

THE HILL  
**NHS MARKET  
ACCESS 2024  
ACCELERATOR**

June to November 2024

**Web:** [thehilloxford.org](https://thehilloxford.org)  
**LinkedIn:** [linkedin.com/company/thehill](https://linkedin.com/company/thehill)  
**X:** [@thehilloxford](https://twitter.com/thehilloxford)

# 2024 Schedule Overview

Session	Date	Times	Venue
Kick-Off	Wednesday 5 June 2024	09:00 - 16:00	OxHEC, JR Hospital
Intro to OUH & NHS	Wednesday 19 June 2024	09:30 - 16:30	Manor House, JR Hospital
Clinical Engagement	Thursday 20 June 2024	09:30 - 17:00	Cairns Library, JR Hospital
Investor Readiness	Thursday 4 July 2024	09:30 - 16:00	Online
Foundation Day 1	Thursday 18 July 2024	09:30 - 16:00	TBC
Business Baseline Day 1	Thursday 25 July 2024	09:30 - 16:00	Online
Adoption of Innovation	Thursday 5 September 2024	09:30 - 16:00	TBC
Business Baseline Day 2	Thursday 19 September 2024	09:30 - 16:30	Online
Foundation Day 2	Thursday 26 September 2024	09:30 - 16:00	TBC
Team & Culture	Thursday 10 October 2024	09:30 - 16:30	Online
Procurement Workshop Day 1	Tuesday 22 October 2024	09:30 - 17:00	Unipart, Cowley
Procurement Workshop Day 2	Wednesday 23 October 2024	10:15 - 16:30	Unipart, Cowley
Building a Strong Business Case	Thursday 7 November 2024	09:30 - 16:30	Online
MAA Feedback & Next Steps	Thursday 21 November 2024	09:30 - 16:30	Online
Graduation (Includes Investor Showcase and Social Mixer)	Thursday 28 November 2024	09:00 - 20:00	In Person, TBC

## Welcome to the NHS Market Access Accelerator

We have a packed schedule for you over the next six months, with sessions running in person and online, offering insights into the NHS and sessions to help take your business to the next level.

While we're working on a more detailed schedule, you can find the overview to the left of the sessions, their dates, times and venue information.

For questions or further info, contact Rowan Mould, Accelerator Manager, via [rowan.mould@ouh.nhs.uk](mailto:rowan.mould@ouh.nhs.uk)

# Contents

<i>Welcome.....</i>	<i>1</i>
<i>About TheHill.....</i>	<i>2</i>
<i>About TheHill's Market Access Accelerator .....</i>	<i>3</i>
<i>The Programme .....</i>	<i>4</i>
<i>MAA Partners &amp; Sponsors 2024.....</i>	<i>7</i>
<i>MAA Mentors.....</i>	<i>9</i>
<i>TheHill Team.....</i>	<i>12</i>
<i>Success Stories .....</i>	<i>15</i>

<i>MAA 2024 Cohort</i>	
<i>Careful .....</i>	<i>18</i>
<i>Cogni.dx .....</i>	<i>19</i>
<i>Good You Asked.....</i>	<i>20</i>
<i>Healthnix .....</i>	<i>21</i>
<i>On The Mend .....</i>	<i>22</i>
<i>Padic.AI.....</i>	<i>23</i>
<i>SurgeryAI.....</i>	<i>24</i>
<i>TDR Aero.....</i>	<i>25</i>
<i>Torbay Charts.....</i>	<i>26</i>
<i>Tycho MedLink.....</i>	<i>27</i>

# Welcome

# NHS MARKET ACCESS 2024 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 have expanded once again the clinical and frontline operational input into our selection process and as such we're confident that the innovations coming through the programme are more relevant than ever to transforming NHS care.

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

Over the next six 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.

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.

The journey doesn't end there - we also have a flourishing alumni network and will continue to support you well beyond the formal end of the programme. 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 understand the importance of innovation and the positive impact digital companies are having in driving efficient and effective care across the NHS.

Through the Market Access Accelerator (MAA) our focus is to support and scale innovative technologies which can improve 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.

Our programme provides a holistic understanding of how the NHS operates behind-the-scenes, leveraging our network of experts to give unrivalled insight into the inner workings of healthcare in the UK from regulation to reimbursement. Alongside workshops and seminars covering all aspects related to moving towards adoption in the NHS, we run a robust innovation engagement programme, linking companies on the programme with potential clinical or operational innovation champions, with the drive to take their innovation forward.

The MAA for 2024 builds on the previous 5 years, adapting to changing needs both from companies and the frontline. As part of this cohort, you have unparalleled access to clinical leaders, operational expertise, and subject matter experts to best equip you for working with the NHS. However, we take a partnership approach to support, with a strong alumni network that offers regular opportunities for re-engaging and reigniting conversation.

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

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 £28.4 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 72 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](http://thehilloxford.org/about/alumni).

The MAA is a six-month programme which commences in June. 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
- 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 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 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 which will cover:

- Supporting the design of possible funding strategies, combining various instruments during the innovation cycle.
- Main funding programmes with a focus on InnovateUK.
- Main elements of the bid.
- Tools to write high-quality proposals.



### 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.



Founded in 2012, IMed Consultancy offers a wide range of regulatory and compliance services to the medical technology industry supporting medical device and in vitro medical device manufacturers through all stages of the product lifecycle from: concept and design consultancy through to providing resources and strategic counsel regarding clinical studies and post market surveillance activities. IMed Consultancy's team of highly skilled and experienced medical regulatory professionals offer an outstanding yet accessible global regulatory service. With over 50 years of combined hands-on problem-solving expertise, our remit is truly global, ensuring that client devices are successfully launched and maintained in total compliance in the UK, EU and internationally.



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 harbor 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 Oxford Trust is an independent charitable trust that was established in 1985 by Oxford entrepreneurs the late Sir Martin Wood and Lady Audrey Wood, founders of Oxford Instruments. The Trust's mission is to encourage the pursuit of science. To do this, The Oxford Trust runs programmes running across three key objectives:

Innovation – to support the innovation ecosystem in our region.

Education – to inspire young people about science, technology, engineering and maths.

Engagement – to engage public audiences with science as an important part of our culture.

---

## Supporting innovators

### Enabling innovation in healthcare

#### 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.

**To discuss sponsorship and partnership opportunities, please contact [Stefania.Schino@ouh.nhs.uk](mailto:Stefania.Schino@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](http://thehilloxford.org)*

Whilst on the programme, participants are matched to a mentor who will act as a sounding board and accountability partner throughout the programme. Here's a snapshot of our mentors:



**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.



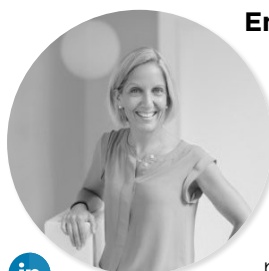
**Dave Nurse**

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.



**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.



**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

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



**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.



**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.

Companies on the MAA are supported by the expert members of TheHill team throughout the programme.



**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 is TheHills Start-up Programme Manager, having previously led the development of incubation & accelerator programmes in a large-scale incubator in Johannesburg, South Africa, before joining a leading university-based technology accelerator in the South West.

Drawing on his own start-up experience, Rowan works to curate a holistic programme of support to best equip founders who are looking at working with the NHS. Rowan has recently completed a PhD from the University of Pretoria, focused on developing a framework for evaluating the efficacy of incubators and accelerators.



**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 Project Facilitator**

Ed leads on clinical engagement with innovation adopters and staff members within OUH, across a wide range of clinical and operational areas for projects within our Innovation Pipeline, which aims 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.

**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 specialty podcast.





**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.



**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).



**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).



**Moses Ibrahim - Executive Assistant**

Moses is the Executive Assistant to the Director of the Hill, and the Senior Administrator for the team. He works closely with the Director providing extensive administrative support and helps the wider team with ad hoc tasks.

Moses has a diverse background of working in Higher Education, charities, healthcare organizations and private companies.

**MyMynd is a digital health platform helping to get ahead of mental health and wellbeing in the workplace. They enable employees to take control of their mental health and help employers target wellbeing efforts at organisational needs.**

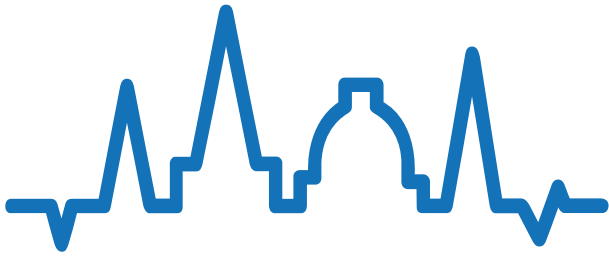
Launched in 2020, they first joined us at TheHill in late 2021, being part of our men’s mental health workshops that year, and later joined us at other events including social mixers before applying for our flagship NHS Market Access Accelerator (MAA) programme.

We worked with MyMynd during 2022, incorporating them into our innovation pipeline to ensure we were offering them the support they needed. They were shortlisted for the UK HealthTech 50 in the same year, landing 3rd place overall and 1st for mental health solutions. This came alongside being shortlisted for Start-Up of the Year at the Health Tech World Awards.

MyMynd joined our NHS Market Access Accelerator Programme in 2023 and we have been working with them on the program this year. Alongside the MAA, we have been working with MyMynd and Oxford University Hospitals NHS Foundation Trust stakeholders on a pilot of their technology with selected departments, which began in September 2023 and will run for a year.

The timeline below highlights key parts of MyMynd’s journey with TheHill, from their initial contact in September 2021 right the way through to working on a funding application and launching a pilot within Oxford University Hospitals (OUH).





THE HILL

**MAA 2024  
COHORT**

**#thehillMAA**



Website: [careful.online](https://careful.online)



**Dr DJ Hamblin-Brown**  
CEO & Clinical Safety  
Officer



**Roohi Hamrani**  
Co-founder & Head of  
Patient Participation

## Introduction

Poor clinical coordination is a global problem resulting from a reliance on informal and insufficient communication methods. This reliance on informal, verbal and paper-based systems breeds inefficiency throughout the NHS ecosystem and compromises patient safety. The lack of a modern, joined-up communication system within healthcare leads to inefficiencies that delay decision making, impair patient flow and ultimately reduce access to care, worsening health outcomes.

## Our solution

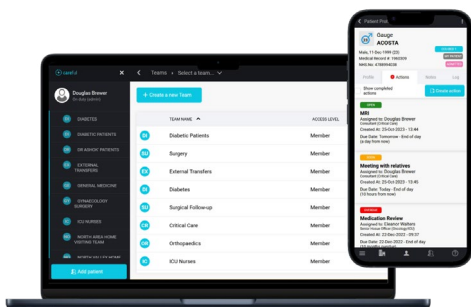
Careful is a clinical coordination app that improves the efficiency of patient flow, enables faster decisions, and saves hours of clinician time with digital communication, accountability, and task management. It gives users a real-time understanding of priorities and needs at the patient, team, and organisational level.

Careful is able to track and oversee both unscheduled and long-term care, facilitate responsibility handovers, such as during shift changes, enhance efficient and safe care, and optimise resource management.

Every patient is assigned a forward-looking care plan including who is responsible for each action and by when. This creates single-point accountability for tasks within clinical teams.

Patient information is preserved across boundaries and can be accessed whenever and wherever is convenient due to Azure cloud-based hosting.

The system integrates using FiHR and HL7 to push and pull data from existing systems, allowing the patient journey to be seen, tracked and managed whether in the community, acute care or follow up appointments.





Website: [cognidx.co.uk](http://cognidx.co.uk)



**Bushra Siddiqi**  
CEO

## Introduction

GPs don't have the time to address all the cognitive concerns of patients and they don't have the specialist dementia skills to provide a satisfactory, timely diagnosis, especially in the early stages of dementia. This results in multiple re-visits, hinders early diagnosis, and delays the treatment until the disease is moderately advanced.

Our solution, Cogni.Dx, was established to give unbiased, early access to dementia diagnosis and care. We firmly believe in the aphorism that "80% of diagnoses can be made by history alone".

## Our solution

Our primary innovation is a digitised, AI-based, history-taking and assessment tool.

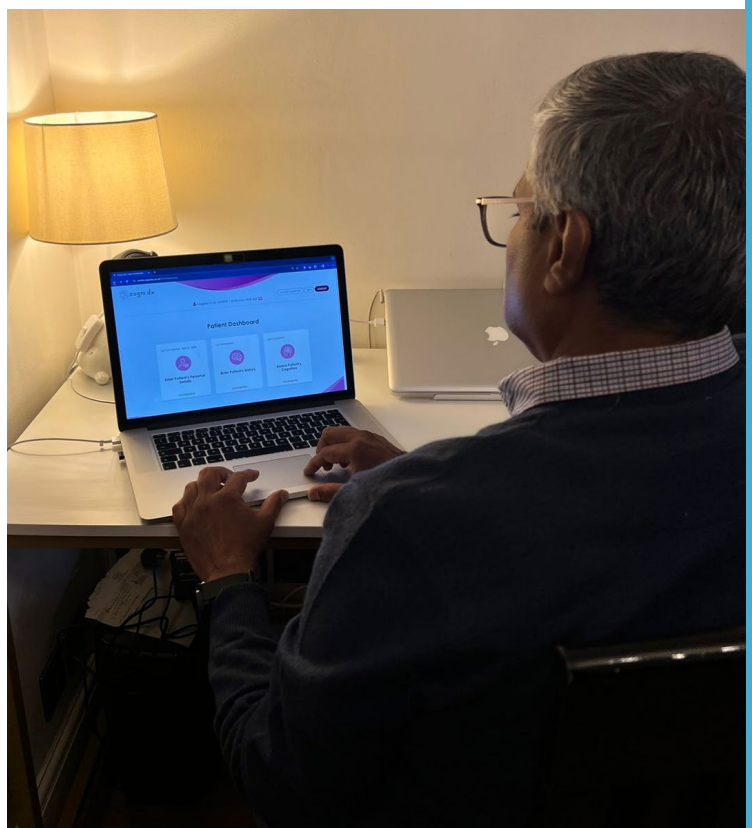
It speeds up the diagnosis of Dementia and pre-dementia (MCI) conditions at the primary care level and provides long-term care solutions. It relies on a structured and validated set of comprehensive history questions along with interactive cognitive assessments to give an instant diagnostic impression and identify the extent of cognitive decline.

The tool is a powerful aid to clinical judgement and can be administered promptly at home or at a nearby community centre or even at a dementia café, by the patient or their carer. The diagnosis and investigative report is then sent directly to the GP for evaluation during the patient's first visit, saving both time and effort.



Welcome to Cogni.Dx

[+ Register as a new user](#)

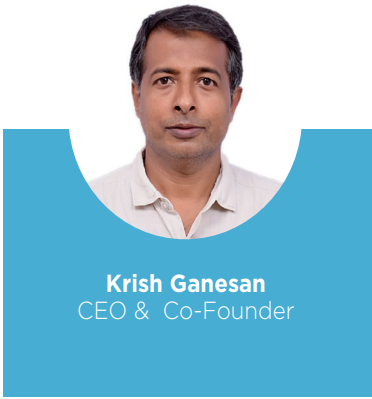


# GOOD YOU ASKED

Community. Conversations. Health.

LinkedIn:

<https://www.linkedin.com/company/good-you-asked/>



## Introduction

Good You Asked aims to be the largest repository of patient recovery journeys. We believe recovery should be predictable, trackable, and efficient. However, this is hindered by a lack of structured data on recoveries, absence of a computing engine to find optimal paths, and no active interface for insights.

The real challenge is addressing the enduring suffering caused by chronic conditions, which often persists despite treatment. Patients with chronic conditions often commit similar mistakes despite abundant information. Recovery outcomes vary unpredictably worldwide, and patients struggle to validate their journeys and understand specific risks.

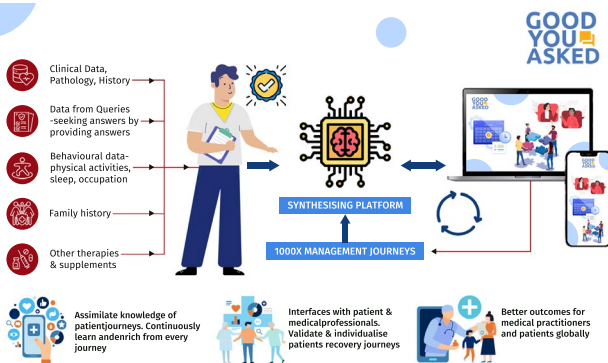
## Our solution

Good You Asked will democratise patient journeys by enabling patients to validate and leverage similar experiences, creating a data foundation for collective intelligence in managing chronic conditions. This approach will improve the quality of life and longevity for patients. Our initial focus is on Diabetes and Hypertension, targeting the UK (single-payer system) and India (multi-payer system).

Our solution maps the recovery journey of patients and includes caregivers—such as close family members and nurses—on the platform. We will collect multimodal data on the following aspects of patient recovery:

Patient goals; caregiver feedback on patient adherence to goals and treatment regimen; time series lab results data (following ethics-approved small-scale pilots with hospitals); wearable device signals (if the user owns one) and demographic and lifestyle information from user sign-up.

The AI models will match lifestyle intervention strategies that have worked for patients in similar cohorts, assessing the feasibility of their goals as they move towards remission. This approach will significantly help patients and caregivers avert potential risks, empower patients in managing their condition, and provide clinicians with valuable adherence data.





Website: [healthnix.io](https://healthnix.io)



Maja Mazur  
CEO

## Introduction

Healthnix is addressing the growing global healthcare crisis that is osteoarthritis - the second most expensive condition treated in US hospitals\* (Statista, 2017), 2x more prevalent than diabetes\* (Diabetes UK, 2023) and yet without a digital, streamlined treatment pathway and with shocking surgery waiting lists reaching up to 6 years in the UK.

The team comprises diverse talents including researchers, designers, developers, and support professionals. These experts combine to create a powerful programme that focuses on anti-inflammatory diets for arthritis and other chronic joint conditions.

## Our solution

We provide personalised diets and lifestyle support for osteoarthritis to help users feel less tired, stronger and reduce arthritis flare ups. Everything we do is grounded in science and the latest research in precision nutrition, osteoarthritis, metabolic profiling for clinical nutrition and inflammation.

We connect users with dietitians and health coaches, so they get the biomarker and data-driven, highly personalised support they deserve.





Website: [onthemend.com](http://onthemend.com)



**Wesley Fogel**  
Co-Founder and  
CEO

## Introduction

On The Mend is uniquely co-founded by a patient, surgeon, and physiotherapist who have built a digital system of intelligence that transforms physical rehab for everyone.

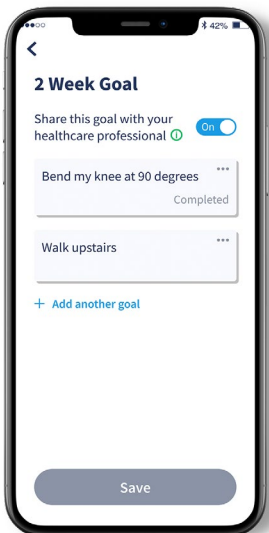
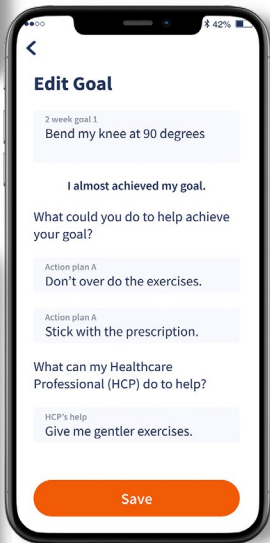
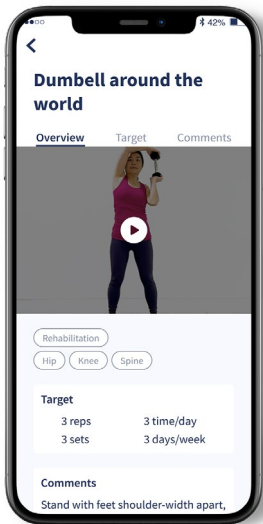
We streamline musculoskeletal care by integrating healthcare professionals seamlessly into the patient journey, reducing fragmentation in the therapy market that consists of numerous small clinics and large chains. Our platform will connect among the millions of predominantly community-based therapy providers globally with the hundreds of thousands of primary and secondary healthcare organisations.

## Our solution

Our mobile application acts as a digital interface, connecting patients and partners, including healthcare organisations and professionals. We will make healthcare delivery data-driven, saving time, improving outcomes, reducing environmental impact and episode-of-care costs across the lifespan.

We enhance the patient experience by enabling personalised treatment plans, holistic support to achieve personal rehab goals, accessible design, unrivalled motivation through commercial rewards and remote support from friends and family. Drawing on proven concepts from various sectors, we enable positive behaviour-change among patients, collaborating with health insurers and utilising effective strategies from non-clinical platforms.

Our data-driven digital platform allows healthcare professionals to efficiently monitor patient progress remotely, evaluating motivation levels, pain scores, exercise completion, and patient-reported outcomes. This data will train AI models, providing new clinical insights and transforming the delivery of care. Our versatile platform supports physical rehabilitation across the full breadth of musculoskeletal conditions affecting the hip, knee, shoulder, spine, hand and wrist, foot and ankle, elbow,





# Padic.Ai



**Bellarita Bechmann**  
Co-Founder



**Ali Zein Alabdin Ahmad**  
Co-Founder

## Introduction

Founded by a dedicated dentist who is also a current clinic owner, previously head of research in a start-up and lastly served as a healthcare machine learning consultant at Accenture, Padic.ai is at the forefront of revolutionising healthcare. Supported by Guillermo, a software engineer at Google, our team combines deep understanding of the industry’s needs with cutting-edge technological prowess.

We are committed to transforming healthcare delivery through innovative solutions. Our mission is to enhance the efficiency and effectiveness of medical professionals, allowing them to focus on what matters most—patient care. With a strong foundation in both healthcare and technology, Padic.ai is poised to lead the way in developing intelligent tools that meet the evolving needs of hospitals and clinics.

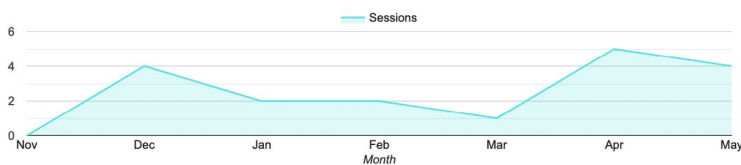
## Our solution

Padic.ai’s flagship product is the first Generative AI (GenAI) based medical assistant, meticulously crafted to optimise end-to-end (E2E) workflows in medical settings. This revolutionary assistant seamlessly integrates with existing systems to streamline administrative tasks, elevate patient care, and support clinical decision-making.

Leveraging advanced AI capabilities such as computer vision and natural language processing in a multilingual façade to provide multilingual, real-time data analysis, predictive insights, and personalised recommendations, significantly reducing workload and minimising errors especially in global frameworks empowering multi-institutional and multilingual data analytics and research.

By automating routine processes, our GenAI assistant empowers healthcare providers and provides real time accurate information setting new standards in healthcare innovation. At Padic.ai we are committed to driving operational efficiency and improving patient outcomes.

Sessions



Test Patient	11/04/2024	Go
Patient Name	11/04/2024	Go
example	15/01/2024	Go
	03/07/2023	Go
o	06/06/2023	Go

Patients by Gender



Chronic Pain Grade Cases



General Protocols

- Statistics
- Treatment Protocol



Website: [surgeryai.com](https://surgeryai.com)



**Natalie Cooke**  
Co-Founder and CEO



**Radovan Vitek**  
Co-Founder and CTO

## Introduction

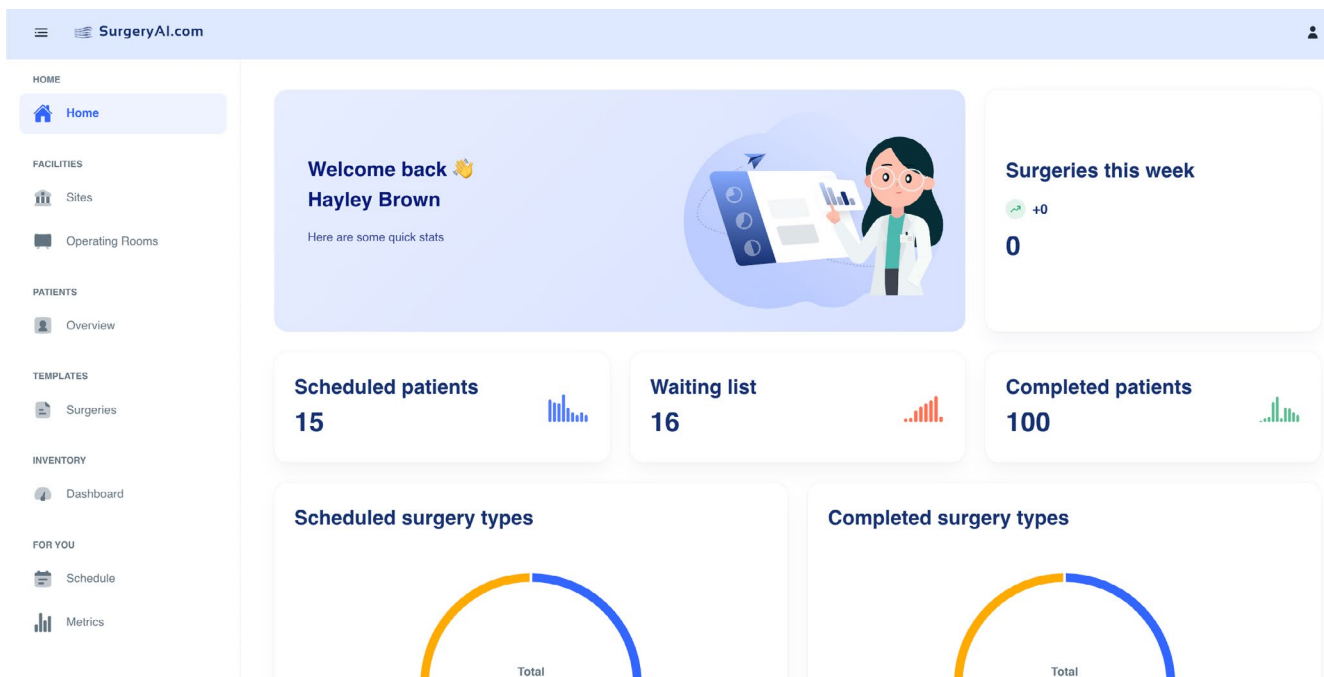
Operating rooms often face underutilisation issues, with early finishes and late starts being significant contributors. According to NHS Improvement, early finishes account for about 50% of this underutilisation. This happens mainly because surgery scheduling doesn't account for the variability in surgery duration, which can depend on the surgical team, patient complexity, and other specifics. To avoid the negative impacts of surgery overruns, such as cascading delays and expensive overtime, every surgery type is allocated the same, often overly generous, amount of time. This one-size-fits-all approach leads to frequent early finishes.

## Our solution

SurgeryAI is committed to simplifying the administrative and operational complexities that often result in scheduling errors, delays, and inefficient use of resources to create a better working environment for staff, and ultimately enhance the quality of care provided to patients.

The platform automates team and resource scheduling, intra-operative documentation, inventory, staff capacity & surgery expected duration.

The platform harnesses the power of AI to dynamically assess, predict, and adapt operating room schedules. It takes into account past surgery data and delays, effectively preventing both excessive gaps and overcrowded schedules.





Website: [thedronerules.com](http://thedronerules.com)



**William Arinze**  
CEO

## Introduction

TDR Aero Ltd is a pioneering drone-based company at the forefront of unlocking complex drone operations. Drones are an incredibly valuable and versatile technology with diverse applications across various industries. However, as with any rapidly evolving technology, the key challenges lie in fully utilising its potential and achieving seamless integration while maintaining rigorous safety standards.

Our team, based in Oxford, have extensive experience in securing numerous highly intricate operational authorisations from the Civil Aviation Authority to operate varying types of drones. These authorisations have enabled successful short and long-distance flights in both rural and urban areas across the UK and Europe. We adopt a comprehensive approach that combines the application of relevant design standards, guidelines, and aircraft requirements to meet the proposed operational goals.

## Our solution

TDR Aero recognises the need to improve efficiency through drone utilisation around hospital environments and across hospital networks.

To bridge the gap between Regulatory Readiness Levels (RRL), Technology Readiness Levels (TRL), and Manufacturing Readiness Levels (MRL), we are working with aviation regulators and educational institutions. We collaborate closely with clinicians to capture emerging and essential requirements. This allows us to develop a comprehensive plan to enhance logistical efficiency and speed between NHS OUH centres and other medical facilities, specifically for the delivery of small, crucial equipment.





Website: [torbaycharts.co.uk](http://torbaycharts.co.uk)



**Raju Ramesh**  
Founder

## Introduction

Torbay Charts was founded by a consultant orthopaedic surgeon who has worked in the NHS for the last 29 years. Torbay Charts has seen contributions from numerous healthcare technology and content experts.

At Torbay Charts, our vision is to make a positive impact on millions of patients, to decide about their preferred course of action based on clinical evidence, good quality information and what is important to them.

Torbay Charts is a Patient Decision Aid tool that helps clinicians and patients by giving information about treatment options in an easy-to-understand format.

## Our solution

When looking for a solution to a medical problem, clinicians and patients are presented with a range of choices. Often this will lead to confusion and uncertainty regarding how they choose the best option.

Torbay Charts have developed a practical patient centred decision aid that can be used during consultation and provides information in layers so that the users are not overwhelmed with information and can consume relevant information about different treatments that are appropriate to them.

This provides support to both clinicians and patients during the consultation and allows patients to explore and learn more about different treatment options at home, either alone or with their family, without any pressure to choose a treatment option.

Normal

Start of disease

Early Stage

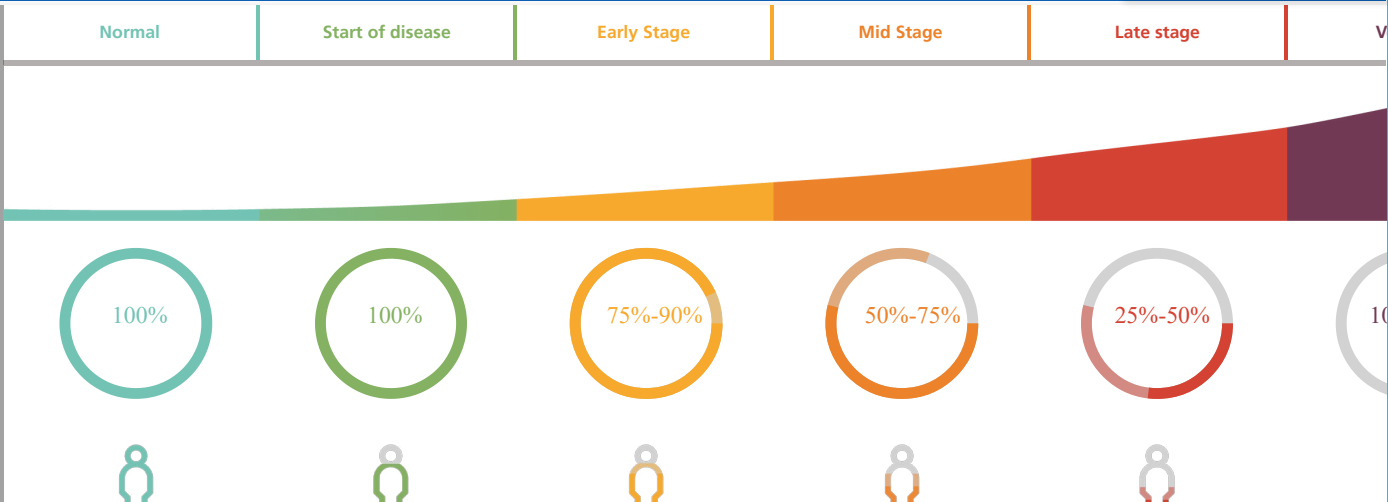
Mid Stage

Late stage

Pain

Mobility

Activities





**Tycho MedLink**

Website: [tychomedlink.co.uk](https://tychomedlink.co.uk)



**Silvia Juan Lin**  
Founder

## Introduction

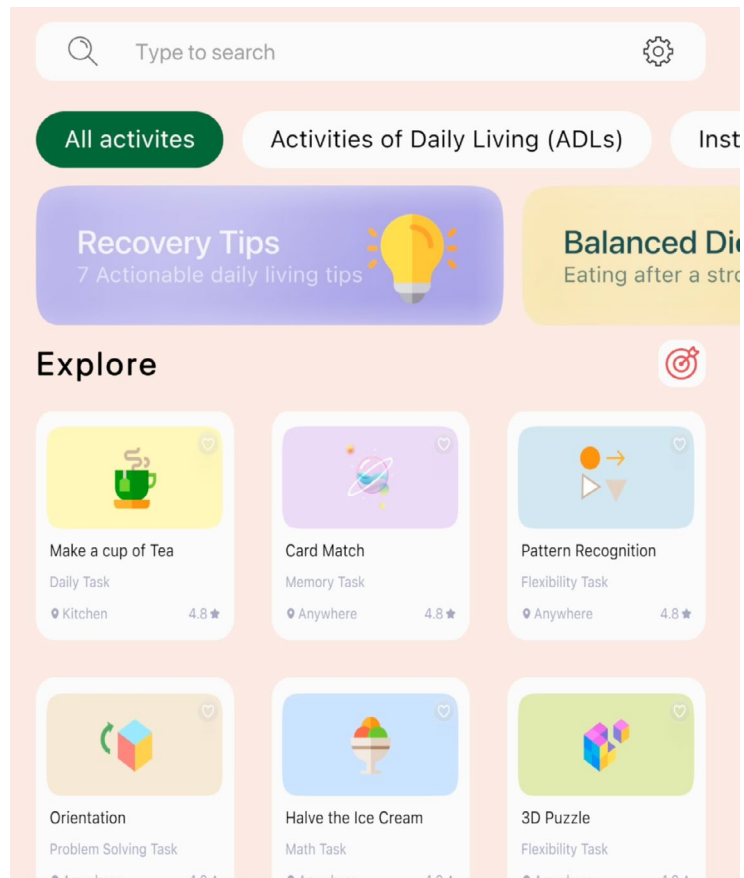
Tycho MedLink was founded to help people achieve new levels of rehabilitation through digital therapy.

In 2021, the UK incurred £25 billion in dementia-related costs alone. Cognitive impairments can affect people of all ages, such as those with dementia, individuals with brain injuries, strokes, and Parkinson’s, making it challenging for them to return to normal work. These impairments led to 17 million lost working days in 2021/2022\* (Health-and-Safety-Executive, 2023).

Tycho MedLink is committed to improving cognitive care, reducing costs, and providing patients with better customer service. To meet the needs of patients with a variety of neurological conditions, we are constantly optimising our understanding of brain health factors.

## Our solution

By combining Augmented Reality (AR) and real-world evidence in our easy-to-learn app, we deliver clinically proven, personalised brain exercises that help people regain cognition, problem-solving skills, attention span, and many more aspects of healthy brain function.





THE HILL  
**NHS MARKET  
ACCESS 2024  
ACCELERATOR**

---

**Visit our website**

[thehilloxford.org](https://thehilloxford.org)



**Subscribe to our newsletter**

[thehilloxford.org](https://thehilloxford.org)



**Follow us on LinkedIn**

[linkedin.com/company/thehill](https://linkedin.com/company/thehill)



**Email us**

[connect@thehilloxford.org](mailto:connect@thehilloxford.org)