



# BioForward

The 'Roadmap for Growth' Life Sciences Event

Organised by  **obn**

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# Workshop two: Accessing the NHS: A Guide for Medical Device Companies



**Neil Roberts**  
CEO, SEHTA

Kindly hosted by:  SEHTA  
improving health  
increasing wealth

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**OBN BioForward**

**Accessing the NHS – A Guide for Medical Device  
Companies**

**Tuesday 26<sup>th</sup> September 2023**

**South East Health Technologies Alliance**

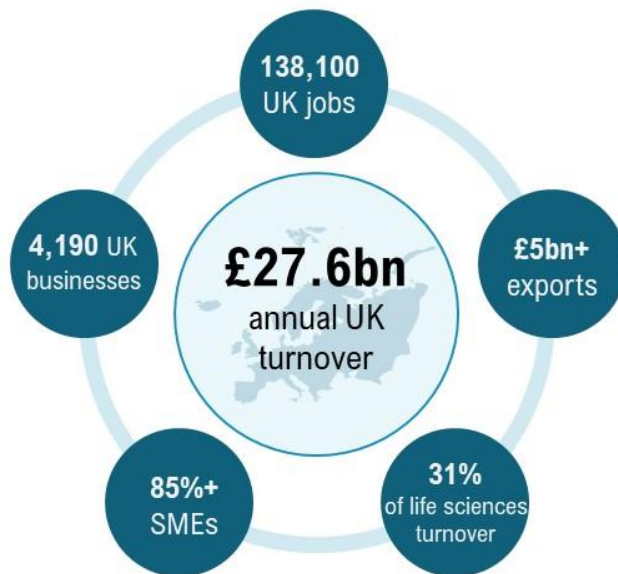
**WE WORK WITH INNOVATORS TO TRANSFORM HEALTHCARE**

# UK – Medical Device industry – Key figures



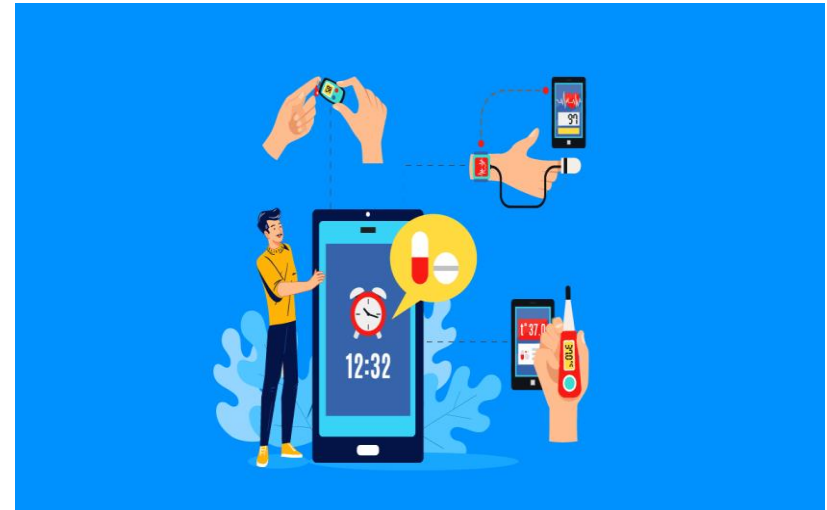
<p>Established in 2005 to foster relationships between Universities, Clinicians, and SME's</p>	<p>Not for profit membership support network – over 1400 members</p>	<p>Provide 1 to Many and 1 to 1 support</p>
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## UK – Medical Device industry – Key figures

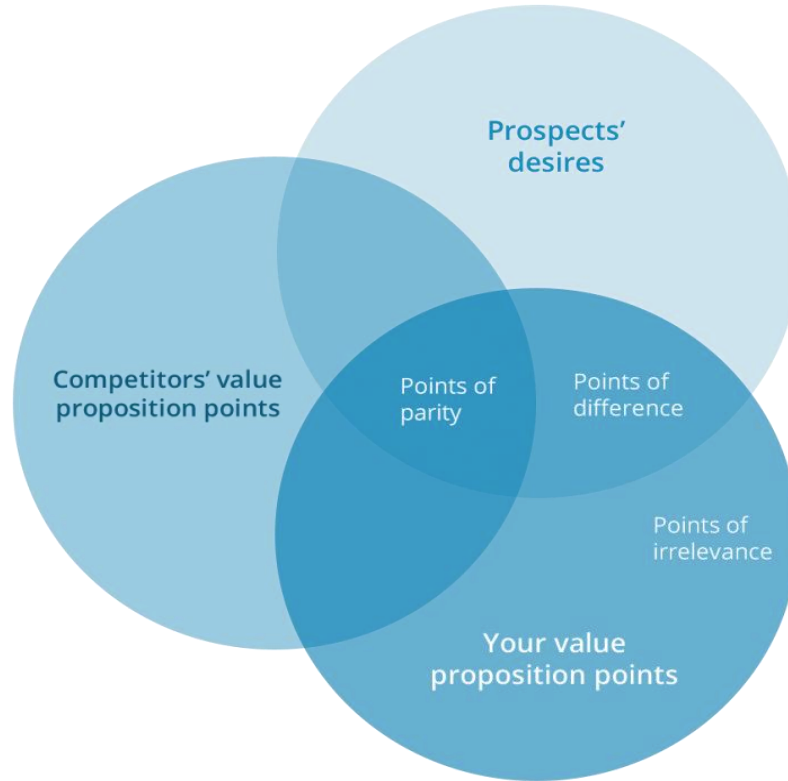


## The mHealth Market – in Volume

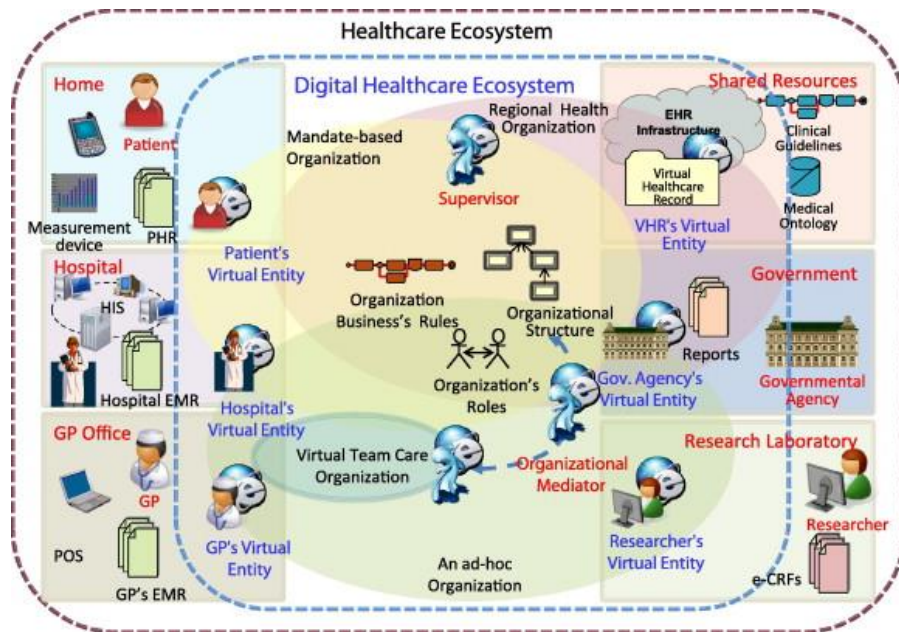
- >370K Health apps available on App Stores today
- Being added to at a rate of 200 a day
- 40% Health condition management apps



## How does it compare? (Product Differentiation)



# How the “eco-system” can influence procurement

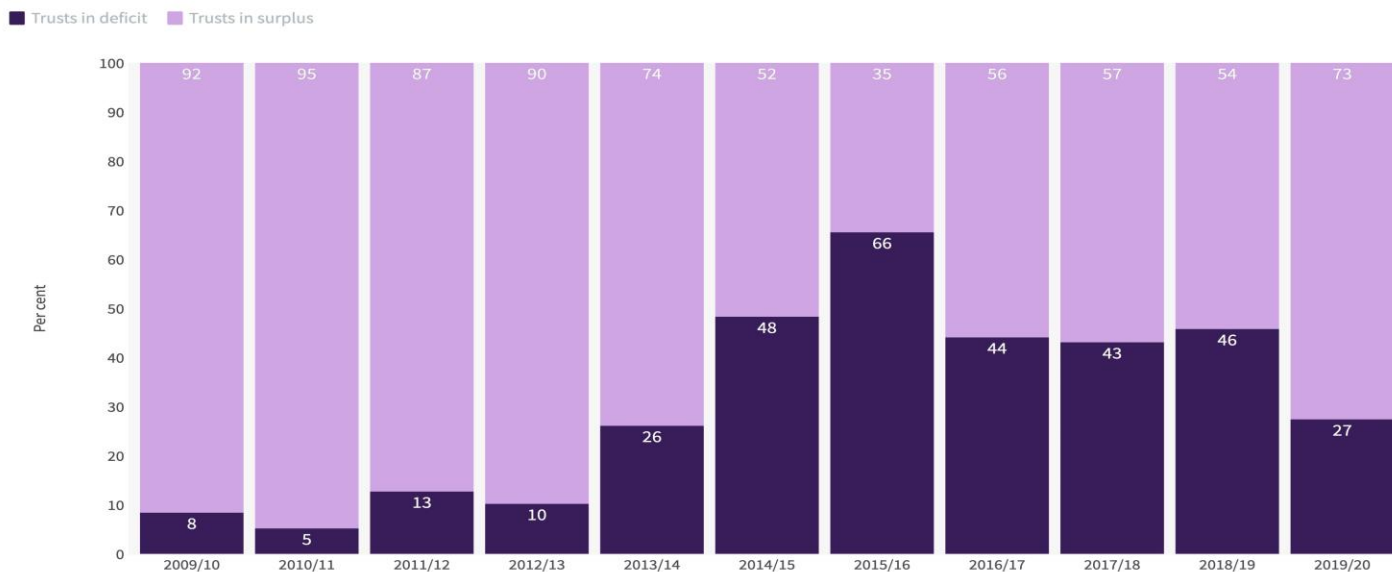




# Market Drivers – ‘PESTLE’



## Proportion of NHS trusts in financial deficit



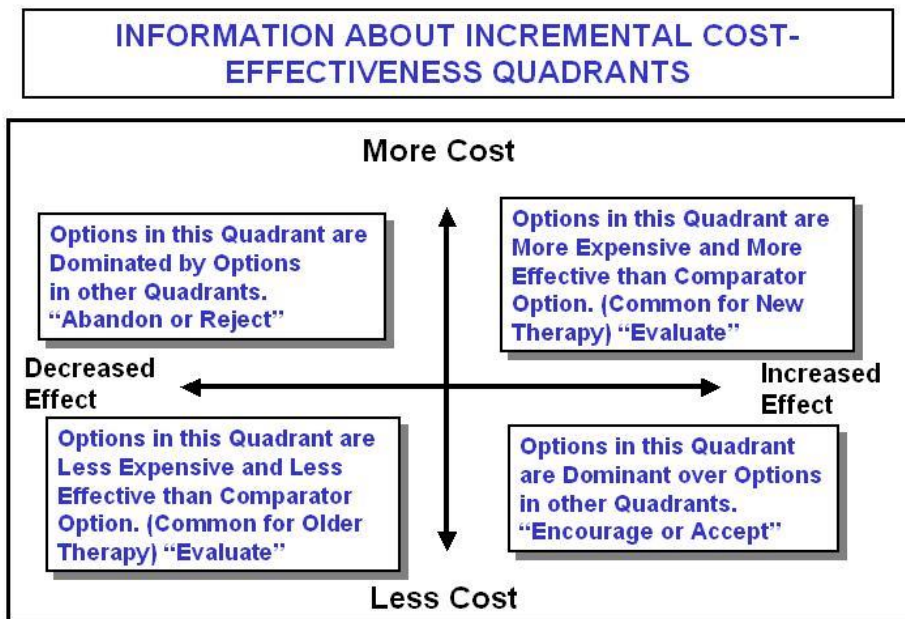
Source: [The King's Fund analysis of data from Monitor, NHS Trust Development Authority, Department of Health and Social Care, National Audit Office, and NHS Improvement](#). - Data refers to number of trusts in existence on 31 March each year i.e. changes to the number of trusts during the year due to mergers, separations, or dissolutions are not counted. Data for 2019/20 are reported deficits before impairments, transfers and consolidation of charitable funds.



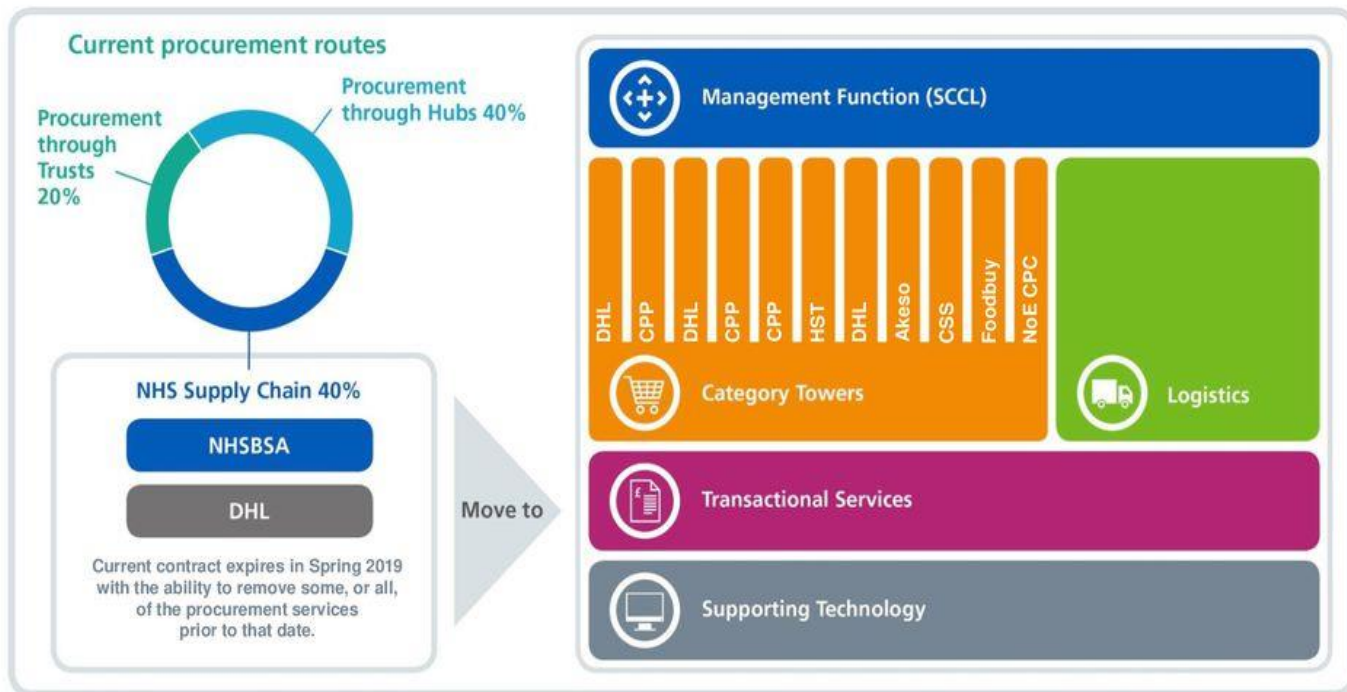
# Cost Effectiveness



NICE guide to adoption:  
 “provides similar or greater benefits at a similar or lower overall costs than the comparator(s)”



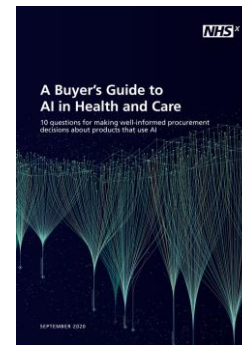
# New NHS Supply Chain Operating Model



# CCS – Frameworks for Procurement of Innovation & DHTs



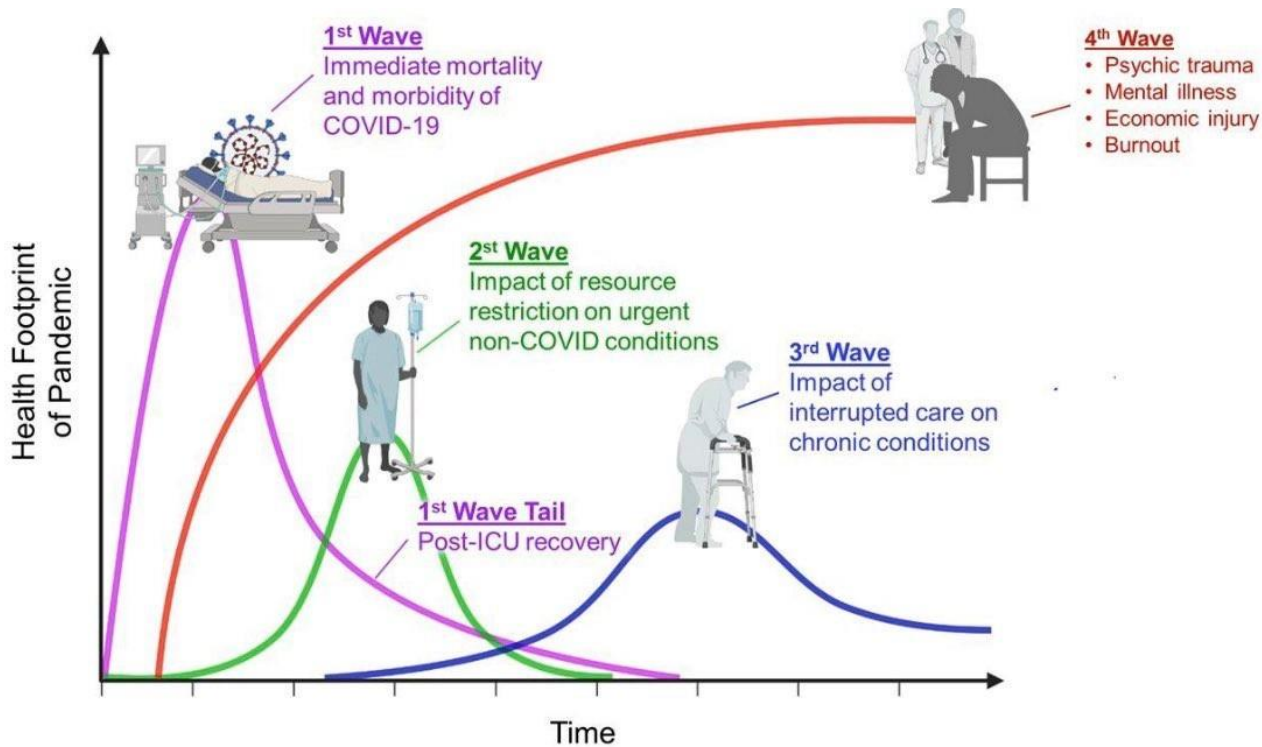
HM Government  
**G-Cloud**  
Supplier



- G-Cloud 12 – Digital Market place for Cloud based services
- Spark - Dynamic Purchasing System
- NHSx Guides -Combination of Standards and Procurement mechanism

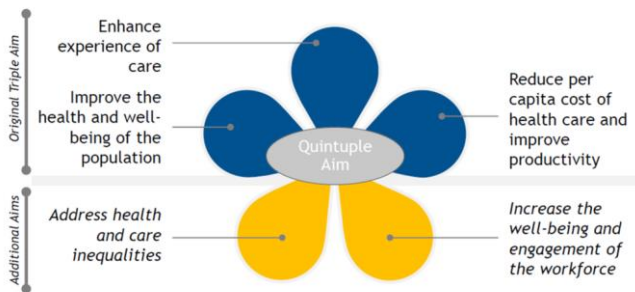


# Consequences of the COVID-19 pandemic



# Shaping the Landscape - NHS

There are five overall aims of Population Health Management



NHS hospitals, mental health services and community providers are now reporting a shortage of nearly 94,000 FTE staff, of which 39,000 vacancies are in nursing (one in ten posts).



## NHS - The Challenges



Pressure on  
healthcare  
expenditure

Navigating the  
'Ecosystem'

Changing behaviour

Fear of/Time to  
Change

Digital maturity

Adoption rates are  
Low

# NHS: LONG-TERM PLAN



1

Making sure everyone gets the **best start in life**

2

Delivering world class care for **major health problems**

3

Supporting people to **age well**

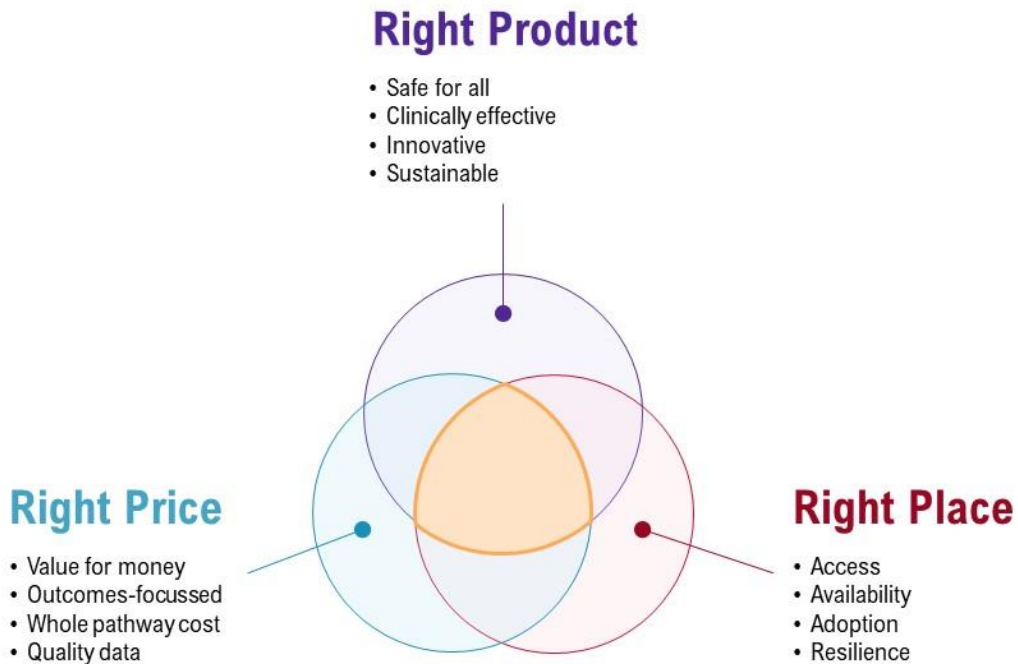




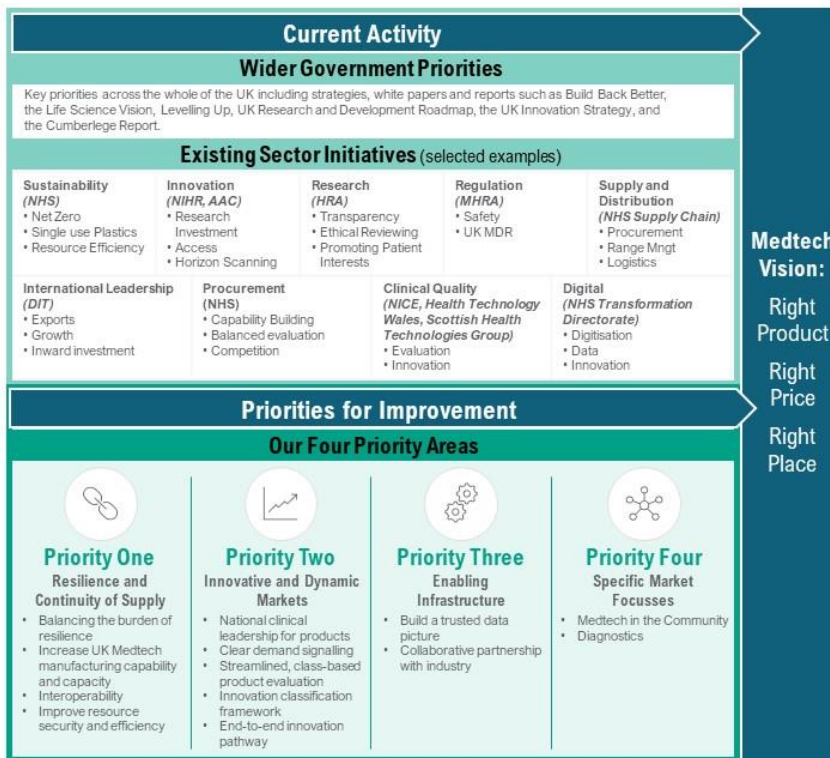
## UK MedTech - Strategy



# UK Med Tech - Vision



# UK MedTech - Strategy



**Medtech Vision:**  
Right Product  
Right Price  
Right Place

## Finding a clinical champion

- **You need one!** –credibility, business, grant applications
- **If you have associations already** – use them
- **If not, search** – find best teams, most published (KOL)
- **Think about your offer** –prestige, money, research
- **Don't give up!**



## The five key factors for successful adoption by the NHS

Align with the Priorities

Reduce transactional friction

Remove Steps in the pathways

Be Cash releasing

Provide 'real world' Evidence

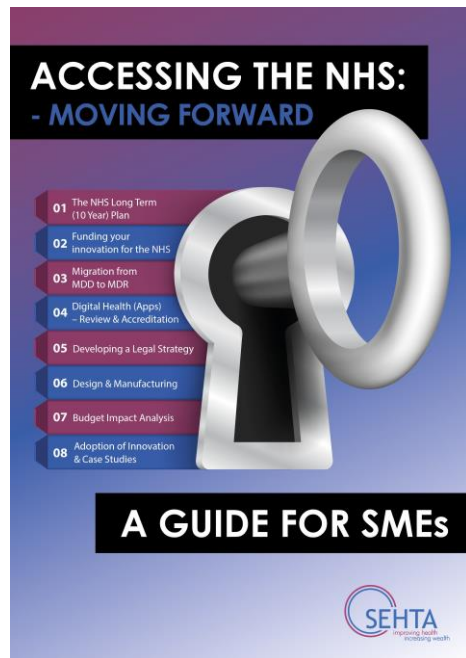
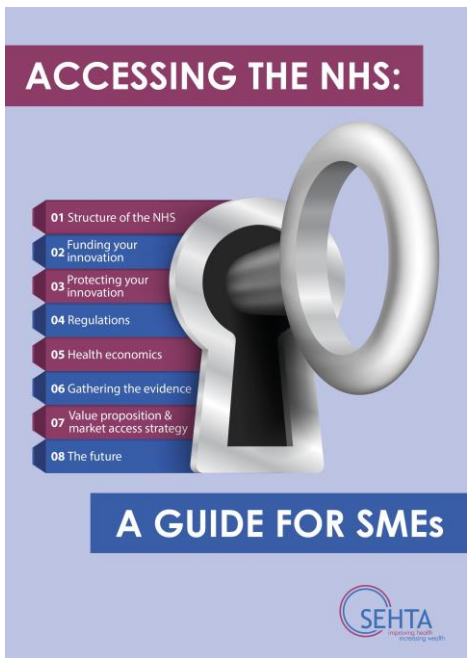
## Featured Opportunity – Virtual Wards

Around hospital 140 000 beds in the UK – insufficient capacity

Issues associated with 'bed blocking' intensify pressure on bed capacity

Virtual Wards being rolled out to provide 30 – 40 beds per 100 000 population

# SEHTA – Accessing the NHS Guides





TO FIND OUT MORE ABOUT SEHTA, CONTACT US:

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