


THE HILL
**NHS MARKET
ACCESS 2023
ACCELERATOR**

May to November 2023



#thehillMAA

thehilloxford.org

For your
diary 

#thehillMAA2023

Business Tech Market NHS People

Attendance	Date	Times	Location	Session
Required	03 May	09:00 - 17:00	BIPC, Oxford	<ul style="list-style-type: none"> • Introduction to TheHill, OUH Key Staff, Mentors & Sponsors • Overview of MAA Programme • Overview of Stagegate • Case Studies - Alumni
Required	17 May	09:15 - 17:00	Online	<ul style="list-style-type: none"> • Introduction to OUH Senior staff • Introduction to NHS • Business Modelling
Optional	18 May	10:30 - 16:30	JR Hospital, Oxford	<ul style="list-style-type: none"> • VR Showcase
Optional	18 May	17:00 - 19:30	JR Hospital, Oxford	<ul style="list-style-type: none"> • Social Mixer
Required	07 Jun	09:30 - 16:00	Online	<ul style="list-style-type: none"> • Commercialisation • Regulation for devices • GDPR & Patient Data • Market Research
Required	28 Jun	09:30 - 17:00	Online	<ul style="list-style-type: none"> • OUH Digital Ambassadors • Clinical Engagement • Introduction to IP • Prototype to MVP
Optional	05 Jul	1 hr to be booked	Online	<ul style="list-style-type: none"> • Clinical Engagement one2one
Required	19 Jul	09:30 - 16:00	In Person - Oxford	<ul style="list-style-type: none"> • Adoption in NHS • OUH Innovation Pipeline • Creating a Brand
Required	20 Jul	11:00 - 16:00	In Person - Oxford	<ul style="list-style-type: none"> • Pitch Deck Preparation • TheHill's Digital Innovation Review
Required	09 Aug	10:30 - 17:00	Online	<ul style="list-style-type: none"> • Grant Funding • Financial Modelling
Optional	10 Aug	Slot to be booked	Online	<ul style="list-style-type: none"> • Pitch deck development and refinement
Optional	14 Aug	Slot to be booked	Online	<ul style="list-style-type: none"> • Grants one2one
Optional	28 Aug	Slot to be booked	Online	<ul style="list-style-type: none"> • Pitch deck development and refinement
Required	13 Sept	09:30 - 12:00	Online	<ul style="list-style-type: none"> • Advisory board v non executive board
Optional	13 Sept	12:00 - 16:00	Online	<ul style="list-style-type: none"> • Pitch deck development and refinement
Optional	20 Sept	09:30 - 16:00	Online	<ul style="list-style-type: none"> • Pitch deck development and refinement
Required	28 Sept	09:30 - 17:00	Online or In person	<ul style="list-style-type: none"> • Pitch deck development and refinement
Optional	28 Sept	18:00 - 20:30	In person, Oxford	<ul style="list-style-type: none"> • Social Mixer
Required	10-12 Oct	09:30 - 16:30	In Person, Oxford	<ul style="list-style-type: none"> • Procurement workshops
Required	18 Oct	09:30 - 15:30	In person, Oxford	<ul style="list-style-type: none"> • Investor Showcase
Required	01 Nov	09:30 - 15:30	Online	<ul style="list-style-type: none"> • Building a Team • HR for small companies • Design Control
Required	15 Nov	09:30 - 16:00	Online	<ul style="list-style-type: none"> • IP • Pilot vs Clinical Trial • What will you do next?
Required	23 Nov	14:00 - 20:00	In Person	<ul style="list-style-type: none"> • Graduation • Social Mixer

*dates and topics subject to change

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Welcome

NHS MARKET ACCESS 2023 ACCELERATOR



Megan Morys-Carter
Director of Digital Innovation, Oxford
University Hospitals NHS Foundation
Trust and Executive Director of TheHill

A warm welcome to all our accelerator participants. We're excited to welcome you into this year's cohort after a competitive application process.

The Accelerator is our flagship programme, and it's one where we choose to focus on a small number of participants so that we can really drive value for yourselves and for the system. We believe we've selected a group of innovators with enormous potential to transform the NHS and as such, we're excited to help you on your journey.

We're looking forward to providing you with the knowledge and connections you need to successfully develop and implement your solutions in our National Health Service to provide more efficient and effective patient care.

Over the next seven months, you'll be hearing from experts in regulation, reimbursement, data management, procurement and evidence generation, as well as business support and accountability through your dedicated mentors. You'll also get the opportunity to pitch to investors and NHS procurement experts, meet a wide range of our community, take clinical advice on your product and design your next steps for success.

The journey doesn't end there - we also have a flourishing alumni network. I hope you enjoy the Accelerator and look forward to working with you throughout the programme and into the future.



Rowan Mould
Start-up Programme
Manager

At TheHill we see the importance of entrepreneurship and the positive impact digital companies are having in driving forward new innovation in healthcare for the better.

Through the Market Access Accelerator (MAA) our focus is to help, support and scale innovative technologies which can improve on patient care and reduce the pressure and burdens on frontline staff. At the same time, we encourage innovative talent to reach its true potential through our business support services. The MAA has built on its successful reputation of scaling and introducing new technology to OUH for consideration. We have worked with a number of companies who have gone on to become very successful and have their technology adopted within the NHS and healthcare service providers.

I look forward to working with this amazing group of entrepreneurs in digital health and Innovation.

TheHill is a health and care digital transformation catalyst and is part of Oxford University Hospitals NHS Foundation Trust (OUH).

We work with NHS Trusts, universities, digital developers, innovators and investors to promote and encourage commercial and impactful technological solutions to problems in health and care. We explore health innovation needs, identify solutions presented by entrepreneurs and bring the appropriate ones to market through our innovation pipeline.

The innovations we support may be ideas internal to the NHS or the technology of external companies, but all of them seek to make the NHS more efficient and effective, empower staff and benefit patients.

Our goals

We aim to increase digital innovation adoption in the NHS to improve efficiency and effectiveness, thus empowering staff and benefitting patients.

Our objectives

- Facilitate adoption of innovation into the Trust through our Innovation Pipeline process.
- Build capacity, understanding and skills to enable NHS staff to engage with and champion digital innovation.
- Support SMEs and individuals to understand the NHS better and bring their innovations to market.
- Connect people, systems and resources to encourage a thriving ecosystem that promotes partnership, investment and digital solutions for the benefit of all.
- Facilitate adoption of innovation into the Trust by designing and implementing an innovation pipeline process.

TheHill's Market Access Accelerator is a great opportunity for participants to learn about the different structures within the NHS and how decisions are made for the adoption of new technology within different trusts, especially OUH. Our pool of highly qualified and experienced mentors will work alongside participants to offer one-to-one support and help them achieve their expectations of the programme through a stage-gate process.

TheHill is the leading digital health business support specialist in Oxfordshire and the Thames Valley, with extensive support for entrepreneurs through a variety of programmes, including our flagship NHS Market Access Accelerator. We turn ideas into reality, creating a vibrant ecosystem where SMEs and entrepreneurs thrive.

Companies we have supported have gone on to secure over £20 million in investment, roll out their technology in NHS Trusts around the country, begin pilots and gain the knowledge to optimise their solutions, giving a broader scope of transferability and revenue generation.

Companies in the programme significantly improved their market prospects and developed their business models, raised money through grants and investments, and increased their networks within the health and care sector.

TheHill have supported over 60 companies through the MAA programme, working on different forms of technology from AI and machine learning to monitoring and tracking software. For details on alumni please see thehilloxford.org/about/alumni.

The MAA is a seven-month programme which commences in May. The programme is delivered through a series of in-person and online workshops and seminars, covering elements of the five stage-gate areas: Technology, Market, Business, Team, and NHS integration. Topics include but are not limited to:

- Deep dive into NHS structures
- How viable is your product fit for the NHS
- Quality Management Systems & Regulatory Compliance
- Understanding onboarding Innovation - Oxford University NHS Foundation Trust
- Introduction to the Academic Health Science Networks (AHSN) and support services
- Introduction to Oxfordshire Local Enterprise Partnership (OXLEP)
- Understanding digital adoption within the NHS
- Developing your MVP to fit the NHS
- Clinician led workshops
- Market Validation
- Protecting your IP
- Culture & Team Building
- Patient data, GDPR and the Caldicott Principles
- Understanding the Medical Device Regulations. How to tell if your innovation is a Medical Device
- ISO 13485. What it is, why it's necessary & how to meet its strict requirements
- Financial Modelling
- Introduction to grant writing and grants

In addition to the formal workshops and seminars, participants can access a wide range of other support:

- Opportunity for companies to pitch their Innovation to an OUH Procurement specialist
- Introduction to TheHill's Digital Ambassadors network and relevant clinical champions
- Introduction and support from the TheHill's Pipeline Team
- Investment pitch training and business plan review
- 30 minutes free Independent legal advice
- Drop-in sessions with TheHill Core Team
- Opportunities for the company to pitch at TheHill's social mixers
- Joining a community of innovators and like-minded entrepreneurs
- MAA Graduation and awards certificate
- Priority consideration and support to apply for a pilot via OUH's innovation pipeline, subject to meeting the appropriate criteria and cost mitigation

StageGate

At the beginning of your journey with us, your mentor will go through stagegate scoring with you. This helps us to assess your business on five dimensions: Product/technology, Regulation/evidence, Market/customer, Business and Team. You'll have the opportunity to review that scoring with your mentor, talk about where you would like to improve and put actions in place to progress key elements of your business. The stagegate will be repeated at the end of the programme to help evaluate your progress and decide upon best next steps. As well as being an educational tool, we use the stagegate scoring internally to help establish when a business is ready for clinical engagement, our innovation pipeline and other programmes.

Mentoring

Each company on the programme is also allocated a mentor, who will support them through the stage-gate scoring to establish their current stage of development, as well as identifying future goals, and will act as an accountability partner and sounding board throughout the programme. In addition, the companies will have access to a panel of specialist mentors who are able to provide advice on topics such as financial modelling, legal agreements, NHS access and procurement, and team dynamics.

Clinical Engagement

Embedded in one of the country's leading acute trusts and boasting close links to Oxford's universities, TheHill is uniquely positioned to connect companies on our MAA programme with clinicians and specialists. As part of the programme, MAA participants will meet with the Clinical Engagement Manager to discuss and agree their engagement strategy which includes at a minimum the identification of key clinical and non-clinical stakeholders and facilitated meetings with those stakeholders to gain feedback on their product or idea. Depending on the feedback of these meetings, there may be an opportunity for the company to enter OUH's innovation pipeline process; which can lead to a pilot of their product / innovation in a clinical setting at OUH or the initiation of collaborative R&D projects at OUH.

Grants

Grant proposal writing is highly specialised and demands a lot of time, patience, and effort. We have found that many companies struggle to navigate the public funding "ocean", due to the high number of grants and schemes available, all of which have their own rules and guidelines.

- As part of the programme, MAA participants will receive a tailored grants workshop delivered by our income generation and partnerships manager which will cover:
- Designing a funding strategy combining various instruments during the innovation cycle
- Grant application process: registration to submission
- Budget preparation
- Pitch deck/presentations development

How to identify potential consortium partners for collaborative proposals

In addition to the workshop, MAA participants will have the opportunity to have a grant proposal they have written reviewed with brief comments provided, which is worth £2,000. Participants will also receive highly discounted rates on further proposal reviews and writing services.

TheHill has secured over £4.5M in grant funding.

Marketing

We offer a substantial amount of marketing support with the MAA programme. As a participant on the MAA, you will receive £3,800 worth of marketing guidance for free and highly discounted rates on all our other marketing offerings. The program includes a session on marketing and module materials including a branding guide and template, and a review of your marketing plan is included in the program. Additionally, we will promote you regularly on our social media channels and website.

Investor day

One of the TheHill's missions is to help, support and scale innovative technologies which can improve patient care and reduce the pressure on frontline staff. MAA participants will be provided with an opportunity to pitch at a dedicated MAA investor showcase event. As part of the event the companies will be enrolled to our pitch training sessions; these sessions are tailored to each individual company's needs and entrepreneurial journey so far. MAA Alumni at previous events have secured over £580,000 which they have used to hire staff, build the product and support their entrepreneurial journey.

Procurement workshops

Included in the MAA programme is the ability to attend our procurement workshops, which demystify the NHS procurement process, helping companies to understand who to go to and what evidence and paperwork will be expected from them. This course will also help improve the companies' institutional selling skills so that they are in the best position to choose the right entry point for their product, at a local, regional, or national level.

“Being both embedded within an NHS Trust and partnered with organisations and networks outside of the NHS, TheHill is in a unique position to develop the digital health ecosystem and bring digital technology to bear on clinical problems. We support innovators and adopters and, through them, accelerate the digital transformation of the NHS for the benefit of staff and patients.”

Megan Morys-Carter, Director of TheHill.



Mathys & Squire is an intellectual property powerhouse, putting specialist technical knowledge to work to strengthen and secure what most modern businesses today treat as one of their most valuable strategic assets. Their central Oxford office sits in the heart of Oxford's thriving innovation ecosystem in the Oxford Centre for Innovation (twinned with the Wood Centre for Innovation in Headington), a hotbed for startup and early-stage businesses specialising in science and technology.

Mathys & Squire are experienced at developing and implementing bespoke IP strategies to help startup and scaleup businesses in the Oxfordshire innovation ecosystem achieve their commercial goals – whether it be for the purposes of protecting market share, securing investment, boosting valuation for exit or otherwise. The Oxford team has particular expertise in the fields of chemistry, materials science and physics, and our door is always open to companies looking for advice.

As part of their support to MAA participants, they will provide a series of workshops around IP strategy including guidance on how to create investor-ready IP plans, as well as providing all participants with a free 45-minute 1-2-1 session during which companies can discuss their IP issues.



Eagle Labs provide a wealth of support to start-up businesses, particularly those who are focused on technology and innovation, with the aim to help these businesses grow and scale.

They offer access to state of the art labs and facilities built to complement their local ecosystems, a perfect environment to harbour connection and collaboration among start-ups, investors and mentors. In line with this, they have a team of expert mentors and coaches who can help to develop businesses and support entrepreneurs.

Other parts of Eagle Labs' comprehensive support are events and programmes which can aid innovators in connecting with other businesses and securing the funding necessary to go to the next level. Their events are a perfect way to get more eyes on your innovation and obtain the skills needed to further scale.



The British library Business & IP Centre (BIPC), located on the 2nd floor of County Library, Westgate, Oxford is here to support everyone to be able to start, protect and grow their own business. With lots of facilities, venue and resources available for FREE!

Resources include: 1:1 business support sessions, Intellectual Property guidance, Market research databases, Meeting booth, Workshop room, networking events, video and photography marketing suite, interactive screens, Hybrid cameras and lots more.

Location: BIPC, 2nd floor, County Library, Queen St, Oxford, OX1 1DJ



Brian Stammers

Consultant and Business Advisor

Brian is a successful MD/CEO with a strong technology and marketing background. He is an experienced business adviser and coach, specialising in the Life Sciences, IVD and Laboratory Technology/Medical Device sectors, having been active in both early stage and large/global corporate and international environments in a variety of senior management roles. Brian has held high positions in multiple areas of successful businesses and knows what businesses of all levels need to grow, sharing Brian this knowledge with our cohort.



Clive Flashman

Managing Director, Flashfuture Consulting; Chief Digital Officer, Patient Safety Learning charity; Director of Strategy, ORCHA Health; Director of Healthcare Strategy, Alphalake. Ai; Digital Innovation Adviser, NHS South Central and West CSU

Clive is Director of Strategy for several of his clients including ORCHA, specialising in Health and Care. He knows the healthcare sector inside out, the innovation landscape

and the best routes for founders to take as he mentors on several digital accelerators including NHS England. He is also skilled in Go-To-Market strategy, Digital Strategy, Product Strategy, and Business Architecture, including useful alliances and partnerships.

Clive has a wide knowledge of Business strategy, digital strategy, NHS and health systems generally, private healthcare providers, business planning (including go-to-market planning), sources of funding and competitive analysis.



Danielle Bodicoat

Medical statistics and writing consultant

Danielle specialises in producing clinical evidence for health interventions, especially devices and other non-pharmacological interventions. With 15 years of health research experience and 90+ peer-reviewed publications, Danielle has provided advice on the design, analysis and publication of clinical trials in a wide-range of indications. She is also experienced in producing Clinical Evaluation Reports (CERs). Danielle's mentorship areas of expertise include clinical trial design, evidence reviews/synthesis, Clinical Evaluation Reports, and publication writing and planning.



Dave Nurse

Digital Innovation Advisor, CTO, Technical Architect, Product Specialist

Dave is an experienced digital health entrepreneur, product director and Chief Technology Officer who has successfully grown start-ups into successful sustainable businesses.

Dave's mentoring expertise includes business planning, finances, NHS, workshops, pitching, technology, interoperability, standards and NHS tech landscape to mention a few.

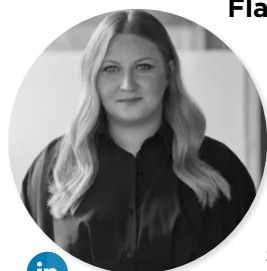


Emma Stanton

Emma joined Oxford Nanopore Technologies in 2020 as Clinical Vice President. In this role, she supports Oxford Nanopore's ambitions for growth in healthcare applications.

Until November 2020, Emma was Director for Supplies and Innovation as part of the British government's NHS Test and Trace response to COVID-19. Prior to this, Emma was CEO of Four Eyes Insight, Chief Partnership Officer for Beacon Health Options (Northeast USA) and CEO of Beacon in the UK. Emma has also been a Commonwealth Fund Harkness Fellow in Healthcare Policy and Practice and a Senior Associate at the Institute for Strategy and Competitiveness, both at Harvard University. Prior to this, Emma was a practicing clinician in the National Health Service (NHS). Emma holds an Executive MBA from Imperial College London, a MRCPsych from the Royal College of Psychiatrists and a Bachelor of Medicine from Southampton University.

Emma's mentorship areas of expertise include: clinical leadership; navigating the NHS; innovation in the NHS; advisory boards; key opinion leader engagement.



Flavia Popescu-Richardson

Chief Commercial Officer at Velocity Group and Founder of Acclivity Ventures

Flavia started her career in venture capital ten years ago. She dedicated her time to working with several funds in their investment teams and managing portfolio companies, including P&O investment arm, London Co-Investment Fund, and Beacon Capital. Flavia spent the last two and a half years at financial institution as Vice-President in the Early-Stage Practice, working with some of the most exciting technology companies in life sciences and healthcare, growing the portfolios by 200+ companies and over £400m of capital while originating venture debt deals for corporate and growth teams.

Flavia is part of the Selection Jury with EIC Accelerator with the European Commission and currently CCO with Velocity Group, a fund specialising in D2C technologies.

Flavia's mentorship expertise includes business operations including financial management and investment readiness.



Ian Bingham

Founder of The IP Asset Partnership

Ian is the Founder of The IP Asset Partnership, an Oxford based IP practice comprising of Patent Attorneys and Legal Practitioners with extensive commercial experience. Ian has thirty-five years' experience in diverse technologies ranging from Aerospace materials to Medical Equipment and he uses his expertise to support the Oxfordshire SME and Start-up community. He is a European & British patent attorney and Registered Trade Mark Attorney, and a Patent Attorney Litigator as well as a Rolls-Royce trained mechanical engineer.

Ian's strength is helping his clients to extract value from their intellectual property, through managing and creating highly commercial IP portfolios and commercialisation of the rights.



Jim Gabriel

Chairman of the board with CardMedic, Entrepreneur in residence with Oxford Innovation, Director & co-founder of Inside Out Oxford Ltd.

Jim is a serial entrepreneur and seasoned mentor to entrepreneurs in early-stage digital health tech businesses. 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. Jim has been successful in helping CardMedic to scale up internationally.

Jim's mentoring expertise includes business planning, enterprise and solution sales, financial modelling, high-tech / high-growth strategy and preparing for investment



Jon Spinage

CTO at Vitaccess

Jon is an established CTO working collaboratively with C-Level Executives on all aspects of growth, innovation and technology strategy roadmap (vision), including future investments, vendor partner selection and capability building in a complex regulated scientific, data analytics and biotech operating environment. He has successfully scaled growing businesses, defined target operating models and aligned people, processes and technology to launch innovative / commercially viable B2B propositions.

Jon has over 20 years' experience of managing software development projects for a wide range of applications. His roles have spanned a variety of industries, including health economics and market access, banking, life insurance, and pensions. Jon specialises in working in highly regulated industries and is well-versed in working in alignment with international standards and local regulatory requirements.



Jonathan Gregory

Digital Healthcare Consultant

Jonathan is a consultant orthopaedic cancer surgeon by background who has held local and regional clinical management roles within the NHS including in highly specialised commissioned cancer services. Jonathan is now working on real-world applications of data science, AI and robotics in healthcare with a focus on people, process and pathway aspects of digital healthcare. Jonathan believes that patient-centred outcomes should be used to drive change in healthcare.

Jonathan is an honorary research fellow within the Institute for Global Healthcare Innovation, Imperial College London and serves as the Regional Clinical Advisor to Macmillan Cancer Support

Jonathan's mentorship expertise includes value proposition, clinical pathway - product alignment, clinical UX / UE, real world evidence and deployment.



Lucy Edwards

Lead Service Designer at MonstarLab

Lucy is a passionate service designer with 12 years' experience in senior roles at early-stage digital healthcare and media start-ups in San Francisco and Oxford. She loves building and optimising multi-stakeholder and employee experiences with user research, data analysis and collaborative workshops. Lucy's areas of mentoring expertise include user experience, service design, storytelling, implementation and team development.



Mark Preston

CEO of Prisma Limited

Mark has worked in commercial businesses, academia and central government in science and technology fields. Mark specialises in working with biotech companies and helping them scale, from idea upwards. His breadth of knowledge in the biological sciences - from oncology diagnostics through developmental biology via epidemiology and ecology - enables him to understand new biotech's core science and apply his experience in analytics, compliance and operations to maximise company growth. This experience comes from 20 years running science teams, delivering cutting edge projects and working with the pharma industry - with scaling businesses and at the UK's Medical healthcare Product Regulatory Agency (MHRA).

His area of expertise is helping SME biotechs. He is currently focussed on helping SME biotechs grow and scale through their data, the cloud, and gaining compliance.



Paul Riley

Owner, Glasshouse Health Limited

Paul Riley is the owner of Glasshouse Health, a medical affairs agency bridging the gaps between healthcare companies, patients, and the medical community. He is passionate about working to improve health outcomes for patients.

Paul has over 20 years of experience of working with patients, healthcare providers, and industry to develop new healthcare products and services that benefit the medical community and enhance patient care.

Paul's mentorship areas of expertise include strategic planning, launch planning, defining value propositions, getting products adopted by the NHS, health economics, Key Opinion Leader engagement planning, publication planning, medical marketing, market research, advisory boards, and clinical trial design.



Phil Wakefield

CEO Oxogen, Co-founder Openset

Phil has a product lead approach that helps early-stage start-ups build their momentum. He sees focus on the things that will drive you forward as vital, as well as finding strategies and tactics to develop deeper user understanding. Phil aims to help companies create a process and culture that adapts quickly, and to find that elusive Product Market Fit.



Philip Briscoe

Early Stage Business Advisor, Briscoe Advisory

Over 25 years, Philip has worked for businesses of all shapes and sizes, from start-ups to scale-ups, to multinationals. Common to every role has been responsibility for increasing revenue, scaling operations, and providing insight and analysis to drive growth.



He has spent the last twelve years scaling tech start-ups in C-level roles including sales, marketing, product, operations, and investor relations. Unlike many consultants, he has spent his career working in-house at the coalface, so he has probably been in your situation and likely faced the same challenges.

Phillip is skilled in creating investor-ready materials that will help showcase your business to ensure that your proposal is compelling to investors.



Samir Khan

Founder, CEO, Lighthouse Innovations Ltd

Samir is a global market access professional with more than ten years of experience within and beyond the life sciences and healthcare arena. He has focussed on bringing human - centred design, evidence, and commercial access solutions to public and corporate leaders.



Samir's fields of expertise include commercialisation, market access and evidence (Real world study, HEOR) strategy.



Scott Maslin

Healthcare transformation advisor

Scott has over 20 years of experience providing expert advice on health and care system transformation. He has also been a digital start-up co-founder, successfully securing seed investment and leading the scaling and operational development of the company.



As a leader within KPMG's healthcare team and having led change programmes directly for the NHS, he specialises in developing innovative, complex strategy and translating it into positive and sustainable real-world impact.

Scott's mentorship expertise includes strategic and business planning, developing value propositions, product development, stakeholder engagement (including frontline workforce and the public), and aligning digital and technological innovation with the realities of care delivery.



Tony Kilbourn

Director, TK Marketing & Strategy Consulting Ltd.

Tony is a commercial marketing professional with extensive experience across pharmaceuticals, consumer healthcare, medical devices to start-ups, with specialism in the international launch of new products.



As well as mentoring, he currently works as a NED to an Oxford-based start-up, and interim marketing director for another.

Tony specialises in supporting start-ups that span the BTB/BTC worlds and are looking to bring consumer-marketing rigour into their go-to-market planning.

**Megan Morys-Carter, Director of TheHill**

Megan is the Director of Innovation at Oxford University Hospitals (TheHill). She leads on the development and delivery of an innovative growth-focused digital Innovation Strategy aligned with the Trust's wider objectives and Business Plan.

Before joining TheHill, she ran the University of Oxford's Entrepreneurship Centre at the Saïd Business School, helping to plan and launch the Oxford Foundry which included the precursor Launchpad space. She managed ecosystem development and inward investment as Head of Innovation at Harwell. She is particularly passionate about building ecosystems and communities, and creating the right environment for innovation to flourish.

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.

**Rowan Mould, Start-up Programme Manager**

Rowan Mould joins The Hill as Start-up Programme Manager, having previously led the development of incubation programmes in a large-scale incubator in Johannesburg, South Africa, before joining a leading university-based accelerator in the South West.

Leveraging his own start-up experience, Rowan focused on developing strong value propositions and robust business models with early-stage, high-tech founders. Rowan has recently completed a PhD from the University of Pretoria, focused on developing a framework for evaluating the efficacy of incubators and accelerators.

**Adele Carvalho, Digital Innovation Officer**

Adele joined TheHill when the service integrated within OUH. Adele provides programme support to our flagship MAA as well as managing and providing on-going support to our ever growing alumni community.

Prior to joining TheHill, she spent many years experience as a senior Executive Assistant, providing support to the Director of Planning & Information, Chief Digital & Information Officer, Chief Finance Officer, Chief Nurse and Chief Operating Officer.

**Danielle Bird, Operations Manager**

Danii leads on the operational management and delivery of TheHill's objectives and key projects. She works closely with the whole team to design, implement and maintain systems and processes to ensure effective delivery.

Danii has an extensive history of working within health and social care settings, including managing the first 100% payment by results community health care contract in the UK.



Ed Jaspers, Innovation Engagement Manager

Ed leads on clinical engagement with innovation adopters and staff members within OUH, across a wide range of clinical and operational areas to improve clinical services for patients.

Ed comes to TheHill from the Culture and Leadership service at OUH, where his work focused on engagement and recognition. Before that he led on patient information, and interpreting and translation as part of the Trust's Patient Experience Team. With a background in education, the arts and media, he is passionate about collaboration, co-design and communication.



Stefania Schino, Partnerships and Income Generation Manager

Stefania has overarching responsibility for the grant writing service and TheHill Partners and Sponsors. She has extensive experience in grant writing, specialising in European funding, focusing on innovation.

Stefania has experience in supporting companies focused on AI, medical devices, biotech, robotics for healthcare, among others. She has helped many companies and non-profit entities to obtain funding from the European Funding Programme, the SBIR and STTR programmes (USA), InnovateUK (UK), contributing to supporting innovative ideas and projects aiming to positively impact the world and our society as a whole.



Ian Pinnell, Marketing and Communications Manager

Ian leads on all of our marketing & communications, focusing both on TheHill activity and companies enrolled on our programmes and wider ecosystem, helping to Promote their successes.

He joined TheHill following 11 years of administrative and clinical work at OUH. He helped manage and maintain the Cardiac Rhythm Management remote monitoring service, which grew exponentially during the Coronavirus pandemic and was also part of our first Digital Ambassador Programme.

Ian is an award winning broadcaster and presents a variety of radio programmes.



Ravi Chal, Digital Innovation Manager

Ravi leads the Innovation Pipeline process, which facilitates the piloting and adoption of new innovative technologies and solutions within OUH. Ravi is an innovator and founded a successful company which developed an app to work as a clinical decision support system for pharmacists.

He began working in the NHS 10 years ago as a Clinical Pharmacist. Whilst working clinically, Ravi quickly identified a number of key areas that were ripe for innovation through technology and has been involved in their development, implementation and optimisation since. He has a broad base of knowledge, gained from involvement in large scale technology projects within NHS organisations and small scale, health sector focused start-ups.



Farah Malik, Project Officer

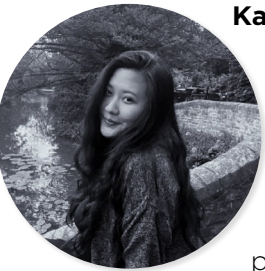
Farah brings to the team her expertise in Project Coordination. She qualified in Pharmacology and Physiology and has 10 years' experience in the pharmaceutical sector in Quality Assurance and coordinating large scale global clinical and medico-marketing trials. She also has good experience of working for the public sector, for local Government within community cohesion and the education sector where she focused on improving access to statutory education.



Ben Chuter, Marketing and Communications Assistant

Ben produces copy covering a range of TheHill activities on a variety of different platforms. With a degree in journalism, he is able to delve into the detail and create copy that is impactful and engaging.

Ben comes with frontline healthcare experience, having worked in administration settings across OUH for the past 6 years. He also has experience in podcast production and hosts a regular speciality podcast.



Katrina Chou, Marketing and Events Co-ordinator

Katrina leads on TheHills events, including social mixers and innovation showcases. She has experience in delivering B2B events in healthcare, metalworking and the aerospace industry.

Katrina supports the design and production for marketing, including literature, graphics, promotional video and newsletters.

She has experience in cross-cultural communication, event risk prediction and management, and curating a variety of conferences, exhibitions, and social events.



Sara Cocomazzi, Frontline Community Engagement Manager

Sara has overarching responsibility for all clinical engagement across our ecosystem. She leads on identifying grass roots needs for digital innovation across OUH. Sara has built a community of Digital Innovation Ambassadors within the Trust who foster a positive culture of adoption of new technology and solutions into their clinical settings.

Sara has previously worked across various roles within NHS commissioning support and secondary care. These include programme management, business development, transformational change, cultural change and coaching to help make things better for clinical and non-clinical staff. In 2014 Sara graduated from the On Purpose programme, a one-year social enterprise leadership programme.



Wadzanai Aslet, Grant Writer

Wadz leads on our grant writing activities. She has extensive grant and bid writing experience in healthcare and the wider public sector.

Wadz specialises in writing successful responses to pre-qualification questionnaires, grant documents, quality submissions, request for information, request for proposal and mini-competition questionnaires.



Hadassah Buechner, Grant Writer

Hadassah studied medicine at the University of Oxford and is now an Honourary Clinical Fellow for the University of Glasgow and works part-time as a grant writer for TheHill. Hadassah brings her medical expertise and knowledge to this role and has supported various projects across AI development, medical devices and health software. Her special interest is in paediatrics and mental health.



Peter Russell, Digital Innovation Officer

Peter is an innovation specialist.

Peter has over 20 years of experience in supporting enterprise development. Much of his work has been within the start-up and SME communities and in the scientific, engineering, manufacturing, healthcare and research and technology sectors.

As well working with SMEs directly, Peter has consulted with many organisations and agencies in the innovation ecosystem in Oxfordshire and beyond (including the University of Oxford, Oxford Brookes, ESA, NPL and government agencies such as BEIS).



Kirsty Worroll, Partnerships Manager

Kirsty leads on identifying potential partners and sponsors, with a focus on securing specialists who enhance our programmes and events. She has a Business and Management degree, taking a special interest in digital innovation and business efficiency.

Kirsty has worked for a number of years in technology, software and business development.



Esther Quinn, Innovation fellow

Esther is the first innovation fellow to be part of TheHill with her post being supported by Thinking of Oscar Charity.

Esther is a specialist registrar in paediatrics with interest in early intervention and health promotion and improvement who has recently completed a Health Education England (HEE) Population Health Fellowship in September 2022 and is a Physical Activity Clinical Champion (PACC) working with the Office of Health Improvement and disparities (OHID).



Nikita Haddington-Milner, Digital Skills Manager

Nikita develops and creates educational sessions to improve digital literacy of clinical staff in her role as Digital Skills Manager for TheHill. Nikita created and launched an entry level Digital Skills workshop, the first of it's kind for OUH.

Previously, Nikita worked for Thames Valley Police, where she contributed to implementing a new, modern & digital programme helping to digitise modern policing across all the enquiry centres, front counters & control rooms in one of the largest police forces in the UK.



Sophie Collier, Personal Assistant

Sophie is Megan's personal assistant and also provides support to TheHill's Senior Operational Management Team. Prior to this, Sophie spent several years as a medical secretary within OUH.

Previous participants on the programme have had enormous success since graduating, including:

Cardiolyse

Collaboration between Cardiolyse and TheHill began at our OpenAI Boot Camp in 2020, where they connected with Prof Tim Betts, Consultant Cardiologist & Electrophysiologist at Oxford University Hospitals. Prof Betts and his team were impressed with the Cardiolyse technology and were eager to facilitate a feasibility pilot. To enable successful delivery of the pilot, Cardiolyse were supported via TheHill's fee-for-service work and were successful in securing over £250k from the Digital Health Partnership Award (DHPA).

From then, Cardiolyse have been in regular conversation with TheHill team and with clinicians in OUH, tailoring their product to the needs of clinicians and patients. Cardiolyse were also supported by a partner to navigate regulatory and compliance frameworks.

We continued working with Cardiolyse at the 2021 MAA, with constant optimisation leading to shortlisting for awards including the HealthTechChallengers Top 10 Hospital Workflow Challengers and EIT Health Catapult Semi Finals. Since graduating from the program, the working relationship continued with regular meetings during a 6-month pilot.

The results of this pilot have been overwhelmingly positive, with 100% of patients feeling safe at home being monitored by Cardiolyse, and 100% feeling that being monitored at home by Cardiolyse has improved their quality of life.

Concentric

Since successfully applying to the MAA 2021, Concentric has been on a constant upward trend with the support of TheHill. Going from an eight-week feasibility trial at OUH to becoming the most widely used digital consent system in the NHS, our collaboration has been a great success and hugely rewarding for all involved.

With guidance from expert mentors at TheHill, Concentric have been able to collaborate with other innovators in Health Tech, such as Ultramed's MyPreOp and Themis Clinical Defence to continue to improve health and care for clinicians and patients alike.

Usage of Concentric in the NHS has grown throughout our time with them, with the BOB ICS adopting the system through the NHSx Adoption Fund in October 2021, adding another six trusts to the already considerable userbase. Since then, two further trusts have begun using Concentric.

Since graduating from the MAA, Concentric has continued its relationship with TheHill, working together to secure integrations with hospital systems through the FHIR API, GIRFT and single sign-on, further removing barriers to care. At the end of 2022, Concentric registered a 212% year on year growth in consent episodes and supported its 100,000th patient in February 2023.

Concentric has since been shortlisted for the Empowering Patients through Digital category at the Health Service Journal Digital Awards 2023, and the glowing feedback continues to pour in.

Programme partners

TheHill is seeking in-kind and financial support for its programmes, including the Accelerator. Partially funded by Oxford University Hospitals NHS Foundation Trust, TheHill is further required to raise funds from grants, sponsorships and fee-for-service work. We are interested to hear from any digital health companies that might benefit from partnership with TheHill.

In becoming an official sponsor of TheHill, you will gain access to TheHill's active and engaged network which currently boasts an impressive 1,500+ NHS staff members and 600+ companies working on different forms of technologies from AI and machine learning to monitoring and tracking software, new technologies and innovation for healthcare adoption. TheHill is embedded within a leading Shelford Group hospital trust, closely tied to two universities through teaching and research programmes, and enjoys access to over 14,000 NHS colleagues in total working across a wide range of clinical and other services.

Supporting innovators Enabling innovation in healthcare

This year our MAA is supported by a range of sponsors, including:



To discuss sponsorship and partnership opportunities, please contact Stefania.Schino@ouh.nhs.uk and Kirsty.Worroll@ouh.nhs.uk

TheHill is committed to transparency about how it is financed and its relationships with external organisations, including sponsorship, grant-funding and partnerships.

For more information, visit thehilloxford.org

HOW TO PARTNER WITH US

	Gold	Silver	Bronze
Opportunity to present an exclusive offer to TheHill community	★		
Opportunity for a company interview for TheHill newsletter and website	★		
Additional tailored collaboration e.g. longer co-designed programmes or training modules for TheHill community	★		
Opportunity to co-design and deliver a short bespoke programme for a select group of TheHill community that you wish to engage with, for example a half-day or full day workshop.	★		
Bespoke exclusive event invitations: including meet the clinician opportunities, and prestigious speaking opportunities	★	★	
One speaker slot on the programme	★	★	
Social media engagement from TheHill with your social channel	★	★	
Invitation to selected TheHill events, including those specifically for partners	★	★	★
Your logo on the MAA materials, brochure, web content	★	★	★
Short partner profile on TheHill website with links	★	★	★
Partner status and logo on the TheHill website	★	★	★
Partner seal logo to display on your website with link to TheHill	★	★	★





MAA 2023 COHORT



#thehillMAA

A ACTIVATE



Siim Saare
CEO & Founder



Eno-Martin Lotman
Chief Medical Officer



Priit Palta
Chief Scientific Officer



Kerli Kustola
Chief Product Officer

Introduction

Activate is a digital therapeutics company tackling the unmet clinical need for personalised cardiometabolic care at scale. By integrating clinical guidelines, behavioral science, real-time data and artificial intelligence, we provide both at-risk patients and clinicians with the tools they need to actively monitor, control, and even reverse cardiometabolic risk factors. Our aim is to reduce hospital admissions and alleviate the burden on healthcare systems by delaying the onset of heart disease and preventing adverse cardiac events across the population.

Our solution

Our platform combines a cardiovascular risk prediction model with remote monitoring tools and AI-assisted digital therapeutic programs for weight loss, dyslipidaemia, blood pressure and blood sugar control. We empower patients to take better control of their heart health and allow providers to improve access to evidence-based treatments at scale.





Aditya Varna Iyer
Co-Founder at Allos AI

Introduction

Allos is an Oxford-backed startup building an explainable casual AI co-pilot for medical professionals. Causal AI reasons and makes decisions like humans. By analyzing data and identifying the cause-and-effect relationships between variables, Causal AI will help you find precise and actionable strategies to tackle extremely complex scenarios, but in a dynamic, transparent, and bias-free way.

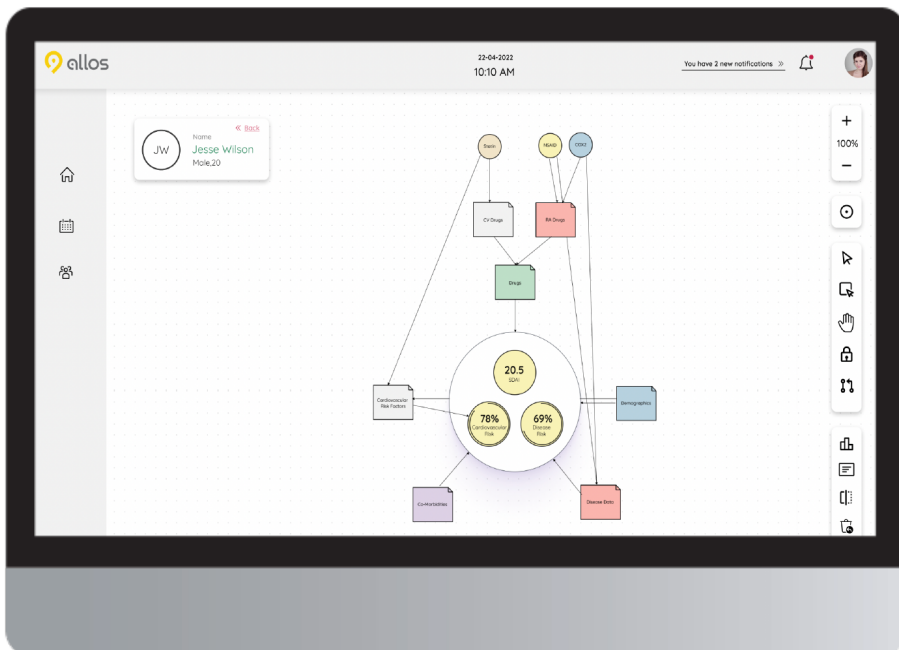
Our solution

Allos is developing a platform which will accelerate the triage for autoimmune issues often missed at GP level, where cases can go undiagnosed for up to 8.5 years and provide better guidance for therapy use.

Allos' explainable causal AI is a medical professional's co-pilot, helping them save 60% of data review time, and make better informed decisions.

Our digital decision support tool for doctors involves:

1. An interpretable AI tool that can score joint erosion in X-ray images, saving doctors 60% in data review time,
2. An explainable screening tool to match patients to the most suitable referral or clinical intervention based on blood tests and biomarker information. Our screening tool calculates IA and cardiovascular 10-year risk trends and scores for each patient and recommends appropriate management pathways such as physiotherapy, or rheumatologist referral.





Marc Bisnaire
CEO and founder



Timea Torok
Regulatory Affairs Officer, QMS
Manager

Introduction

Cardio-Phoenix harnesses the latest technological advancements in AI-precision diagnostics to offer state-of-the-art cardiac diagnostic devices, paving the way for more precise and efficient medical evaluations and empowering healthcare professionals to make informed decisions and improve patient outcomes.

Their cutting-edge innovations in advanced sensors and algorithms enable accurate assessment and monitoring of cardiac function, facilitating real-time data analysis for the early detection and prevention of cardiovascular diseases. At the forefront of leveraging AI to drive innovation and precision in medical evaluations, Cardio-Phoenix is set to transform the way cardiovascular conditions are diagnosed and managed.

Our solution

At the heart of Cardio-Phoenix's solutions lies Cardio-HART™, a CE certified, AI-powered point-of-care cardiac diagnostic system. This device represents a new class of cardiac diagnostics, seamlessly integrating the diagnostic capabilities of an AI-ECG (12-Lead), a Phonocardiograph, and Echocardiography. By utilizing novel bio-signals and harnessing the power of AI, Cardio-HART generates signals that can swiftly detect abnormalities in heart function.

Moreover, Cardio-HART delivers quick, non-invasive results without requiring the presence of a specialist during the intervention or for reporting purposes. Its ease of use allows ECG nurses to conduct the intervention in a similar timeframe to a standard ECG.





Henry Majed
Co-Founder & CEO



Leon Rodin
Co-Founder & CXO/COO



Will Jones
Chief Product Officer



Louise Obi-Drake
Customer Success Director

Introduction

Isolation and uncertainty have amplified an existing mental health crisis in the workforce. We're silently more vulnerable, less able to cope with challenges and at greater risk of burnout. The urge to endure is overwhelming.

The challenge for organisations is getting ahead of this mental health pandemic. Often employees don't realise there is a problem until they have already reached rock bottom. Prevention is better than cure and early intervention can reduce severity to avoid crises. The problem is there is no dependable way to identify those suffering or tools to effectively target resources and support.

Our founders have experienced first-hand the suffering and tragedy that mental ill-health can cause.

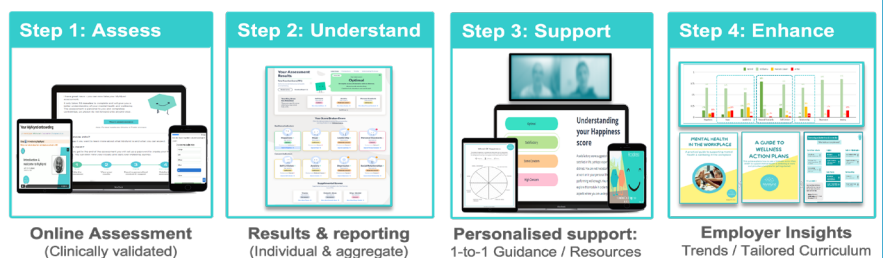
Our solution

MyMynd's digital health platform proactively identifies issues for early intervention and directs targeted support precisely where needed to strengthen resilience and wellbeing. The platform is based around a secure assessment using clinically validated tools.

Our digital platform offers a consistent approach and proactively identifies mental health and wellbeing issues in the workplace, allowing for early intervention and targeted support precisely where needed to strengthen resilience and wellbeing.

MyMynd has a four step approach:

1. Assess - Employees take a confidential health assessment based on clinically validated tools.
2. Understand - From their assessment employees get a detailed understanding of their mental health (risks) & protective factors (resilience/wellbeing).
3. Support - Personalised support from specialist MyMynd responders, ranging from 1-1 guidance and access to resources.
4. Enhance - Employers get aggregated data insight based on their needs, while individual data remains confidential.





Andreas Halner

President & Chief Operating Officer,
Oxford Cancer Analytics Ltd

Introduction

The deadliest cancers are often diagnosed too late, costing patient lives and money. For example, current methods of diagnosing lung cancer, the largest source of cancer-related deaths worldwide, rely on patient symptoms which typically arise when the cancer is advanced. The complex imaging and painful, invasive tissue biopsy procedures to diagnose the lung cancer miss a 20 year window during which cancer develops in the body undetected.

There is an urgent need for an affordable and minimally invasive test which can be used in a routine manner to screen large populations and sensitively detect cancer at an early stage, characteristics that are not possible for existing tissue biopsy and complex imaging approaches. Oxford Cancer Analytics (OXcan) is on a mission to provide just that, drastically transforming cancer early detection and management to impact billions of lives worldwide.

Our solution

The multidisciplinary team has a liquid biopsy blood test technology via cutting-edge proteomics and machine learning that can detect the deadliest cancers early, when they can still be cured.

Using its proprietary machine learning framework 'DEcancer', OXcan is able to select a succinct biomarker panel from hundreds to thousands of proteins. OXcan has demonstrated a more than doubling of early stage cancer detection compared to other companies and scientific groups and is pioneering the most comprehensive lung cancer biobanks and analyses of their kind, already actively working with 10 hospitals spanning the UK, North America, and Asia.

A simple blood test detects materials predictive of cancer up to 4 years ahead of current gold standard.



TrewLink



Jozef Kamp
TrewLink Co-Founder



Sam Jarrett
TrewLink Co-Founder



Parinaz Paranjkhoo
TrewLink Community Manager

Introduction

Trewlink was founded by people who witnessed first-hand how difficult leaving your home country to forge a path in a new one is, trying to navigate new systems and cultures but often wondering 'what's next, not only for me and my career, but for my family too?'

Through many conversations, chance introductions, and hours upon hours of Skype meetings and text messages, Trewlink was formed - a peer-to-peer support platform and marketplace beginning with IMGs (international medical graduates) entering the NHS and the UK - we provide access to trusted information, mentors, and service providers all in one place.

We believe everyone should have the opportunity to do their best work and live their best life, wherever that may be.

Our solution

Trewlink is a complete international medical graduate (IMG) recruitment and retention platform, that makes it easy for NHS Trusts to become 'IMG Friendly' and comply with the recently launched 'Welcoming and Valuing International Medical Graduates' guidance issued by the BMA, GMC and the NHS.

We provide a host of 'IMG Friendly' services at every step of their journey into the NHS, this is mapped against the requirements outlined in the 'Welcoming and Valuing International Medical Graduates 2022' guidance and can be divided into three key areas - Pre-registration; Recruitment, and Retention scopes.

The screenshot displays the TrewLink web application interface. On the left, there is a navigation sidebar with sections for 'Ivanna Admin', 'Feed', 'Message', and 'My Jobs'. The main content area shows a job listing for 'CT1 - 12 month fixed term contract - North Yorkshire - Geriatric Medicine'. The job details include a description, a table with 'TOTAL APPLICATION' (34) and 'REFERRED' (0), and a filter bar. Below the job listing, there is a modal window for 'Mohamed Ahmed' with a 'CV' upload button and a list of job applications with 'Eligibility Score' bars. The interface is clean and professional, with a light blue and white color scheme.



Kenny Fraser
Business



Gregg O'Malley
Software Engineering



Richard Egan
Software Engineering

Introduction

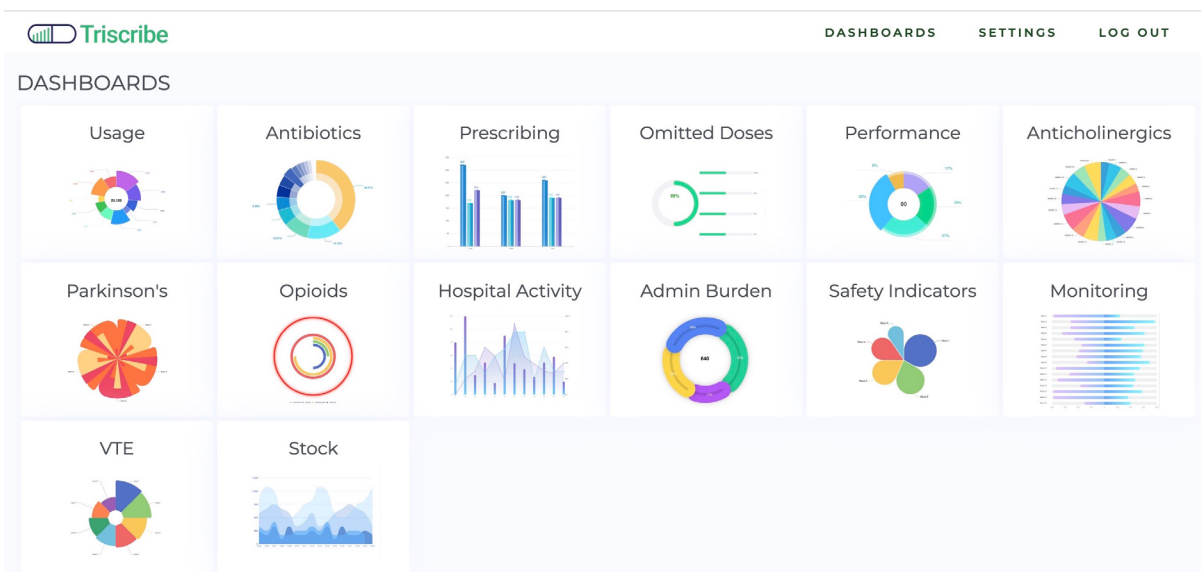
Frontline clinicians in NHS hospitals deserve better use of hospital medication data. High friction legacy systems work well for immediate treatment. They don't provide intelligence about stewardship, safe medication usage or key operational challenges. There is clear evidence that medication errors cause patients harm but clinicians don't have the right tools to manage the problem.

Triscribe offers a complete view of hospital medicines usage. We use data the NHS already has so we can provide analytics and AI based on actual medicines given to real patients every day. Our software helps every user save at least one hour every week.

Our solution

Our software extracts data from hospital systems (with permission) and uses data the NHS already has to improve antimicrobial stewardship and support medicines safety programmes. Our users are pharmacists, doctors and nurses. Better information for medicines management and medicines safety saves money on the drugs budget, reduces costly safety incidents and reduces pressure on frontline NHS staff.

All our software is native, built by our in-house team using proven, modern open-source tools. We operate a cloud-based SaaS business model using AWS infrastructure configured to meet NHS data security requirements.





Neel Patel
CEO & Co-founder



Francesca Napoli
Director of Operations

Introduction

As a Doctor, CEO and co-founder, Dr. Neel Patel was frustrated with the inefficiencies associated with the blood testing available in a hospital setting and wanted to find a solution to accelerate the full testing process. Alongside this, co-founder Dr. Shaolin Liang had recently had a baby and discovered a desire to bring lab testing into the home with the initial goal being to gain confidence that his baby was receiving the correct nutrients. Shaolin wanted to use his technical knowledge to develop a solution to this. Together they worked with a shared goal of bringing hospital lab testing to the point-of-use allowing greater accessibility to molecular testing, providing a new route to optimising health and sickness prevention.

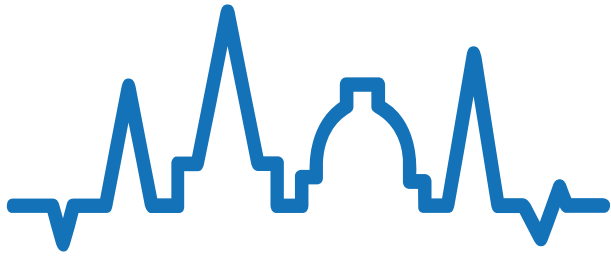
Our solution

ZiO Health is a VC-backed medical technology & digital health company that has developed proprietary pocket-sized technology, bringing lab testing to the point of use.

The proprietary biosensor technology has been used to develop an AI-driven hand-held point-of-care device for therapeutic drug monitoring & precision dosing to improve patient drug treatment outcomes.

It facilitates a proactive approach to dosing life-saving medications by providing immediate data on the drug concentration in blood. The concentration result is inserted into ZiO Health's AI-guided dosing model to provide an instant personalized dose; maximizing drug treatment efficacy and minimizing toxicity.





THE HILL

OUR ALUMNI

2019 - 2022



#thehillMAA

Graduation Year: 2022

Company Name	Description	Website / LinkedIn
Digostics	Lab quality diabetes testing, at home.	digostics.com
EnrichMyCare	A personal health and care monitoring platform for children and young people with disabilities	enrichmycare.com
Goggleminds	A training platform to help healthcare professionals and students practice and learn in virtual reality.	goggleminds.co.uk
Lister	A digital platform designed by clinicians, for clinicians to help organise and manage their clinical tasks.	listerapp.co.uk
Curb (Previously MindHealthAI)	An app which provides personalised, preventative healthcare to help individuals overcome the most challenging moments of behaviour change.	curb.health
Virtual Health Labs Ltd	Designed coachbots and nudgebots which can provide automated conversational agents for physical activity, diet, weight loss, mental health, smoking and hazardous drinking, to help people problem solve, and to better prepare patients for an upcoming appointment.	LinkedIn

Graduation Year: 2021

Company Name	Description	Website / LinkedIn
Apian	Delivering faster, smarter, greener healthcare using medical drones	apian.aero
BeneTalk Ltd	A mobile app for people who stutter, made by people who stutter	benetalk.com
Better Medicine	Equipped with Artificial Intelligence, our tools enable doctors to diagnose and fight cancer in more efficient and accurate ways.	bettermedicine.ai
Cardiolyse	A cloud ECG & HRV analytics platform, that enables real-time remote heart health monitoring	cardiolyse.com
Concentric Health	A platform enabling Digital Consent	concentric.health
Demexo	Digitisation of audits, focused on Infection Prevention Control, enabling them to be undertaken more regularly with action based outcomes to drive improvements.	
Perfexia Health Technologies DocMe Technologies Ltd	DocMe uses advanced smartphone sensors to extract vital signs from a selfie, in real-time with medical-grade accuracy anytime, anywhere.	docme.ai
Dorothy	Using computer vision and augmented reality to rapidly map new environments, helping orientate a person with dementia in new environments.	dorothy.app
Exigence	Voice-based AI coaching platform, which allows the user to build bespoke voice-to-action conversations that improve engagement, productivity and wellbeing.	exigence.co
Fluoretiq	Advanced 15-minute test to diagnose urine bacterial infections	fluoretiq.com

2021 continued

Company Name	Description	Website / LinkedIn
Glissanda Ltd	Intuitive interface for generating and storing structured reports for point-of-care- ultrasound scans via an always available website/ app that can be accessed both in and out of hospital.	
Happyr Health	Through a dragon story and gamification, we support teens and their families with coping with migraines through identifying treatment plans and lifestyle changes, and matching them with psychological exercises.	happyrhealth.com
Heuristik Health	A software solution to help with patient identification and administrative management combining fingerprint recognition and Artificial intelligence.	heuristik.tech/heuristik-health
Hexarad	An end-to-end radiology platform to achieve our mission of fast and accurate diagnosis for everyone, everywhere	hexarad.com
Perfexia Health Technologies DocMe Technologies Ltd	DocMe uses advanced smartphone sensors to extract vital signs from a selfie, in real-time with medical-grade accuracy anytime, anywhere.	docme.ai
Dorothy	Using computer vision and augmented reality to rapidly map new environments, helping orientate a person with dementia in new environments.	dorothy.app
iLoF	The intelligent platform for precise, patient-centric drug development. Cloud-based library of optical fingerprints, powered by photonics and AI, provides non-invasive tracking, screening and stratification for drug discovery, adapted to each clinical trial needs.	ilof.tech
inHEART	Software solution which transforms pre-operative medical images (CT/MRI) into a detailed digital twin of the patient's heart with information to help identifying targets for cardiac catheter ablations	inheartmedical.com
Matthew Gardiner	An app/EHR plugin which uses machine learning around the equipment required for a particular case and surgeon over time. It links to the theatre inventory and is able to make suggestions and highlight clashes.	LinkedIn

2021 continued

Company Name	Description	Website / LinkedIn
NEVARO	A mobile app that acts as a personal trainer for the brain. It allows for the management of employees' mental health and wellbeing through clinically validated and gamified coping methods.	nevaro.tech
Occuity	Non-invasive handheld devices which can be used for either non-clinical screening and measuring, or personal monitoring for diseases such as diabetes and Alzheimer's Disease	occuity.com
Patienteer Pty (Teerco UK)	A clinical workflow and task management system that is built on industry principles of LEAN manufacturing methodology to optimise patient care and flow through hospitals.	patienteer.com
Perspectum	Advanced imaging solutions that can help doctors make better decisions, personalize care for patients, and ensure better outcomes.	perspectum.com
Quentin Ainsworth	Software which imports an existing time-series excel model to use as a template for scenario modelling for bed state and capacity modelling, costing.	LinkedIn
Radiobotics	An automated system for detecting fractures on X-rays.	radiobotics.com
RespiTrain (Inspiritus Health)	Complete respiratory solution that trains weakened respiratory muscles, providing feedback to both the patient and clinicians on progress	inspiritushealth.com
Sanno	App based gut health advisor. The app comprises an AI driven symptom checker that identifies, red flags and suggests next steps in the clinical pathway.	sanno.health
Sho Me Digital Ltd	An app which provides a comprehensive and accessible strategy to manage Temporomandibular joint disorder.	
Symphysis medical	Innovative drainage technology to treat malignant pleural effusions.	symphysismedical.com
T-Minus	A digital solution for tinnitus sufferers.	

Graduation Year: 2020

Company Name	Description	Website / LinkedIn
Albushealth	End-to-End Solution for Nocturnal Monitoring in Clinical Trials.	albushealth.com
Autism-Doctor	Private assessment of autism, ADHD, Dyspraxia and Developmental Delay in children.	autismdoctor.co.uk
Bellevie	Unique approach to living at home. Unlike other home care providers, team of compassionate, caring Wellbeing Support Workers are on-hand to support in all aspects of life: this could be regular visits for personal care, a weekly visit for companionship, or organising a trusted gardener or hairdresser.	belleviecare.co.uk
Canary Care	Discreet, wireless sensors monitor movement, temperature and door activity, which you can view from anywhere.	canarycare.co.uk
Canley Digital Healthcare	A video consultation platform.	
CardMedic	Overcome any communication barrier between healthcare staff and patients.	cardmedic.com
Converz	AI brain imaging	
DDx	Capture raw feedback data from the frontline to power system change.	
Greener Planet 4 us	Addressing the problem of compliance when taking medicines.	
Healthbit	An easy-to-understand health record that keeps track of your health or the health of others you're responsible for.	healthbit.com

2020 continued

Company Name	Description	Website / LinkedIn
MediShout Ltd	Connects theatres to sterile services, automating prioritisation of workflow and ensuring that the right kit is delivered at the right time for trauma and elective operations.	medishout.co.uk
Medwise	A customizable search platform with instant answers to your clinical questions.	medwise.ai
Mobilise Care	Online service that harnesses the collective knowledge, wisdom and expertise of unpaid carers.	mobiliseonline.co.uk
Patient Flow Software Library	Analytical tools on an internet platform called the Patient Flow Software Library: a theatre list planner, a treatment target analyser and a bed flow analyser.	
RAIQC	The Report and Image Quality Control tool (RAIQC) is an electronic training and assessment platform for students and healthcare professionals that interpret medical imaging.	raiqc.com
VANN	A smart app for self-monitoring of cancer patients outside of hospitals.	thevann.com
Visiba Care	A virtual care platform connecting people and healthcare systems.	visibacare.com
Wilkinson Hall	Innovative products and services positioned in the FemTech industry, a subset of apps and gadgets geared at enhancing women's well-being.	

Graduation Year: 2019

Company Name	Description	Website / LinkedIn
Cognitant	Creating personalised, patient-centric health information and experiences.	cognitant.com
DeepMed IO	Using AI to increase the accuracy and speed of diagnostic processes and deliver personalised care solutions for patients	deepmed.io
DEO	Better data, Faster insights, With rich and accurate data, we model a digital twin of your operating room to help you achieve operational excellence.	deo.care
GeneOmics Solutions Ltd	Multi-Omics Data Analytics and machine learning solutions for early diagnosis & precision medicine.	geneomics.co.uk
Global-Initiative	Development & design agency, building world-class mobile & web experiences	global-initiative.com
HIGOE	Creative marketing and digital solutions company.	higoe.com
moveUP	Empower you to recover from your surgery, anytime, anywhere	moveup.care
Resony (RCube Health Ltd)	Digital therapeutics for good mental health.	resony.health
Say Anything	An app to empower women to be happy, content and fulfilled mums with happy, content and fulfilled children.	sayanything.co.uk
Scout Health	An app that links you directly with a health advisor.	
Wiseserve	People Focused IT Support, Service, & Strategy.	wiseserve.net

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Enabling innovation in healthcare

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