

**Oxford AHSN case study**

**Date:** Q1 2018/19

**Programme/Theme:** Clinical Innovation Adoption

**Title:** Supporting life science companies and entrepreneurs to access healthcare markets

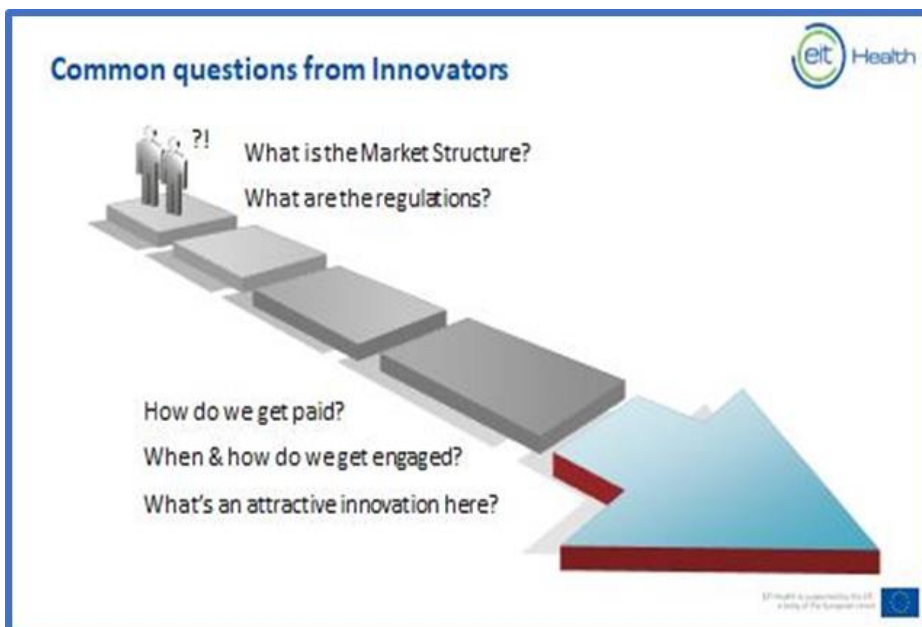
**Overview summary**

The Oxford AHSN is leading on an international project to create a knowledge hub for industry, entrepreneurs and clinical innovators. The European Market Access for Partners (eMaps) project, funded by EIT Health, aims to develop a dynamic e-learning platform to help innovators' navigate the complex processes and pathways associated with accessing healthcare markets in Europe and the USA. The eMaps website is currently being tested and critically reviewed by SMEs ahead of a launch at the end of 2018. Up to 3,000 users are anticipated in 2019.

Watch this short explanatory film: <http://bit.ly/eMapsVid>

**How it works**

eMaps is an innovative learning portal offering information, advice and tools relevant to international health markets that will:



- support SMEs to understand strengths and weakness in market readiness
  - help SMEs to identify optimal routes to adoption and reimbursement
  - demonstrate ways to overcome key market access challenges.

The model assumes that basic markets investigation for suitability has already been carried out prior to planning a more detailed commercial market access strategy.

Information provided on the knowledge hub is country specific, initially covering the UK, Netherlands, Sweden, Spain, France and Denmark.

For each country learning content is available for three modules:

- 1) drugs and medicinal products
- 2) medical devices and diagnostics and
- 3) digital health products.

These have a number of chapters including

- a) market size and structure
- b) regulations and compliance in that market
- c) pricing and reimbursement considerations.

The chapters contain multiple components that provide the core learning content. Each component is made up of learning objectives, reflective learning questions and a bank of resources. Activities are interactive to aid learning.

Short case study interviews with SMEs which have successfully market launched are included. Participating SMEs were asked to think critically about the health and life science ecosystem in the UK and look to reflect on challenges or successes.

Core to modules in each market is a Product Market Readiness Assessment – a tool designed to understand strengths and weaknesses.

Some content will be available free and some will be for subscribers only to help sustain the initiative.

### **Future developments**

Following launch at the end of 2018, the next phase from January 2019 will expand coverage to include Germany, Italy and Portugal and the USA. In addition, an overarching market benchmarking module will be included to enhance the platform's value further to SMEs.

Planned 2019 activity will build on existing assessments, adding a testing element to evaluate learners' knowledge in more detail and, where appropriate, award a continuing education certification and credit.

### **National AHSN priorities addressed**

- Focusing on the needs of patients and populations
- Speeding up adoption of innovation into practice to improve clinical outcomes and patient experience

- Building a culture of partnership and collaboration
- Creating wealth through co-development, testing, evaluation and early adoption and spread of new products and services

**NHS England priority areas**

- Driving economic growth

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