

# Oxford AHSN and Industry

*Tomorrow's innovations today*



## **By engaging the NHS, industry and universities we aim to:**

- Improve health and generate economic growth in our region
- Accelerate uptake of proven healthcare technologies and services
- Stimulate business growth and the demand for innovation

## **Industry and the NHS**

**Industry is a key source of innovation.** But understanding how a product or service concept might enhance patient care may be challenging for people outside the NHS.

We help industry and the NHS to understand and articulate each other's needs and requirements.

Industry learns how to access the healthcare market.

The NHS learns how to be a better customer for industry.

Your innovation gets the best chance of adoption into clinical practice, bringing novel healthcare products or services to market sooner.



## Faster product development

**Speeding the passage of products and services through development stimulates further demands for innovation and helps shape investment decisions.**

Companies planning to bring a novel product or service to market must show clinical validity and care benefits, utility, and cost-effectiveness before clinicians, healthcare providers or purchasers will consider adoption into practice.

*Oxford Academic Health Science Network (AHSN)* understands how the NHS evaluates and introduces new products or services. This knowledge may enhance the probability of your product's home market success.

We believe that early engagement is ideal. We can work with you to assess whether your idea fits into current clinical practice.

### **We consider:**

**The Invention:** what it does; how it fits into current clinical practice; which patient groups benefit; any additional benefits over existing practice.

**The Evidence:** for healthcare providers, where the invention fits the clinical care pathway; for clinicians, its clinical value; for NHS purchasers, the health economic arguments.

**Early uptake:** Every year, with our clinical partners, we choose a small number of proven, high-impact innovations for implementation in our region.

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## Business growth and investment

Oxford AHSN serves 3.3 million people in Berkshire, Oxfordshire, Bedfordshire, Milton Keynes and Buckinghamshire. Our region hosts a globally-recognised life science and digital technology cluster, and world leaders in clinical and academic research – the ideal location for business growth and investment.

## Access to funding

Access to capital is an essential ingredient for emerging companies. Although a number of regionally-based funds invest in life sciences and healthcare, we strive to increase the capital pool, particularly by aligning funds with emerging opportunities.

### **Sign up to receive our monthly e-newsletter**

**Hear about opportunities** to access European and UK funding streams, and to showcase your technology to investors at regional and national events.

**visit: [www.oxfordahsn.org](http://www.oxfordahsn.org)**

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## Start-ups

Collaborating with partners including **Isis Innovation**, Oxford University's technology transfer arm, and innovators in NHS Trusts and universities, we have identified several spin-out opportunities.

We are also having success exploring new innovation models like the **Structural Genomics Consortium (SGC)**, a public-private partnership supporting the discovery of new medicines through open access research – see *Box 1*.

### Box 1

#### **KDM Pharmaceuticals**

A recent spin-out from the SGC, KDM is developing new therapeutic targets for chronic inflammatory and autoimmune diseases. Oxford AHSN put together a strong business plan and core management team who are now seeking start-up funding.

#### **Capillary Film Technology (CFT)**

With our in-house expertise and broad-ranging networks, Oxford AHSN is able to help innovators secure funding. Acting as matchmakers for University of Reading academic developers of a rapid test to diagnose heart attack risk, we supported start-up company CFT in its successful bid for over £1m in SBRI Healthcare funding.

## Digital healthcare

Digital health is a fast-developing area. We have taken on project management for the roll-out and region-wide uptake of a remote monitoring system to improve the clinical management of pregnant women with diabetes. We have also published an aid for mobile app developers seeking to maximise patient benefits and commercial potential.

**Learn more** by visiting our Digital healthcare web pages: **[www.oxfordahsn.org](http://www.oxfordahsn.org)**

In parallel, we are building a *digital healthcare community*. The aim is to open dialogue between innovators, clinicians, patients and healthcare purchasers to ensure that telehealth strategies, health information systems and smartphone apps meet clinical and communication standards and requirements.

**Subscribe to our e-newsletter** to read about upcoming e-health workshops and events (see *previous page for details*).

## Working in partnership

Cultivating long-term partnerships with regional businesses is an opportunity for increased mutual understanding and opportunity alignment.

#### ***Strategic relationships with larger companies:***

Buckinghamshire Healthcare NHS Trust's new cardiac rehabilitation service, award-winning **Care4Today™ Heart Health Solutions**, is the result of a unique collaboration with *Janssen Healthcare Innovation*. The service helps patients who have suffered from a heart attack or heart-related condition to manage their own condition, avoiding future attacks and hospital admissions. We are supporting roll-out across our region.

**Robust cardiac rehabilitation programmes can reduce cardiac readmissions up to 56%, with potential savings in excess of £30 million per year.**

McCartan et al. (2014)

Oxford AHSN's **Out of Hospital Care Clinical Network** is working with a large diagnostic company to expand the point of care diagnostic test panel used by Abingdon Hospital's Emergency Multidisciplinary Unit managing older patients living with frailty.

**We want to deliver an experience of illness and recovery that uses a lot more technology to understand what is wrong with patients and how we can treat them - much earlier than we do now and with the potential to increase the number of patients we treat without using a hospital bed.**

Dr Dan Lasserson, Lead, Oxford AHSN Out of Hospital Clinical Network

## Focus on diagnostics

Our region hosts a vibrant diagnostics cluster of 20 global companies and over 50 SMEs. With global strength in research and clinical medicine, we have the facilities and skills to support substantial sector growth.

Oxford AHSN has established a regional *Diagnostics Industry Advisory Council* (DIAC) to facilitate industry's engagement with the NHS. Seventeen DIAC members from large multinationals and SMEs represent a diversity of technologies including imaging, molecular analyses and immunoassays. We are active participants on the *British In Vitro Diagnostics Association Point of Care* working group and are *European Diagnostic Clusters Alliance* board members. We currently manage twenty projects with large and small diagnostics companies.

## Medicines optimisation

Medicines are the most common healthcare intervention. However, many patients receive insufficient information about their medications. Too many hospital admissions are caused by preventable adverse effects. Up to half of primary medicines are wasted. Much needs to be done to ensure that individual patients and society get as much value out of that effort as possible, and that resources are used wisely. We are working closely with colleagues in research and the pharmaceutical industry to redress the balance. **Learn more** from our website: [www.oxfordahsn.org](http://www.oxfordahsn.org)



# Engage with us

**Members of our Wealth Creation programme** work directly with companies, the NHS, our Local Enterprise Partnerships, universities and investors.

The Association of the British Pharmaceutical Industry (ABPI), Association of British Healthcare Industries (ABHI), British In-Vitro Diagnostics Association (BIVDA) and industry network OBN represent the interests of our industry partners on the Oxford AHSN Partnership Board.

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*We are building a culture of innovation in the NHS and developing long-term partnerships with businesses, especially the pharmaceutical, diagnostic, medtech and digital sectors of the life sciences industry. A pipeline of innovations for commercialisation has been established with many projects already under way.*

**Dr Nick Scott-Ram, MBE**  
*Director of Commercial Development, Oxford AHSN*



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