

Health
Innovation
Manchester

Health Innovation Manchester (HInM) STEP INTO Healthcare Programme

“A fantastic way to get an understanding of just how complicated the NHS can appear. With each session, my understanding of how the NHS works and the fundamental processes involved which I need to understand to achieve my own requirements. A gateway to network with the people who can help and direct your company to seek out who can offer the best outcomes so that you to the achieve success you desire.”

The aim of this two-day workshop is to help Greater Manchester SME's develop their products and pitch, for the healthcare sector. These sessions cover the healthcare landscape, procurement, healthcare business case, pitch training, funding, health economics, value proposition, case study examples and for some, may lead to an opportunity to pitch to Heads of Procurement based in Greater Manchester.

Designed for businesses in the life sciences sector, those that would like to move to the life sciences sector, or would like access to the NHS, with aspirations to scale-up, the sessions provide access to networks, strategic knowledge and market opportunities, through one-to-one support and a number of workshops with leading industry experts.

If you would like to attend our November Cohort 2022 (17th & 18th Nov) - please register below:

www.eventbrite.co.uk/e/step-into-healthcare-tickets-435631313987

The November Cohort will take place in CityLabs 1.0 (Nelson Street, Manchester, M13 9NQ).

Alternatively, please feel free to complete the following survey poll and express your interest in an upcoming cohort and have your say on the format:

<https://survey.alchemer.com/s3/7060509/STEP-INTo-Healthcare-2023>

If you are interested in finding out what other support Health Innovation Manchester may be able to provide, please follow up by submitting into our Innovation Nexus platform:

<https://healthinnovationmanchester.com/the-innovation-nexus/submit-an-innovation/>

For further information please contact:

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Day 1 - Thursday 17th November 2022

Time	Session Title	Description
8:30 - 9:00am	Introduction & Breakfast	Registration, housekeeping and introduction to HInM. Outline of what to expect from the next two days programme with the HInM team.
9:00 - 10:15am	NHS and Greater Manchester Landscape	This session will provide an overview of the healthcare landscape and the current activity taking place in the Greater Manchester healthcare systems.
10:15 - 11:15am	From a big Idea to a successful exit. How to succeed in the NHS market	A case study example from Rob McGovern, Co-Founder Malinko Healthcare, on how to succeed in the NHS market from his experience as an SME.
11:15 - 11:30pm	<i>Networking Break and Discussion</i>	
11:30 - 12:15pm	NHS Procurement Conundrum	This webinar will look at Functions, Opportunities and Obstacles of NHS and Local Government Procurement. You'll hear from NHS Procurement and Local, government procurement.
12:15 - 1.00pm	NHS Shared Business Services. Our service offering to support innovation	NHS Shared Business Services discuss their service and the benefits of working with them to support innovation.
1:00 - 1.30pm	<i>Networking Lunch and Discussion</i>	
1:30 - 2:30pm	MD Regulations, Design Control and Quality Management Systems	A detailed overview of Medical Technology Regulations, Design Control and Quality Management Systems from Richard Hall QMS Consultancy.
2:30 - 5:00pm	Healthcare Business Case	Covering the key aspects to writing a successful healthcare business case discussing how to tailor your business case for your selected organisation and the end decision makers.

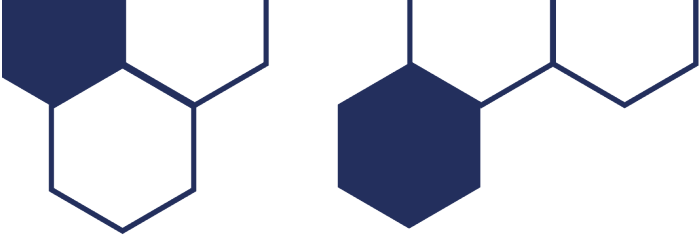


Day 2 - Friday 18th November 2022

Time	Session Title	Description
8:30 - 9:00am	Introduction & Breakfast	Registration, Housekeeping and Introduction to day 2.
9:00 - 10:30pm	Pitch Training	Improve your pitching skills and highlight the importance of preparation for pitches and presentations. The focus will be on how to prepare your pitch specifically to procurement within a healthcare setting.
10:30 - 11:15am	Grant Funding	Developing a service or product for the healthcare market is an expensive business and most SMEs will be looking to access grant funding.
11:15 - 11:30am	<i>Networking Break and Discussion</i>	
11:30 - 12:00pm	Private Sector Funding	Overview of the available options of how to raise investment to sustain developing a service or product for the healthcare market.
12:00 - 12:45pm	Barclays Eagle Labs	Hear about Barclays Eagle Labs services and how they support businesses with a range of services to help them to connect, grow and scale.
12:45 - 1:30pm	<i>Networking Lunch and Discussion</i>	
1:30 - 2:00pm	Health Economics	An overview to reviewing the clinical effectiveness and cost-effectiveness of innovations in healthcare.
2:00 - 4:30pm	Value Proposition	How to investigate and analyse the market opportunity, how to develop your value proposition and the key steps to developing partnerships.

“Attending the course really helps to give an insight in to important areas that would be very hard to find out through normal searches. Being able to follow up privately with the speakers is an invaluable way to get your questions answered specific to your own product or service.”





Speaker Profiles

NHS and Greater Manchester Landscape - Sig Mikladal (Senior Programme Development Lead, HInM)

A former entrepreneur with experience in IT, Aviation and Medical Device development. Sig manages delivery of support to innovators through three main programmes. In addition to the STEP into Healthcare training programme the Innovation Nexus brings together expertise across all aspects of working with the NHS and innovation that innovators and SMEs can access; from trials, evaluation and market needs analysis to procurement and adoption. Sig also manages the Innovation Catalyst programme on the ERDF funded Greater Manchester R&I Health Accelerator (<https://healthinnovationmanchester.com/our-work/greater-manchester-research-and-innovation-health-accelerator/>)

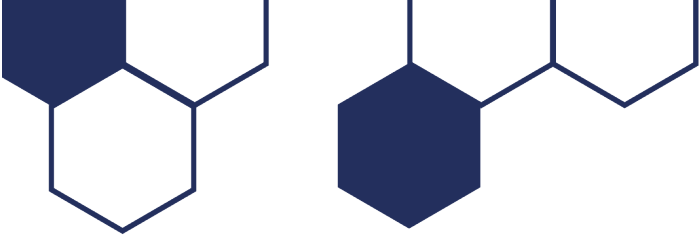
The programme awards Innovation Vouchers to SMEs to support market insights, contract research services, clinical and applied health research advice, expertise in NICE processes; aiming to accelerate progress towards adoption and commercialisation - including the design of follow-on collaborative projects. Follow-on vouchers are awarded to support more substantial developments, wholly or partially funding collaborative projects to progress towards key adoption and commercialisation milestones.

From a big Idea to a successful exit. How to succeed in the NHS market - Rob McGovern (Health Tech Entrepreneur)

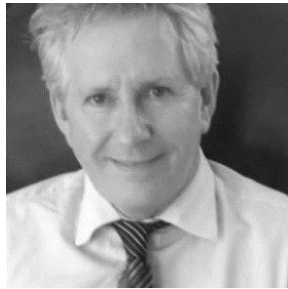
Rob is a serial entrepreneur who has a successful track record of starting, scaling and selling businesses in the UK Health Tech Sector. Rob started working with the NHS in 2005 and in that time has gained the experience, know-how and network required to support businesses who wish to, break into the NHS, scale and achieve a successful exit. Rob cares deeply for the NHS and is obsessive about enabling the NHS adopt technology to help them deliver better care at a lower cost. During his time working with the NHS, Rob successfully led and sold these two-health tech business:



- 1) In May 2010 as part of the Senior Leadership Team that sold Dynamic Change Ltd to Allocate Software Ltd for £9m. Allocate Software is one of the most successful 'Health Tech' companies in the UK.
- 2) With his business partner founded Malinko's Healthcare business in 2016. In February 2022, sold Malinko Healthcare to Civica. Civica is the UK's largest software supplier to the public sector.



NHS Procurement Conundrum - Nick Allen (HInM)



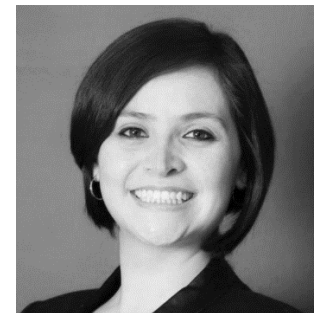
Nick has over 30 years Procurement experience in both private and public sectors. Originally a Mechanical Engineer in Wirral, then a Process Engineer in South Africa, he brings a wealth of knowledge around procurement. Buying Copper on the London metal Exchange (LME), electronic components from the Far East, Plastics from various types and array of suppliers. Cradle to grave understanding and also visionary with regards future procurement processes.

He is the Industry Procurement Adviser for Health Innovation Manchester (an Academic Health Science System), Nick is passionate about helping SME's break into the NHS and supporting health and wealth in local economies.

Now a Fellow of the Institute of Procurement & Supply, he is keen to explore how procurement is going to shape in its outlook and embrace new changes, which he says, he wants to be very much a part of.

NHS Shared Business Services. Our service offering to support innovation - Alex Hernandez (NHS SBS)

A healthcare consultant with 10+ years experience in evidence-based policymaking in healthcare and planning to enhance transformation in healthcare. She currently works as a Health Tech Policy Advisor in the Digital & IT Category Team at NHS Shared Business Services, where she leads on the Innovation Gateway Project looking to support digital innovations finding a complaint route to market. She engages with suppliers and NHS colleagues-from clinical to procurement leads. With a background in economics, my work has focused on the interface between public health, health economics and healthcare and digital policy working. I am passionate about transformation of models of care, diversity and inclusion in health technology. I am one of the Co-leaders of the One Health Tech Manchester Hub.



LinkedIn profile: [Maria Alejandra \(Alex\) Hernandez | LinkedIn](#)

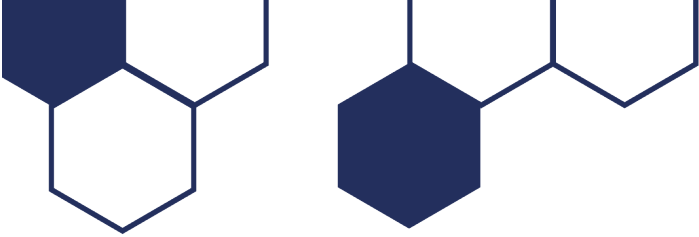
Norma Callaghan (NHS SBS)

A nurse with 20yrs Clinical/managerial experience in Operating Theatre Practice. Spent 10 years working as a Clinical Procurement Specialist at 3 NHS Trusts working with Clinical/procurement colleagues to deliver CIP Projects. Been a Senior Clinical Advisor at NHS SBS for 9 years working with Procurement, Clinician's, and suppliers to help deliver frameworks and contracts that support the NHS and enhance patient care.

Silvia Balan (NHS SBS)

Silvia Balan has joined the Digital & IT Category Team at NHS Shared Business Services with a strong appetite for digital health innovation. With a background in education, human resources and civil service, Silvia has always worked with people for people. Driven by ethos, Silvia has always wished to explore how she could support the NHS and the continuous digital transformation in healthcare. As a Category Buyer for NHS Shared Business Services, she is





now working with brilliant colleagues within the procurement team to deliver the best technologies and solutions to the NHS which focus on advancing healthcare delivery, patient outcomes and operational productivity.

LinkedIn Profile: <https://uk.linkedin.com/in/silvia-balan21>

MD Regulations, Design Control and Quality Management Systems - Richard Hall (Director of QMS Consultancy)



Richard has worked in QA, QC, Development and Regulatory positions within the Medical Device and IVD industry since 1994. For 20 years he worked with multi-national organisations and now focusses on medical device start-up companies, helping them with new product development, gaining ISO 13485 certification and CE Marking their products.

Richard has created a program for implementing bespoke 'Drop-In Systems' specifically designed for medical device start-ups. The system uses proprietary software to enable an ISO 13485 compliant QMS and a CE Technical File Template to be implemented incredibly quickly allowing his clients a faster route to market.

Named as inventor on two patents, Richard thoroughly understands the process of new product development and holds an Expert In Residence position at the University of Oxford & Imperial College London where he lectures in the field of Medical Device Regulations. Richard now donates every Wednesday to helping start-ups, clinicians, entrepreneurs and academics to better understand the regulatory requirements for medical devices and IVDs (including software).

You can book directly onto his calendar from this link: [Richard's On-Line Calendar](#)

e-mail: richard@qms-consultancy.com

Website: www.qms-consultancy.com

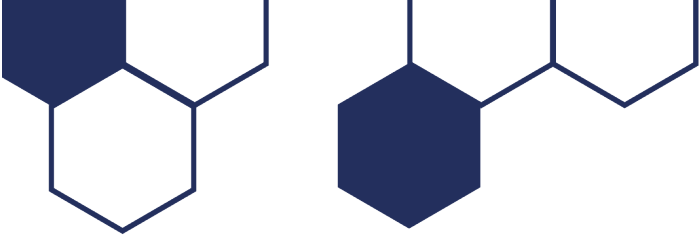
LinkedIn: www.linkedin.com/in/richard-hall-13485-ce-mark

Healthcare Business Case -Sally Chisholm (Health Tech Adoption Strategies)

Sally Chisholm worked in roles supporting the use of new technologies in the NHS for over 15 years. At NICE she was Programme Director for Adoption and Impact and her responsibilities included supporting the implementation of all forms of NICE guidance, identifying solutions to technology specific adoption barriers, measuring the resource impact of guidance and monitoring its uptake and impact.



Prior to joining NICE Sally was the Chief Executive of the NHS Technology Adoption Centre. It was here that she gained her direct experience of



working with industry to understand and find solutions to the issues that were preventing them successfully accessing the NHS.

Since leaving NICE Sally has established Health Tech Adoption Strategies, which supports companies with both strategic and practical market access activities. This includes assisting them with identifying issues they are likely to encounter when marketing their products in the UK and supporting submissions to NICE.

Pitch Training - Geeta Shikotra (Growth Company)



For businesses in the health care and life science sectors, specialist advisor Geeta Shikotra can support you with growth strategies, getting your product to market, exploring different channels to market and sales and marketing strategies. Geeta has a Biomedical Science degree and over 20 years of experience in medical business development. She's worked in various healthcare industries, including pharmaceutical, medical, devices, and life sciences, to name a few. Within the healthcare sector, Geeta's focus was business development, where she provided training and education, workshops, business development, account

management, sales strategies and product solutions. Her customer base was procurement, healthcare professionals, medical engineering, and supply chain. Within the life science sector, her role was to establish a client base, identify what projects were being worked on and offer them products and solutions for their project. Geeta's customers were Principal Investigators, PhD students, research fellows, small and medium R&D sites, and procurement.

If you want to grow your health care and life science business to its full potential, feel free to get in touch, and Geeta can discuss your growth strategy further.

e-mail: Geeta.Shikotra@growthco.uk

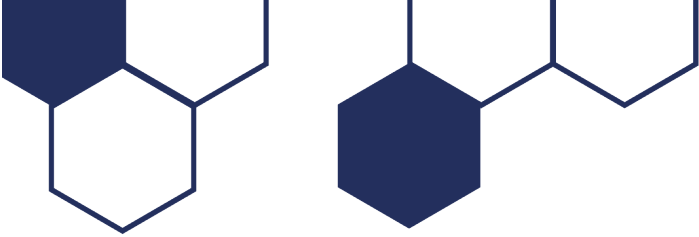
Grant & Private Funding - Dr James Corden (MFT)

A Chartered Engineer with a wide range of skills and experience gained from the medical device, health technology, nuclear and defence industries. Expertise includes early-stage medical device development, intellectual property management, technology licensing, grant and equity based fundraising, management of research and development and general project management. James has worked in an innovation management role for Manchester University NHS Foundation Trust for 15 years. During this period he has raised over £3.5 million in grant and equity funding for early stage med-tech ideas, set up 3 spin-out companies and is a named inventor on 8 medical device patent applications.

Barclays Eagle Labs - Helen Tate (HealthTech Innovation Lead)

With over ten years' banking experience across Business, Corporate and High Growth & Entrepreneurs, Helen now leads the HealthTech industry programme at Barclays Eagle Labs. Eagle Labs supports start-ups and scale-ups to connect, innovate and grow through dedicated





growth programmes, funding readiness and investor connectivity, access to mentors and coaches, and a national network of incubator spaces. The HealthTech network comprises over 700 businesses across the UK and has industry meet-ups, content and events and HealthTech accelerator programmes. Find out more at <https://labs.uk.barclays/our-industries/healthtech/>

Health Economics - Eilidh Kumar Junior Economist, Insight and Intelligence Team (HInM)

Eilidh is a BSc Economics graduate and is now part of the Health Economics Team at Health Innovation Manchester after working as a project management assistant at the Walton Centre in Liverpool. Eilidh is passionate about how innovation and transformation can improve outcomes for patients and citizens across the country.

Eilidh's work focuses on determining the value of innovations to Greater Manchester through various health economic techniques, including both quantitative and qualitative methods.

Eilidh supports SME's and local projects to determine the theory of change of their initiatives and articulates the key benefit measures. She has extensive experience in managing evaluation projects by collecting, analysing, and modelling datasets to demonstrate the value created by delivering the innovation into practice.

Value Proposition - Peter Roberts (M.A.R.S)

Peter Roberts has successfully led Market Access & Reimbursement Solutions (M.A.R.S) Ltd for over 10 years. M.A.R.S delivers a broad range of health economic value propositions and strategies supporting new technologies, resulting in commercial growth across medical device and digital sectors.

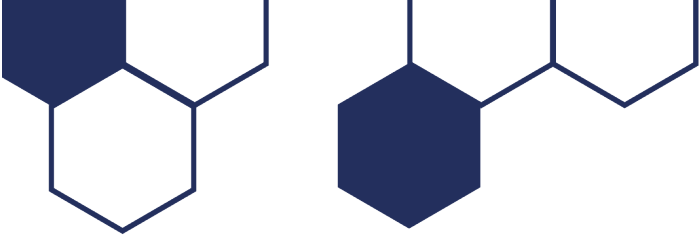
M.A.R.S has effectively supported a range of medtech companies nationally and internationally to build sales force capability, embracing complex healthcare policies to develop appropriate bespoke market access and reimbursement materials to help meet commercial goals.

Peter Roberts has a broad understanding of the NHS drivers and the reimbursement landscape. He is an experienced economic modeller and value analyst and is an accredited NICE META tool user.

e-mail: p.roberts@maars.co.uk

EVENT ELIGIBILITY: Our workshops are part-funded by European Regional Development Funds. Our services are delivered at no cost to participants; however, as they are fully-funded, they are classed as state aid to participating businesses and are subject to state aid rules and the associated eligibility criteria. Participants must be Greater Manchester based businesses only and small or medium enterprises i.e. less than 250 (Full Time Equivalent) employees. Attendees will be required to complete a Business Registration Form which our advisors from the Health Innovation Manchester Commercial Business Unit will be in touch to discuss.





Directions to Citylabs 1.0

Full address is: **Citylabs 1.0, Nelson St, Manchester M13 9NQ**
Citylabs is located in the **light pink zone** of the Manchester University NHS Foundation Trust (MFT) campus, which is also known as Manchester Royal Infirmary. On the map it is **highlighted in yellow** and a **green circle**.

By Car

The best place to park is in the multi-storey car park on Grafton Street. The postcode **M13 9WU** will take you to the entrance via the MFT site that you need to take. Visit <https://mft.nhs.uk/mri/patients-visitors/visitors/getting-here/> for more information about visiting the site. On the map it is **highlighted in yellow**.

When you leave the car park pedestrian entrance Citylabs 1.0 is directly in front of you. The entrance is on the corner of the building.

If this car park is full there is another multi-storey car park on the MFT site, which is accessed off Hathersage Road. The postcode for this car park is **M13 0FH**. If you have parked here, leave the car park and walk past the Children's Hospital to The Boulevard, then turn right and walk down the road to Citylabs. On the map it is **highlighted in yellow**.

By public transport

Oxford Road is the nearest train station to us. On leaving the station, go down the large flight of steps, walk over the cobbles and cross the road to get to the bus stop. Get any bus (except 47, 85, 86 or 197) to Manchester Royal Infirmary. Buses are frequent. Get off outside the MFT campus and Citylabs is on Oxford Road next to the bus stops. Walk round to the corner

If coming from **Manchester Piccadilly** train station, there is a bus stop on the road just outside of the station where you can get a 147 bus (every 10-15 minutes) to Manchester Royal Infirmary. This bus drives onto the MFT site, stopping on The Boulevard.

You can also use the Transport for Greater Manchester tool to plan your journey: <https://my.tfgm.com/#/planner/>



DISCOVER



DEVELOP



DEPLOY

Manchester University NHS Foundation Trust



Oxford Road Site, Manchester, M13 9WL / 0161 276 1234 / www.mft.nhs.uk

