (Albus Analytics) that convert the signal data into clinically relevant metrics; and secure data transfer and management platform (Albus SDMS). This system provides continuous, objective and long-term monitoring passively and automatically. Passive, automated and non-contact monitoring makes it ideal for children. Data is collected is objective and ideal for standardisation.

Canary Care
Stuart Butterfield

Canary Care is a simple, smart home monitoring system that supports elderly and vulnerable people to live independently at home for longer. The system is designed and manufactured in the UK and is used by families, local authorities, the NHS and care organisations. It uses sensors, placed around the home, to gather information about daily routines. This provides tangible insights about well-being and can be used to alert families and carers if something unexpected happens. Canary Care can prevent little niggles turning into bigger problems. The system is used as a tool by families and loved ones for peace of mind or as part of a more comprehensive care programme.

Canley Digital Healthcare
Raj Maher

Canley Digital Healthcare is a UK based company providing Telemedicine products to the healthcare industry, our current product called OKDOK (www.okdok.co) is High Definition video consultation platform designed by our in house team of Doctors and developed by our skilled Engineers and Cyber Security experts. OKDOK is a B2B platform making it applicable to various health providers (small and large scale) in many countries. OKDOK is being successfully used in clinics and hospitals in India and the Middle East. OKDOK is founded and run by a team of well experienced software engineers, doctors and management executives who are passionate about telehealth and have excelled in their respective careers for many years. OKDOK has instant audio and video consultation facility matching industry standards for cybersecurity and encryption to safely store Electronic Medical Records (EMR) with an emphasis on confidentiality and security. Future products in the pipeline are jointly being developed with Nokia Health and other partners.

Healthbit
Ifty Ahmed

Healthbit® powers a unified health tracking and research platform. The Healthbit App offers an easy-to-understand health record that keeps track of your health or the health of others you're responsible for. With over 900 health, lifestyle and exercise trackers and the ability to connect to third-party wearables, Healthbit brings all your health data together. A more accurate picture of your health can then be shared with doctors, family members or friends. You're always in control of what you share. Health professionals can monitor all their patients where permission has been granted.

Medwise.ai
Keith Tsui

Dr. Keith Tsui, CEO and Co-Founder, is a medical doctor and holds an MPhil in Bioscience Enterprise from the University of Cambridge. Keith also has experience working as a management consultant at Carnall Farrar to improve the productivity of NHS hospitals. Before founding Medwyse, Keith was a clinical product manager at Medopad (now Huma), a remote patient monitoring start-up with partners such as Apple and Tencent. At Medopad, Keith led client discussions and secured deals with large life science companies such as Johnson and Johnson.

Medwise.ai is on a mission to create a world where people receive the best care science has to offer. We build artificial intelligence software that helps clinicians make better clinical decisions. Our first product is a natural language processing powered platform that instantly searches and retrieves clinical answers for clinicians.

MediShout
Shiron Rajendran

Healthcare staff rely on functioning logistics to provide care and witness problems first-hand on the frontline. With MediShout, staff can instantly flag any non-clinical issue (such as lack of PPE, broken equipment, leaking tap etc) in just 30 seconds, allowing them to focus on patient care. By connecting departments (e.g. helpdesks, Estates & Facilities, equipment and equipment suppliers) on the MediShout app, staff have a single portal to report all their problems. The MediShout platform harnesses the insights of staff in real-time allowing healthcare organisations to respond appropriately to the rapidly evolving situation on the front-line. Data-collection of the issues faced by staff helps drive longer-term transformational change and the application of predictive-AI analytics helps organisations to predict, better manage and prevent future issues.

Team RAICQ
Sarim Ather

The Report and Image Quality Control tool (RAIQC) is an electronic training and assessment platform for students and healthcare professionals that interpret medical imaging. It has been developed by a team of expert radiologists and radiographers at Oxford University Hospitals in collaboration with a number of national organisations including Health Education England, Public Health England and Prostate Cancer UK. The platform hosts focused modules with teaching, training and assessment components that provide users feedback about their accuracy. It is being trialled at a number of sites in Oxford and London for training of their staff and students. Most recently, we have developed COVID-19 related educational material which is being made freely available throughout the world with the aim of training front-line clinicians in recognising the features of COVID-19 infection on Chest X-Rays and help differentiate these from other diseases that present in a similar manner.

VANN Limited
Ani Haykuni

VANN is a digital health startup within the Oxford University Innovation Incubator, which has recently joined TheHill Market Access Accelerator. There is lack of monitoring of cancer patients outside of hospitals in case that cancer treatments can lead to severe side effects and make patients more sensitive to infections (i.e. COVID-19), cause death and affect patients' quality of life. To address this problem, we are developing a smart app for self-monitoring of cancer patients outside of hospitals. Cancer patients can access their digital reports instantly and share them with their clinicians whenever they want. Also, the real-world data collected from our end-users will be very useful for cancer research and drug discovery.

Visibacare
Tina Marshall

Visiba Care was founded on the strong conviction that the shift to digital services is inevitable if healthcare is to offer equal, qualitative and safe services in the future. Visiba Care has customers in four different markets and the platform is used in many different healthcare operations, from integrated care to primary care and secondary care. With a vision of using digital technology to allow healthcare services to improve people's lives, in-depth experience of digital transformation, and respect for healthcare organisations' expertise and abilities, Visiba Care is a reliable partner which always puts the customer's success first.

TheHill's NHS Market Access Accelerator agenda: growth stream

Time	Innovation NHS — Monday 22 June 2020 — Venue: Zoom	NHS Business — Tuesday 23 June 2020 — Venue: Zoom	Regulations and approvals — Monday 13 July 2020 — Venue: Zoom	Reimbursement and investment — Monday 17 August 2020 — Venue: Zoom	Meet the investors in healthcare — Tuesday 18 August 2020 — Venue: Zoom	Healthcare in the UK — Monday 14 September — Venue: Zoom	Commercial agreements in the NHS — Monday 5 October 2020 — Venue: Zoom	Conclusion and success stories — Tuesday 6 October 2020 — Venue: Oxford University Hospitals NHS Trust (to be confirmed)
09:15	Registration and technical check	Registration and technical check	Registration and technical check	Registration and technical check	Registration and technical check	Registration and technical check	Registration and technical check	Registration
09:30	Welcome: Introduction to TheHill 09:30 - 10:00 (30 minutes)	Welcome + Business Guest Speaker 09:30 - 9:45 (15 minutes)	Welcome 09:30 - 09:45 (15 minutes)	Welcome + Investment Guest Speaker 09:30 - 10:30 (1 hour)	Welcome and peer-to-peer action learning groups 09:30 - 10:30 (1 hour)	Welcome + Guest Speaker 09:30 - 10:30 (1 hour)	Welcome + Guest Speaker 09:30 - 10:30 (1 hour)	The Journey Ahead 09:30 - 10:00 (30 minutes)
		Hiring in digital start-up NHS 09:45 - 10:45 (1 hour)	Regulation of digital devices 09:45 - 10:45 (1 hour)					
10:00	Paperwork and forms 10:00 - 10:45 (45 minutes)							Success stories from Market Access Accelerator 2020 10:00 - 10:30 (30 minutes) Split session: resumes after break
				BREAK 10:30 - 11:00 (30 min)	BREAK 10:30 - 10:45 (15 min)	BREAK 10:30 - 10:45 (15 min)	BREAK 10:30 - 10:45 (15 min)	BREAK and networking 10:30 - 11:00 (30 min)
10:45	BREAK 10:45 - 11:00 (15 min)	BREAK 10:45 - 11:00 (15 min)	BREAK 10:45 - 11:00 (15 min)		Pitch deck: what investors look for? 10:45 - 11:45 (1 hour)	Clinical trials in the UK 10:45 - 11:30 (1 hour and 15 minutes)	Success case studies: chaired platform 10:45 - 12:00 (1 hour 15 minutes)	
11:00	Company introductions and expectations 11:00 - 11:30 (30 minutes)	How to work with the NHS 11:00 - 12:00 (1 hour)	New technology pilot trials NHS 11:00 - 12:00 (1 hour)	Accessing grants 11:00 - 12:00 (1 hour)				Success stories from Market Access Accelerator 2020 session continues 11:00 - 12:00 (1 hour)
11:30	Meet the mentors 11:30 - 12:00 (30 minutes)				Investor Panel for Open Q&A 11:45 - 13:15 (1 hour and 30 minutes)			
12:00	LUNCH 12:00 - 13:00 (1 hour)	LUNCH 12:00 - 13:00 (1 hour)	LUNCH 12:00 - 13:00 (1 hour)	LUNCH 12:00 - 13:00 (1 hour)		LUNCH 12:00 - 13:00 (1 hour)	LUNCH 12:00 - 13:00 (1 hour)	LUNCH and networking 12:00 - 13:00 (1 hour)
13:00	Session 1: Introduction to the NHS 13:00 - 14:00 (1 hour)	Selling into the NHS (Procurement) 13:00 - 14:00 (1 hour)	Patient Data GDPR 13:00 - 14:00 (1 hour)	A perspective on reimbursement 13:00 - 14:00 (1 hour)	Close	Market validation NHS and consumer demand 13:00 - 14:00 (1 hour)	QI and pathway mapping 13:00 - 14:00 (1 hour)	Group Q&A 13:00 - 14:00 (1 hour)
14:00	Session 2: Design for interoperability and integration 14:00 - 15:00 (1 hour)	Market access and pricing 14:00 - 15:00 (1 hour)	CQC Regulation 14:00 - 14:45 (45 minutes)	Case studies: Investment 14:00 - 15:00 (1 hour)		AHSN 14:00 - 15:00 (1 hour)	NDA and business contracts 14:00 - 15:00 (1 hour)	Feedback forms 14:00 - 14:30 (30 minutes)
14:45			BREAK 14:45 - 15:00 (15 min)					COFFEE RECEPTION Refreshments/networking (adhering to social distancing rules) 14:30 - 16:00 (1 hour and 30 minutes)
15:00	BREAK 15:00 - 15:15 (15 min)	BREAK 15:00 - 15:15 (15 min)	Knowing when your technology is ready for the NHS 15:00 - 16:00 (1 hour)	Close		BREAK 15:00 - 15:15 (15 min)	BREAK 15:00 - 15:15 (15 min)	
15:15	Session 3: Covid19 – The need to innovate 15:15 - 16:00 (45 minutes)	Introduction to NHSX 15:15 - 16:15 (1 hour)				Peer-to-peer action learning groups 15:15 - 16:15 (1 hour)	The Oxford Opportunity 15:15 - 16:15 (1 hour)	
16:00	Q&A 16:00 - 16:30 (30 minutes)		Q&A 16:00 - 16:30 (30 minutes)					Close
	Close	Business Support by OxLEP 16:15 - 17:00 (45 miniutes)	Close			Close	Close	
17:00		BREAKOUT (Optional) 17:00 - 17:30 (30 min)						
		Close						

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The NHS in context:
an introduction

Patient data,
technical
integration and
clinical trials

Getting paid:
reimbursement and
procurement
within the NHS

The regulatory
landscape
for healthcare
in the UK

Opportunities
to collaborate
in Oxford

TheHill is supported by partners across Oxfordshire and the Thames Valley

NHS
Oxford University Hospitals
NHS Foundation Trust

NHS
Oxford Health
NHS Foundation Trust

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