

Paid-for specialist advisory and mentoring service



Our new advisory services offer

We have reached a stage in our development when we are able to offer innovators **additional paid-for advisory services** alongside our normal free of charge services including **free to download toolkits** and funding for local pilots and health economic evaluations. This is to maximise the **practical advice** and **hands on support** we can offer innovators at different stages of the product development pathway.

Our new consultancy services include:

- Business support services for SMEs and innovators
- Clinical support and commissioning services
- Digital and data science support
- Marketing, PPI and stakeholder engagement and communications

This deck summarises what we can now offer innovators alongside an introduction to some of our talented team of diverse and experienced consultants, drawn from commercial, clinical, healthcare delivery and marketing and communications backgrounds

Why choose us to support your business goals?

- ✓ We are **mandated by the NHS and the Office of Life Sciences** to help innovators and will make decisions in your best interests and for your **long-term success**
- ✓ We understand the needs of the healthcare system which means our advice is always rooted in what is **practical** and can be **implemented at speed** and are part of a **national network** that enables us to **deliver at scale**
- ✓ We have a **successful track record** in developing and commercialising new medical innovations for the **benefit of patients**
- ✓ We will always be clear about what we can offer you **free of charge** and what we are able to provide **funding** for before recommending any **additional paid for** advisory services
- ✓ We will always be clear about our costs in any arrangements and anything we make will be **invested back** into helping future innovators in **our community**
- ✓ We are more **cost effective** than the competition



1. Business support services for SMEs and innovators

Eastern AHSN advisory services

1. Business support services for SMEs and innovators:

We have several advisors able to offer business support. Our mentors specialise in the following areas:

- Building your business case
- Market access launch plan support
- Health economics and evaluation advice
- Value proposition development
- MedTech quality and regulatory funding



Dr Louise Jopling **Commercial Director**

An immunologist with 25 years' experience across a variety of disciplines including virology (HIV), allergy (asthma) and immune-mediated inflammatory diseases (RA, IBD, lupus).

Louise has developed a significant scientific, technical and investment network internationally and is passionate about bringing the right people together to develop novel technologies to accelerate the impact of new products and practices to healthcare systems.

Support in an advisory role:

- Accelerating new products and practices to healthcare systems
- Leveraging funding – understanding investment funds
- Product evaluation
- Research and development
- Product launch, life cycle management and commercialisation
- Brokering connections and leveraging established relationships and networks in academia, biotech, large pharma and investment communities

Experience:

- Louise has successfully worked across the spectrum of therapeutics R&D and commercialisation, including product launch and life cycle management. Having gained this experience within academia (Imperial College, Harvard Medical School), biotech (Celltech), medium and large Pharma (UCB & Janssen) and having responsibility across UK & Europe, Middle East and Africa (EMEA) provides experience from many different perspectives

Louise leads the commercial team, enabling the scale of innovations for NHS adoption and leveraging funding for economic growth



Joanna Dempsey Commercial Enterprise Lead

An outcome focused UK market access strategy lead, with strong NHS knowledge and process thinking. Joanna has over 20 years' experience in removing market access barriers by developing a thorough understanding of the environment, customer needs and the implementation of strategy to create a win-win.

Support in an advisory role:

- Building your business case
- Market access launch plan support
- Health economics and evaluation advice
- Value proposition development
- MedTech quality and regulatory support
- Bid writing and leveraging funding
- Patient engagement

Experience:

- National market access roles with large pharmaceutical companies: Roche, Pfizer and GSK
- Joanna has reviewed over 300 healthcare innovations over the last 12 months, supporting and providing advice to SMEs and innovators on how to navigate complex health systems – accelerating the route to market and uptake in the NHS

Joanna is responsible for supporting the translation of innovation in the local health care system which supports matching of local needs with validated healthcare solutions.



Philip Shelton **Principal Advisor – Commercial**

Phil brings a unique blend of experience and insights encompassing research, digital, commercial and programme management. This experience has been supported by senior positions in the pharmaceutical and MedTech industries and roles in national NHS programmes and primary care.

Support in an advisory role:

- MedTech and applied healthcare research
- Bid writing and leveraging support
- Digital and medical device regulations and governance
- Commercialisation of MedTech products and digital services and solutions

Experience:

- 12 years' experience in the life sciences sector working in a highly data driven drug discovery environment. Blending research insights with highly complex drug discovery data sets
- 5 years' NHS experience with senior stakeholders across East Midlands as part of the NIHR CLAHRC. Putting evidence into practice to improve health
- 5 years' commercial experience in the health technology sector. Investigating ways to commercialise solutions and services into the NHS and private sector

Phil provides commercial support to healthcare product and service providers navigating the innovation maze. He focuses on scale-up and international trade.



Andrew Nightingale **Senior Advisor – Commercial**

Andy brings a unique blend of experience and insight encompassing research, digital, commercial and project portfolio management. Andy has held senior positions in business development in the not-for-profit and commercial sectors.

Support in an advisory role:

- Commercialisation of MedTech products, digital services and solutions.
- International growth, spread and adoption.
- MedTech and applied healthcare research.
- Bid writing and leveraging support.
- Digital and medical device regulations and governance.
- Business development, change management and project portfolio management.

Experience:

- Over 20 years experience in the not-for-profit, professional body sector supporting international growth, commercial strategy development and revenue diversification. Expertise in new product and service development, blending customer insights to deliver commercial growth.
- 3 years experience in the finance and the business services sector, supporting a range of organisations from SMEs through to large international companies.
- Project portfolio management, delivering a multi-million pound government funded digital transformation programme.
- Chartered Chemist and Fellow of the Royal Society of Chemistry.

Andy provides commercial support to healthcare product and service providers navigating the innovation maze. He focuses on international growth, in both import and export contexts.



Nick provides the programme management and advice for Eastern AHSN's national project and product portfolio.

Nick Clarke **Principal Advisor**

Nick has held positions at national (Public Health England), regional (DHSC) and local Government levels, across a range of leadership and managerial roles within the health and integrated partnership system.

Support in an advisory role:

- Business case review
- Guidance for SMEs and innovators within the health and integrated partnership system
- Bid writing and leveraging funding
- NHS policy governance and strategy
- Local level implementation throughout all stages of policy, strategy and intervention design and development

Experience:

- Strategic policy work informed by science, evidence and research for example contributing to Government strategy, White and Green papers and National Action Plans
- Exemplary track record in implementing large scale change programmes using policy and strategy levers
- Successful bid writing amounting to over £7 million of programme funding
- A Kings Fund National Fellow in Population Health Leadership
- Participation in specialist advisory groups for the Chief Medical Officer, NICE, NIHR and WHO



Rodney Kelly Senior Advisor

Rodney's wide range of global business experience of sourcing, analysing and aligning healthcare investment opportunities in emerging markets has equipped him with the skillset to assist healthcare innovators and solution providers in delivering constructive strategic partnership/ stakeholder management and engagement; assisting in the navigation of regulatory framework landscapes and preparing for barriers, to streamline early stage and beyond 'go to market' efforts for MedTech innovators.

Support in an advisory role:

- Commercialisation of MedTech products and digital services and solutions
- Strategic partnership management in healthcare joint ventures
- JV partner targeting and due diligence: with an emphasis on neuroscience and elderly care solutions
- MedTech and applied healthcare research
- Value proposition focusing and 'go-to-market' development for MedTech Innovators
- Regulatory framework navigation for emerging markets: ASEAN and NE Asia

Experience:

- 9 years' experience in analysing and modelling market penetration opportunities in mature and emerging markets.
- 4 years' commercial experience in the MedTech technology sector: aligning solutions to healthcare systems in Asia.
- 12 years' experience in managing and maintaining senior stakeholders in the private and public sectors.

Rodney is currently supporting several programmes of work across the Delivery Team agenda and works closely with the wider organisation, sharing his wide ranging experience.



Tracey Cogan Leadership Coach and Facilitator

Tracey trained as an Executive and Leadership coach while at NHS England in order to support executives in local NHS trusts and CCGs to further develop their system leadership.

Support in an advisory role:

- Leadership coaching and Developing a coaching culture
- Facilitation, including event facilitation
- Organisation change management
- Partnership working
- Transformational change
- Team development and Leadership development
- Focus groups and fishbowl conversations

Experience

25 years experience in local government and the NHS at a national, regional and local level. Roles at senior manager and director level in the NHS have included: internal organisational change, external performance improvement support to executive teams, development of partnership working and local system development.

- Coaching clients have included NHS acute and community trusts and CCGs in the East of England.
- Qualified coach practitioner - focused on leadership coaching, with the European Mentoring and Coaching Council.
- Neuro Linguistic Programming practitioner.
- Post Graduate Diploma in Careers Education and Guidance.
- Post Graduate Diploma in public service leadership and management.
- Kings Fund Top Managers Programme
- NHS Nye Bevan Leadership Award

Tracey has over 25 years experience as a manager and senior leader in the NHS and Local Government at a national, regional and local level. Her most recent role was as Director of STP Transformation at NHS England and NHS Improvement in the East of England, where Tracey also led on the implementation of the new joint operating model for the two organisations.



2. Clinical support services for SMEs and innovators

Eastern AHSN non-profit advisory services

2. Clinical support services for SMEs and innovators:

We have several advisors who can offer clinical support. Our mentors specialise in the following areas:

- Clinical research/clinical trials
- Policy governance and strategy (research)
- Clinical leadership and board level support
- Patient safety and quality/service improvement



Dr Jag Ahluwalia **Chief Clinical Officer**

An NHS consultant for 16 years and practicing doctor for more than 25 years, Jag provides oversight of clinical governance.

Support in an advisory role:

- Clinical oversight of patient facing ideas – patient needs/benefits
- Clinical pathways and how a particular product might fit into the system
- Clinical governance perspective
- Proposals related to new-born intensive care
- NHS processes and governance i.e. hospital structure
- Clinical leadership and training
- Experience in taking an overview of ideas/programmes and helping to assess the strengths and weakness of the assertions/claims

Experience:

- NHS consultant for 16 years and practicing doctor for more than 25 years
- Main board executive at major teaching hospital for nearly 10 years with a portfolio that included clinical and professional governance, medicines management, R&D, medical education and training, infection control and IT
- Fellow at Judge Business School
- Main board trustee at Macmillan Cancer Support (voluntary sector perspective)
- Current NED at a major specialist NHS hospital

Jag provides oversight of clinical governance.



Dr Sarah Robinson
Director of Delivery – Eastern AHSN
Implementation lead – NIHR ARC East of England

Experience of implementation of innovations within healthcare

Specific mental health expertise having qualified as a clinical psychologist

Support in an advisory role:

- Business case and bid writing support
- Advice on accountability and governance (within organisations and within projects)
- Advice on enabling registered professionals to act within their professional limits and creating psychologically safe cultures.

Experience:

- Over 10 years within the NHS (clinical practice and strategic management posts within NHS England < 6years)
- Various research awards – notably with regards to generating rapid and real-world evidence
- Various publications both within PTSD in older adults, as well as dementia services/NICE advisory groups.
- Panel member for the Health and Care Professional Council.
- Sessional lecturer at City, University of London and University of East Anglia

Director of Delivery with responsibilities for implementation of novel solutions, and adoption and spread at scale of innovation in the NHS.



Eleanor Hall Principal Advisor

Eleanor has significant experience operationally managing clinical research across leading academic institutions and the NHS. She now leads the Health Informatics Programme Management Office to deliver complex programmes of work in the health data research space.

Support in an advisory role:

- UK governance requirements surrounding the running of clinical trials and research studies in the NHS.
- Advice on organisations that can help with protocol development, site selection, trial set-up and delivery.

Experience:

- Senior operational management roles for the National Institute of Health Research (NIHR) Clinical Research Network and NIHR Cambridge BioResource.
- Successful bid writing
- End-to-end delivery of multi-million-pound programmes
- Member of Cambridgeshire & Hertfordshire NHS Research Ethics Committee
- Patient and public involvement in health data projects
- **Federated Genomics: [A multi-party trusted research environment federation:](#)** Establishing infrastructure for secure analysis across different clinical-genomic datasets (DARE UK Phase 1 Sprint Exemplar Project, UK Research and Innovation awarded over £2 million to fund nine research teams to deliver a programme of Sprint Exemplar Projects for eight months from January to August 2022.)
- **CYNAPSE:** A modern future proof computational infrastructure for 'omics data across the Cambridge Biomedical Campus, lowering barriers to collaboration
- **Gut Reaction:** the Health Data Research Hub for Inflammatory Bowel Disease (£5M, 3-year programme awarded by HDRUK in Oct-19, funded by UKRI & MRC)

Eleanor leads the Health Informatics Programme Management Office, which delivers a portfolio of projects based around the use of health data for research.



Nick provides the programme management and advice for Eastern AHSN's national project and product portfolio.

Nick Clarke Principal Advisor

Nick has held positions at national (Public Health England), regional (DHSC) and local Government levels, across a range of leadership and managerial roles within the health and integrated partnership system. With over 12 years experience

Support in an advisory role:

- Business case review.
- Guidance for SMEs and innovators within the health and integrated partnership system.
- Bid writing and leveraging funding.
- NHS policy governance and strategy.
- Local level implementation throughout all stages of policy, strategy and intervention design and development.

Experience:

- Strategic policy work informed by science, evidence and research for example contributing to Government strategy, White and Green papers and National Action Plans.
- Exemplary track record in implementing large scale change programmes using policy and strategy levers.
- Successful bid writing amounting to over £7 million of programme funding.
- A Kings Fund National Fellow in Population Health Leadership.
- Participation in specialist advisory groups for the Chief Medical Officer, NICE, NIHR and WHO.



Sophie Knight Principal Advisor

Sophie has a background in health innovation policy and research and has significant experience in the health innovation policy landscape.

Support in an advisory role:

- Business case review for SMEs and innovators entering the NHS, including support identifying key performance indicators and how they could be effectively evaluated.
- Funding application review and support.
- Advice on the evidence base required for the acceleration of innovation into the NHS landscape.
- Overview of NHS policy and policy landscape.

Experience:

- Over eight years' policy research and evaluation experience at independent health policy think tank and pan-European policy research organisation – providing knowledge in key research and evaluation methods as well as health innovation policy.
- Successful track record in writing and supporting funding applications for change management and research projects.
- Business case review of all delivery team projects within Eastern AHSN.

Sophie provides programme management for all pipeline projects in the delivery team (including robust business case review), as well as project management for national and ITP projects. She has helped establish a team-wide evaluation panel for commissioning effective evaluations.



Maxine Farmer - Senior Advisor

Maxine is a project manager with extensive experience in project and programme delivery across large scale and complex projects within the NHS, health services and the voluntary sector. She is particularly interested in strategic projects that are innovative, collaborative and work across people, processes and systems to embed change at multiple levels.

Support in an advisory role:

- Strategy development and implementation, horizon scans, business planning and service development across health and care services.
- Funding applications, bid writing and tender management.
- Contract, commissioning and commercial management.
- Network and stakeholder management including facilitation, engagement and event management.
- After Action Reviews including delivery and establishment of practice.

Experience:

Over 4 years at a large regional teaching hospital in a strategy and major projects consultancy role combined with 10 years commissioning contracting and business development within primary and secondary care. Maxine also holds the NHS Leadership Academy Rosalind Franklin Certificate in Leadership and is qualified Prince2 Practitioner and Train the Trainer accredited. She enjoys working with colleagues to continuously improve and learn and has facilitated over 50 After Action Reviews to date.

Maxine provides leadership and support to our nationally commissioned programmes and works across our organisational portfolio as required.



Caroline Angel **Director – Patient Safety**

Caroline is experienced in quality improvement, information analysis and performance management with over 15 years' NHS experience. She is a skilled improvement coach and teaches our quality improvement and measurement for improvement masterclasses. She leads our quality improvement workstream and the regional Patient Safety Collaborative.

Support in an advisory role:

- Patient Safety
- Quality/Service improvement

Experience:

- Quality improvement, information analytics, performance management roles in multiple NHS trusts, strategic health authorities and the Department of Health
- Experience working on national improvement programmes, including the successful Healthcare Associated Infection programme
- Postgraduate diploma in leadership and management in public service.
- Institute for Healthcare Improvement (IHI) Improvement Advisor

Caroline leads our quality improvement workstream and our regional Patient Safety Collaborative.



3. Digital and data science support services for SMEs and innovators:

Eastern AHSN non-profit advisory services

3. Digital and data science support services for SMEs and innovators:

We have advisors who are experts in digital and data science. Our mentors specialise in the following areas:

- Data science
- Digital transformation and governance



Mark Avery Director of Health Informatics

Mark has an NHS background with over 20 years' experience across a range of operational, informatics and performance management, and complex programme delivery roles.

Support in an advisory role:

- Healthcare informatics and data commercialisation
- Project / programme design, initiation, governance & delivery
- Change / stakeholder management
- Bid/business case / proposal development
- Data forecasting, modelling & visualisation
- Solution evaluation, selection & procurement
- Performance & quality improvement

Experience: [\[LinkedIn profile\]](#)

- **Gut Reaction** the Health Data Research Hub for Inflammatory Bowel Disease (€5M, 3-year programme awarded by HDRUK in Oct-19, funded by UKRI & MRC) | *Convened partners, led the writing of the application, and now Operational Lead*
- **HDRUK Sprint Exemplar Innovation Project: Rare Diseases** – a proof of concept de-identification & linkage of Health Record, Research and Genomic data in a secure cloud research environment | *management & delivery on budget within 10 months*
- Formed the programme to develop the initial proposal and funding application for a Local Health and Care Record (LHCR) for the East of England
- **Hospital Merger** programme management from OBC to FBC and transaction.
- **Activity and demand modelling** - potential impact of service re-configuration scenarios at system level.
- **Federated Genomics: A multi-party trusted research environment federation:** Establishing infrastructure for secure analysis across different clinical-genomic datasets (DARE UK Phase 1 Sprint Exemplar Project, UK Research and Innovation awarded over £2 million to fund nine research teams to deliver a programme of Sprint Exemplar Projects for eight months from January to August 2022.)
- **CYNAPSE:** A modern future proof computational infrastructure for 'omics data across the Cambridge Biomedical Campus, lowering barriers to collaboration

Mark leads our Health Informatics Programme across Eastern AHSN and Cambridge University Health Partners



Keiran Raine Head of Service, Clinical Computational Research

Keiran has a research software development and infrastructure background in genome sequence analysis and it's applications in cancer.

Support in an advisory role

- Genomic analysis
- IT platform specification and evaluation
- Cloud compute uses and methodologies
- Software and storage optimisation

Experience [[LinkedIn profile](#)]

- Over 17 years supporting researchers in the Cancer Ageing and Somatic Mutations program at the [Wellcome Sanger Institute](#) [[publications](#)]
- Technical lead (Sanger pipeline) for [PanCancer Analysis of Whole Genomes](#) project
- Two years Clinical Programming (clinical trial database setup and validation)
- AWS Storage optimisation [whitepaper](#) with [Altair](#)
- **Federated Genomics: [A multi-party trusted research environment federation](#):** Establishing infrastructure for secure analysis across different clinical-genomic datasets (DARE UK Phase 1 Sprint Exemplar Project, UK Research and Innovation awarded over £2 million to fund nine research teams to deliver a programme of Sprint Exemplar Projects for eight months from January to August 2022.)
- **CYNAPSE:** A modern future proof computational infrastructure for 'omics data across the Cambridge Biomedical Campus, lowering barriers to collaboration

Keiran is Head of Clinical Computational Research
Informatics (Health Informatics)



Philip Shelton

Principal Advisor - Commercial

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Support in an advisory role:

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- 5 years' commercial experience in the health technology sector. Investigating ways to commercialise solutions and services into the NHS and private sector.

Phil provides commercial support to healthcare product and service providers navigating the innovation maze. He focuses on scale-up and international trade.



4. Marketing, communications and stakeholder engagement services

Eastern AHSN advisory services

4. Marketing, communications and stakeholder engagement services:

Communicating brand messages that resonate to the right people at the right time changes policy, secures investment and transforms lives. Our services range from market access communications and strategy development through to media campaigns, investor relations and clinical advocacy, all underpinned by a deep understanding of policy and stakeholder needs. We work across the full integrated marketing mix depending on product needs and life cycle stage including:

- Insights gathering – market research, competitor analysis, focus groups, surveys
- Public and patient involvement
- Thought leadership reports and partnerships
- Brand communications and disease awareness - including story and message development
- Market shaping
- Behavioral change campaigns
- Issues preparedness and mitigation



Simon Day Senior Content Manager

Simon has a proven record of taking data and complex information and creating relatable, engaging and unambiguous stories for the intended audience. He has a background in copywriting, media relations and digital communications.

He is responsible for Eastern AHSN's visual brand, with an excellent eye for detail and graphic design.

Support in an advisory role:

- Developing core messaging.
- Support with content generation, social media and digital marketing.
- Branding and graphic design.
- Media planning and storytelling.

Experience:

Simon has over 12 years' experience working in a variety of healthcare communications, PR and marketing roles. He has worked in the NHS at national, regional and local levels including campaigns that have been recognised by the HSJ Awards, NHS Communications Awards and the Communicate Awards, where the team won 'Best Corporate Communications Programme' in 2021.

He holds a degree in Business Management and an Advanced Certificate from the Chartered Institute of Public Relations.

Being able to articulate your offer and support it with evidence is essential in helping people understand your innovation, but unless you can tell a compelling story in a way that reaches and influences the right audiences, you will always struggle to turn your idea into patient impact.



Joe Swann Senior Stakeholder and Engagement Manager

Joe has over 20 years' experience across pharmaceutical, non-profit, social enterprise and health and care sectors.

Support in an advisory role:

Establishing and understanding stakeholders...

- Stakeholder research, mapping and strategy for SME's
- Survey design, development and distribution – at scale
- Design, implementation and adoption of CRM platforms

.....

...to help organisations think in new ways:

- Insight and ideation workshops to enable business model innovation, new product development and a culture of innovation

Experience:

- Strategy consulting to 30+ social purpose SME's
- Established and grew a UK wide social enterprise turning young job seekers into job creators.
- Designing and delivering multi-regional and national surveys within the health and care ecosystem
- Enabling the implementation and development of Eastern AHSN's CRM system
- Leading major innovation programmes in fundraising and product development innovations at large non-profits

It is paramount that health, care and social purpose organisations take a strategic approach to engaging the right people to enable them to achieve their goals. This requires gathering insights and maintaining relationships underpinned by strong, secure stakeholder data and understanding.

If you would like to discuss your needs in more detail, please contact:

Innovator.enquiries@eahsn.org

