



**INNOVATION AGENCY**  
Academic Health Science Network  
for the North West Coast



# OUR OFFER TO BUSINESS

**Our commercial team supports small and medium-sized companies that have products or services relevant to the health and care sector.**

With our extensive NHS knowledge and networks we can offer to help SMEs access, navigate and compete in the NHS.

Health Matters is a commercial programme of support for SMEs aiming to sell their products or services into the NHS and social care markets.

You will receive help based on your needs that costs you nothing other than your time and commitment.

## Our experienced team can help with...

- Introductions to senior NHS staff, clinicians and patient groups
- Product positioning and value proposition
- Understanding the NHS landscape
- Procurement and commissioning
- Business case development
- Pitching and presenting
- Real-world validation
- Funding



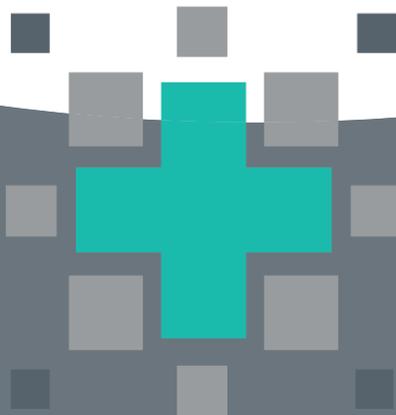
# THE HEALTH AND CARE LANDSCAPE

**The health and care landscape can be difficult to navigate. While your product may offer great potential healthcare benefits, it is often challenging to showcase it to the appropriate people in the system.**

The Innovation Agency is part of the NHS and our commercial team can signpost you to healthcare decision-makers, as well as direct you to sources of funding and other support.

Crucially, we can arrange for your product or service to undergo rigorous evaluation by our academic partners and help you present a robust case for its deployment in the system.

We also host numerous online training sessions to enrich your understanding of the health and care system, and offer advice on how to develop a business case and improve a value proposition, as well as make a pitch for your innovation.



# IN 2019-20, OUR TEAM...



Helped create **112** jobs  
in the North West Coast



Leveraged **£18.2m**  
of investment



Supported **345**  
companies

## HIGHLIGHTS OF THE YEAR INCLUDE

A Cumbrian company that uses virtual reality to support patients with respiratory disease won its first two contracts worth a total of **£800,000**.

An audio-visual company in Preston grew its sales by more than **£750,000**, despite pandemic restrictions.

A cloud services company and a digital healthcare company each received **£700,000** in funding from an SBRI Small Business Research Initiative.

# THE INNOVATION AGENCY

The Innovation Agency is part of the NHS and is one of 15 Academic Health Science Networks (AHSNs) in England. We cover Cheshire, Merseyside, Lancashire and South Cumbria, serving a population of around four million people.

Our mission is to support health systems in improving health outcomes in their communities. We also aim to maximise the NHS's contribution to economic growth by building bridges between it and companies with healthcare innovations.

Our unique cross-sector connections help us identify both the challenges in the health and care system and those companies that might help solve them.

If you would like more information, please contact:



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