THE HILL

NHS MARKET ACCESS ACCELERATOR

NHS
Oxford University Hospitals
NHS Foundation Trust

2025 NHS Market Access Accelerator

June to November 2025

Contents

Welcome to our 2025 Programme

Meet our 2025 Cohort

Welcome to our 2025 cohort

Rowan Mould
Start-Up Programme Manager

As we kick-off our 2025 programme, the environment that our cohort of companies is operating in is in flux, with substantial infrastructural changes coming to the NHS and the ambitions of the 10-year plan setting out the nation's healthcare priorities going forward. Lengthy waiting lists and declining productivity in hospitals are substantial barriers to delivering on the ambitions of the 10-year plan. These tricky circumstances create opportunities for high impact healthtech innovation to come to the fore. The importance of innovation and the positive impact it can have in driving efficient and effective care across the NHS is more evident than ever before.

Through the Market Access Accelerator (MAA), our goal is to support and scale innovative technologies which can substantially improve patient care and reduce the pressure and burdens on frontline staff. Our programme gives healthtech innovators unrivalled insight into the behind-the-scenes decision making of senior NHS leaders, access to world-leading clinical expertise, and a holistic package of support from our network of partners.

Alongside workshops and seminars, we run a robust innovation engagement programme, linking companies in the cohort with potential clinical or operational innovation champions, with the drive to take their innovation forward.

The MAA for 2025 builds on the previous 5 years, adapting to changing needs both from companies and the frontline. We have added insights from the 10-year plan, an overview of global healthcare markets, and expanded our network of partners. We have built partnerships across healthcare settings and across geographies, forging deeper connections with partners across Europe and the US. All of this work has built a stronger, more robust programme to support our innovators to deliver the next generation of digital healthcare solutions for the NHS.

I'm looking forward to working with another fantastic group of innovators in digital health and care.

Welcome to our 2025 cohort

Megan Morys-Carter

Director of Digital Innovation, Oxford University Hospitals NHS Foundation Trust and Executive Director of TheHill.

A warm welcome to our 2025 NHS Market Access Accelerator Programme.

This is our flagship programme, where we focus on a small number of promising ideas and really help companies on the cohort develop their value proposition, their business and their connections with the NHS. We believe these companies have the potential to transform care for patients in the UK and across the world and we're looking forward to helping them on that journey.

Over the next six months, they'll hear from experts in regulation, reimbursement, data management, procurement and evidence generation. They will receive business support and accountability through dedicated mentors and will get the opportunity to pitch to investors and NHS procurement experts, meet a wide range of our ecosystem and be able to take clinical advice on their product to help design the next steps for success.

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

Their journey doesn't end when the programme ends either, once complete, they'll join our flourishing alumni network and we'll continue to support them going forward.

About TheHill

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 innovaitons 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 goal

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

Our objectives

- Facilitate the 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 SME's 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.
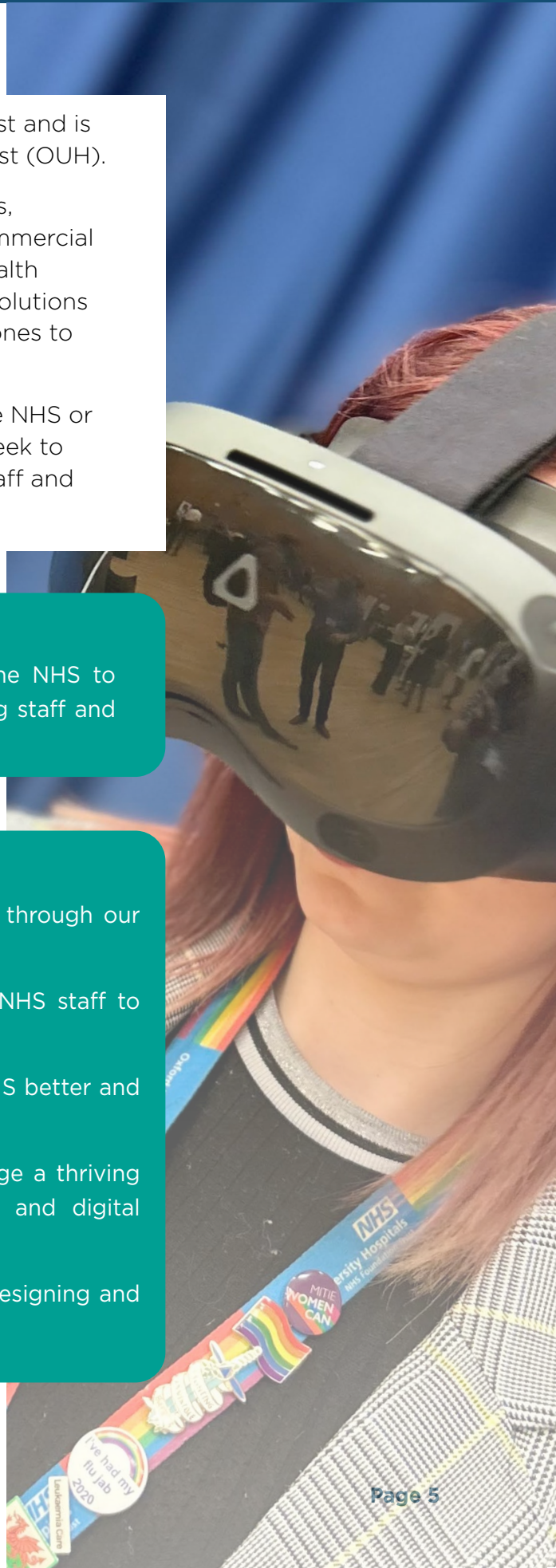
About the Programme

The NHS Market Access Accelerator Programme is a six-month programme supporting innovators in health and care. The programme is delivered through a series of in-person and online workshops and seminars, covering mission-critical areas related to working with the NHS and scaling in health and care. Topics include but are not limited to:

- Deep dive into NHS structures

- Building a Value Proposition for the NHS

- Innovation Adoption in the NHS

- Access Global Healthcare Markets

- R&D Tax Credits & EIS/SEIS

- Understanding digital adoption within the NHS

- Developing your MVP to fit the NHS

- Engaging with Innovation Champions

- Intellectual Property Protection

- Patient data, GDPR and the Caldicott Principles

- Understanding the Medical Device Regulations. How to tell if your innovation is a Medical Device

- Digital Health Compliance

- Introduction to grant writing and grants

- NHS Procurement & Moneyflows

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

• 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

• 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

• Priority consideration and support to apply for a pilot via OUH's innovation pipeline, subject to meeting the appropriate criteria and cost mitigation.

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, identify 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.

Innovation 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 Innovation Project Facilitator 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 or operational setting at OUH or the initiation of collaborative R&D projects.

Grants

Grant proposal writing is highly specialised and demands a lot of time, patience, and effort. TheHill's income generation and partnerships team has over 15 years' experience in grant writing and has secured over £4.5M in grant funding.

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, covering an array of topics including the design of possible funding strategies, main elements of the bid and tools to write high-quality proposals.

Demo 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 the programme's Demo Day. As part of the event the companies will be enrolled in 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.

Partners for 2025

IMed Consultancy

[Visit website]

Founded in 2012, IMed Consultancy offers a wide range of expert services to the global medical and health technology industry. They support medical device and in vitro medical device manufacturers to drive innovation, improve patient care and outcomes worldwide, providing assistance through all stages of the product lifecycle from: from concept and design through clinical studies and post-market surveillance.

IMed Consultancy's team of highly skilled and experienced medical regulatory professionals offers an outstanding yet accessible global regulatory service. They are committed to their team, to innovation, to their client's growth and success, to the health tech community, and patients. With over 70 years of combined hands-on problem-solving expertise, their remit is truly global, ensuring that client devices are successfully launched and maintained in total compliance in the UK, EU and internationally.

naq.

[Visit website]

Naq helps digital health innovators navigate compliance, so they can bring their solutions to market faster and without the complexity of high costs. They simplify meeting complex healthcare standards such as DTAC, DCB0129, ISO 27001 and more, ensuring organisations stay compliant over time.

Mathys & Squire

[Visit website]

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 startups 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.

TaylorWessing

Visit website

Taylor Wessing is a global law firm that serves the world's most innovative people and businesses. Deeply embedded within our sectors, we work closely together with our clients to crack complex problems, enabling ideas and aspirations to thrive. Together we challenge expectation and create extraordinary results.

Our Venture Capital team is recognised as one of the strongest in Europe, advising our clients across all stages of their life cycle from 'cradle to liquidity'. Our international offering includes many of the major tech hubs, such as Silicon Valley, London, Berlin, Paris and Amsterdam. We see all sides of the investment dialogue enabling us to understand and focus on the commercial drivers and drive efficiency in managing transactions.

RICHARDSONS CHARTERED ACCOUNTANTS

Visit website

Richardsons drive success from start-up to exit. Based in Oxfordshire, their dedicated team understands the unique challenges faced by pioneering and innovative technology companies and university spinouts, making them the trusted partner of tech growth entities and start-ups alike.

They guide innovative companies within Oxfordshire through complex financial landscapes and have experience spanning science & technology sectors, supporting investment and assistance on the Seed Enterprise Investment Scheme (SEIS) and Enterprise Investment Scheme (EIS).

Cavell #SIMPLICITY

Visit website

Cavell HR specialise in transforming Health & Social Care workplaces into happier, high-performing environments. Blending expert HR consultancy with done-for-you systems, we make it easy to align your people with your purpose, and deliver better care.

Meet TheHill Team

Megan Morys-Carter
Director

Ravi Chal
Digital Innovation Manager

Ed Jaspers
Innovation Project
Facilitator

Danielle Bird
Operations Manager

Rowan Mould
Start-Up Accelerator
Manager

Ian Pinnell
Marketing &
Communications Manager

Ben Chuter
Marketing &
Communications Assistant

Stefania Schino
Partnerships & Income
Generation Manager

Abdul Gufar
Partnerships & Alumni
Manager

Carolyn Weaver
Grant Writer

Meet the Mentors

Jim Gabriel

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

Phil Wakefield

Phil aims to help companies create a process and culture that adapts quickly and to find the elusive product market fit.

Samir Khan

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

Scott Maslin

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

Tony Kilburn

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

Victoria Betton

Victoria is the founder of People&Co. She specialises in people-centred design mindsets and practices along with systems thinking and quality improvement.

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Meet our 2025 Cohort

thehilloxford.org

CEFREF

CEFREF®.com
- migraine app -

Migraines are a common neurological disorder characterised by moderate to severe headaches, which can be associated with other symptoms, including nausea, sensitivity to light and noise, brain fog and fatigue. Approximately 10 million people in the UK live with migraine, which is estimated to result in around 3 million lost workdays every year due to migraine-related absenteeism with a detrimental economic impact of more than £4 billion*

CEFREF is an advanced electronic migraine/headache diary mobile application available on iOS and Android. CEFREF was designed to simplify accurate monitoring of headache frequency/severity and painkiller usage. CEFREF was created to improve management of migraine.

NICE guidelines stipulate that patients receiving the latest migraine treatments should keep headache diaries to help determine migraine frequency and triggers; assess effectiveness and adverse effects associated with treatment; keep a record of the impact of migraine on activities missed; and allow the patient to take an active role in management of their condition. Traditionally, the method of collecting this information has been through using paper diaries. The use of mobile applications is the next logical step and improves diary completion and accuracy of data collected.

Designed with simplicity in mind, our quick three step approach allows patients to record headache severity, medication used and write additional notes. Patients can also analyse their own data as well as share this information with their healthcare provider which can help determine the most appropriate treatment.

Further reading

*NICE Guidelines on Migraine

CEFREF Website

cefref.com

Benjamin Wakerly
Founder

eAltra

Cancer care is an increasingly crucial aspect of national healthcare, with 346,217 new cancer diagnoses (948 a day) in the UK, with costs only increasing for this sector. The Organisation for Economic Co-operation and Development (OECD) estimated that cancer care will add £14.4billion to the UK's health spending every year until 2050.

eAltra is a clinically validated conversational AI driven digital health platform designed to improve communication between cancer patients and their clinical teams. eAltra aids cancer treatment delivery, reducing the time spent by clinicians in assessing patients by up to 50%. The AI workflow automates toxicity screening and holistic needs assessments, streamlining data collection and reduces administrative burden for clinical teams.

eAltra allows patients with access to the internet using any web enabled device, to complete toxicity assessments, patient concerns inventories, holistic needs assessments and patient reported outcomes (PROMs) remotely. Patients are sent a secure 'magic-link' multi-factor login in advance of their appointment, which takes them through to their assessment, without the need to remember login details. eAltra manages the full patient prompting cycle, ensuring that assessments are completed on time. Clinicians have access to an individual dashboard where they can view a dashboard of their patient's responses, ordered according to patient acuity.

The conversational AI, allows patients to more freely exchange information with their clinical team, enabling patients to report outcomes and log their concerns, all while integrating with the patient's electronic health records (EHR). It also opens the door to two-way messaging between patients and their clinicians and lets patients access support at any time to receive targeted, relevant, timely information.
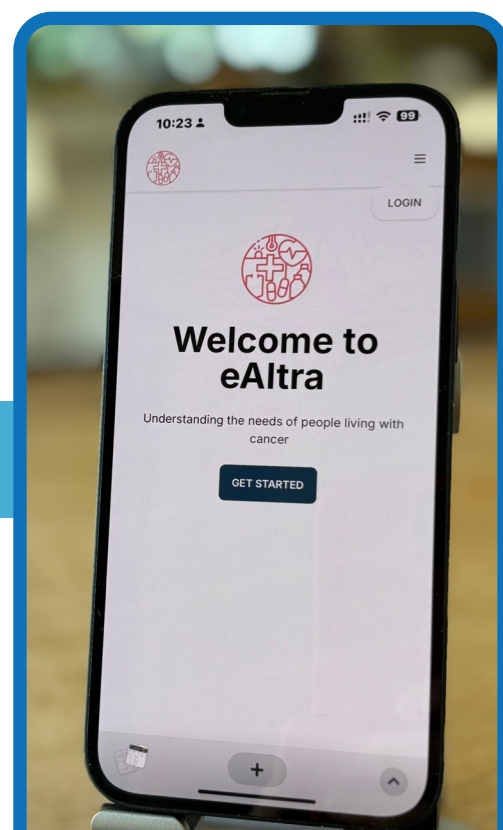
Further reading

NHS diagnoses thousands more cancers as cases rise by 5% (NHS England)

eAltra website

ealtra.com

Denis Roche
CEO

Hatopy

It is estimated that in the UK, around 1 in 5 children and 1 in 10 adults (approximately 8 million people in total) live with eczema. The condition is not only painful and uncomfortable for patients, but treating it can be costly, with over £150 million spent by the NHS on prescription eczema treatments in 2018 in England alone*.

Hatopy provides a novel approach to managing eczema by utilising wearable technology and AI to objectively track the condition and transform the daily experience of living with it into meaningful insights. Unlike traditional tracking apps, Hatopy offers real-time feedback and personalised interventions to help users recognise potential triggers, prevent flare-ups, and take more control of their condition.

The underlying technology identifies personalised patterns and builds a clearer understanding of each person's eczema situation. By providing real-time insights and personalised interventions to reduce flare-ups and improve long-term management, it aims to empower patients by giving them more control over their eczema and better tools for self-management of their condition.

For healthcare professionals, Hatopy can offer reliable, long-term data about how eczema affects each patient beyond the clinic. With clear, objective information, it supports better clinical decisions and personalised care by providing clinicians with a more comprehensive picture of a patient's experience, ensuring they receive the best care possible.

By promoting preventive care through self-management, Hatopy aims to lower healthcare costs by minimising medical and hospital visits and reliance on costly treatments. Hatopy's combination of wearable technology, AI analytics, and proactive management makes this a first-of-its-kind solution for eczema care.

Further reading

*Prescription Cost Analysis - England, 2018 [PAS]

Martin Kolarik
Founder & CEO

Matriwell

MatriWell

Maternal deaths in the UK have increased by 53% since 2017 and stillbirth rates remain high. Many of these deaths are preventable with better risk assessment, early intervention and improved maternity care. Ethnic minority mothers in the UK are up to 3x more likely to die from pregnancy related complications than white mothers, highlighting systemic inequalities in healthcare treatment and support. Additionally, birth trauma is widespread and often untreated.

MothersPA provides mothers with the ability to have personalised healthcare, regardless of their race, location, or financial means. It provides mothers with access to the information and services they need to improve their physical, emotional, and mental health throughout pregnancy, postpartum, and the parenting phases.

MothersPA provides personalised guidance based on the mother's medical history, unique family, situation and needs. Our AI-powered software analyses the mother's full medical history, symptoms, self-reported health data, and where possible, real-time EPR records. From this, we can identify risks and provide a summary which empowers mothers to advocate for themselves and provides clinicians with data to enable them to make faster and more informed decisions, enabling mothers to receive the right care at the right time.

Our support continues beyond birth, as we also improve postpartum care by providing on-demand access to the support mothers need for a full recovery and continued guidance from specialists including lactation consultants, pelvic floor therapists, sleep consultants, and mental health professionals.

Matriwell website

matriwell.com

MothersPA website

motherspa.co.uk

Joy Randolph
CEO

MedForceAI

The global shortage of 6.4 million doctors* has left many regions critically underserved, leading to delays in treatment, misdiagnoses, and rising malpractice claims. In the UK, £17.5billion is spent annually on extra treatment, longer stays, re-admissions and malpractice claims, which isn't sustainable.** Clinicians struggle with overwhelming workloads, disconnected clinical information, siloed diagnostics, extensive care standards and best practice guidelines, with none of these being available through one single source.

MedForce AI is transforming healthcare with a deep medical reasoning system designed to close the global clinical expertise gap. Deep medical reasoning is the use of advanced artificial intelligence that mimics how expert clinicians think which can support clinicians in their decision-making process to ensure every patient is receiving the most up-to-date treatment recommendations.

The system combines symptoms, medical history, test results, and clinical guidelines to assess, differentiate, and explain complex diagnoses, whilst providing the clinician with a decision tree that clearly outlines the clinical reasoning behind each recommendation. This mimics the clinical thought process, not just giving the answers but also providing justification. Unlike generalist AI tools, MedForce AI uses finely tuned, guideline-aligned modules that can answer the most challenging medical questions with the highest level of precision.

By providing transparent, guideline-based reasoning, MedForce AI reduces diagnostic errors by helping clinicians and non-specialists make accurate, confident decisions based on evidence. Its sub-specialty modules support earlier and more precise triage, accelerating referrals to the right care pathway and preventing delays in treatment. MedForce AI continuously updates its AI models with the latest clinical standards, ensuring decisions remain compliant and defensible, reducing litigation risk, lowering costs, and improving patient outcomes.

Further reading

*Across globe, 6.4 million physicians needed in 132 countries facing shortages (Medical Economics)

**Maternity and neonatal services (Imperial)

MedForce AI website

medforce-ai.com

Jay Liu
Founder & CEO

Adrien Verny
Founder & CTO

Sens-Vue

SENS·VUE

As of 2020, approximately 80 million people in the world have glaucoma, which is a group of eye conditions that damage the optic nerve, which is crucial for vision. It is the leading cause of blindness worldwide and responsible for approximately 9 – 12% of cases, affecting approximately 5.9 million people. In the UK, approximately 160,000 new referrals are made to hospital eye services each year for suspected glaucoma, as reported by NHS Digital*, this represents roughly 1 in 5 new referrals to ophthalmology clinics. Glaucoma is often described as "the silent theif of sight". The prevalence of glaucoma is increasing worldwide due to the aging, lifestyle and genetics related issues.

Sens-Vue have created an AI solution (GlaukomAI) to detect vision-threatening glaucoma for early prevention and precise treatment. Their artificial intelligence solutions operate on different devices, to capture detailed images of the eye (fundus images), empowering care providers by enabling faster diagnosis, reducing referrals to ophthalmology clinics and wait times.

GlaukomAI can diagnose glaucoma from eye images in seconds using an AI algorithm supported by bio-sensing technologies. Bio signals are measurable electrical or physical signals generated by the body that reflect its biological activity, like heartbeats, brain waves, or eye movements. Bio-sensing uses sensors to capture these bio-signals. GlaukomAI has reached over 95% diagnostic accuracy in lab based testing.

Any care professional can use their existing eye imaging equipment or their smartphone to take a picture of a person's eye with which can then be uploaded in Sens-vue's app, where GlaukomAI software will run with the user receiving a diagnosis immediately. This groundbreaking solution reduces false positives and negatives, drastically cutting down patient wait times and referrals to specialists while also removing technological barriers. With Sens-vue's smartphone mechatronic option, they bring eye-care closer to community and homes, which makes eyecare accessible to more people.

Further reading

*NHS Digital HES On... Glaucoma

Sense-Vue website

sens-vue.dk

Hong de Beer
CEO

Skystrm (Senso24)

The NHS and other health & care providers are facing increased pressures as a result of fewer staff, increased demand for services, an ageing and increasing population. A research briefing presented to the House of Commons, estimated there was 131,000 vacances in adult social care in England*. Delayed interventions lead to preventable emergencies, creating increased hospital admissions which the already stretched services struggle to deal with. To solve this problem, we need to keep people healthy at home.

Skystrm's product, Senso24, is a 24/7 AI-driven monitoring solution designed to ensure safety and independence for elderly individuals at home or in care settings. It uses non-invasive computer vision and machine learning to detect falls and health abnormalities in real-time and provide instant alerts to healthcare staff, carers, and if needed, the emergency services.

The key benefits for healthcare providers are early detection of health issues such as falls, gait abnormalities, posture and activity level changes, and signs of confusion or delirium, enabling care or appropriate intervention to be provided in a timely manner, which then prevents emergencies and/or hospital admissions, subsequently saving costs, freeing up beds and improving patient outcomes.

Our AI-driven alerts prioritise urgent cases, enabling effective staff allocation, which enables them to focus on high-priority patients.

Further reading

*House of Commons Library - Adult social care workforce in England

Senso24 Website

senso24.co.uk

Justus Vermaak
Founder & CEO

Vocavibe

VOCΛVIBE

Parkinson's affects over 153,000 people in the UK, with families facing an average of £16,600 in additional annual costs[1]. The NHS spends £5,000+ per patient per year[2]. In 2021/22 alone, emergency admissions for Parkinson's cost £267 million, accounting for 86% of all admissions of people with Parkinson's, with each stay averaging 10.2 days. Compounding the issue, over 50% of patients in parts of the UK wait more than a year for specialist care[4], delaying intervention for worsening symptoms.

VocaVibe's conversational chatbot utilises AI to analyse vocal biomarkers of those diagnosed with Parkinson's. The chatbot actively interacts with patients throughout the day and analyses their speech from natural conversation. It continuously monitors signs of motor symptom progression, cognitive decline, depression, swallowing difficulties, and treatment effect. Clinicians receive real-time alerts, enabling earlier intervention to prevent common causes of hospitalisation, such as aspiration pneumonia and medication mismanagement.

VocaVibe enables continuous, personalised care between visits by integrating seamlessly into existing clinical workflows. With its holistic approach to symptom tracking, it connects patients, caregivers, and clinicians, enabling teams to manage the patient's Parkinson's disease more effectively, reduce system strain, and improve patient quality of life at scale.

We are here to listen. Not just literally, but clinically, to help ensure no change in a patient's condition goes unnoticed.

Further reading

[1] Parkinson's UK - The Cost of Living with Parkinson's

[2] UCL - Parkinson's Costs £3,000 More per Year

[3] Parkinson's UK - Get It On Time Policy Report (2023)

[4] NISRA - Outpatient Waiting Times, March 2023

Vocavibe website

vocavibe.ai

Dr. Ariel Schiff
CEO

Dr. Alon Shapria
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