

Innovation surgeries: bridging the gap between industry and the NHS

"The workshop helped us define a strategy to approach the NHS, and more importantly stopped us from going down dead-ends, and losing time."

Entrepreneur and CEO
digital health company

"The surgery was invaluable in helping us to develop our insights, challenge our assumptions and highlight the areas we need to focus on."

Director, specialist pharmacy

"The surgery provided a valuable insight into the NHS purchasing methodology and budget status. To have access to such experienced experts via a free to join membership organisation is remarkable in today's world."

CEO medical device design company

Do you have a new product or technology ready for use in the NHS?

Are you trying to find your way through the healthcare maze?

Struggling to make sense of NHS finances?

Our new innovation surgeries can help. They aim to enable more patients to benefit more quickly from innovative products, treatment and technology.

Designed for companies with products on or near to market, each innovation surgery offers a confidential 60 minute discussion about topics such as:

- how healthcare funding might impact on your plans to sell to the NHS

- advice on approaching healthcare purchasers, and
- assessing your value proposition.

Advice is available for companies from every sector of the healthcare market.

To find out more, or to book, please email vivienne.gray3@nhs.net



KSS AHSN market access briefing and surgery

Value proposition and market access strategy reviews – free help to get your product or service right for the NHS

With the NHS funding capped and limited opportunities for interacting with NHS staff, selling to the NHS will inevitably become more challenging. With a better understanding of their priorities and how cash flows around the system, you will be able to prepare a more compelling and comprehensive value proposition as part of your market access strategy.

KSS AHSN and DHACA are pleased to announce a programme of market access briefings and individual innovation surgeries. The first market access briefing will be held on **Thursday 20th July from 11.00 to 12.30** at:

**Royal Society of Medicine,
1 Wimpole Street,
London, W1G 0AE**

Briefing sessions take about 90 minutes. In that time you will hear and be able to discuss:

- How current NHS finances and cash flow may impact on product uptake
- How to improve the value proposition for NHS audiences

This session will help you prepare for the second stage – an individual Innovation Surgery to be held on **Thursday 27th July**. Companies who have products and/or services which are on the market will be invited to attend this surgery. Surgeries will last 1 hour and cover aspects from the market access briefing but will be specific to your product as well as: the technical and market potential of your product/service

Places for the briefing session are limited, to apply to attend please email Vivienne.gray3@nhs.net by Thursday 6th July telling us in no more than one side of A4:

- The name of the company, who you are, with full contact details
- A short description of the problem that your product / service addresses