

JUNE 2021

# Transforming Patient Outcomes and Healthcare Through Health Technologies

Recommendations to accelerate  
adoption and spread



A report by the Health Tech Alliance, sponsored by



INTUITIVE

# About the Health Tech Alliance

The Health Tech Alliance is a coalition of health technology companies and stakeholders from across the NHS and wider health system. This focus on partnership is integral to the Alliance's overarching objective of industry and the NHS working collaboratively to ensure that vital HealthTech innovation reaches patients.

Find out more about us by visiting [healthtechalliance.uk](https://healthtechalliance.uk) or by contacting [secretariat@healthtechalliance.uk](mailto:secretariat@healthtechalliance.uk). Follow us on [LinkedIn](#) and [Twitter](#).



# Foreword

*As Chair of the APPG on Access to Medicines and Medical Devices it was my pleasure to host this roundtable, which brought together varied and fascinating contributions from a diverse array of health system representatives, to better understand how HealthTech can reach patients more quickly and the UK can strengthen its position as a global hub for this vibrant sector.*

*The NHS Long Term plan commits to getting health technologies to patients faster, but the mechanisms in place to make this happen are not working as effectively as they should be. It is clear the challenging journey of health technologies needs improving, and to do this, we must take a whole ecosystem approach across the entire pathway. We should start with the innovator of the idea, working through to the regulatory processes, NICE, the commissioning procedure, and lastly, the question of access.*

*If we want to overcome contemporary challenges, we must first do so by moving this up the agenda in the Government's recent health and care white paper. If this is to be the template framework for good health outcomes going forward, and for the best possible provision for health and care, then surely the proposals must also consider the benefits of new technologies and how they can be adopted. If we are going to drive commissioning and uptake to achieve the best health outcomes for patients, there has to be integrated thinking between health, social care, medicines, and devices. We must look at the place of health technologies in our wider ecosystem.*



**Anne Marie Morris MP**  
**Chair of APPG on Access to Medicines and Medical Devices**

*The COVID-19 pandemic has shone a light upon the crucial place of technologies within the health and care system. It has been integral to the Covid response and HealthTech, no doubt, has a critical role to play in addressing the patient backlog that has emerged. As Lord Bethell noted at the Health Tech Alliance's recent Parliament & HealthTech Conference, there is no time to stand still; now is the time to truly leverage the transformative potential of HealthTech. As we move into an era of increasingly complex health conditions and an ever-ageing population, ambition must be matched by action. The opportunities – a healthier population, better patient outcomes and a move towards preventative care over late-stage intervention – are all to play for and HealthTech had an undeniably crucial role as we meet the challenges of tomorrow.*

# Introduction

In April 2021, the Health Tech Alliance convened a roundtable of experts, including national and regional decision-makers, representatives of the HealthTech industry, clinicians, patient groups and Parliamentarians. The roundtable examined how to embed the beneficial changes seen in the Covid-19 response and HealthTech's role in transforming patient outcomes, especially in light of the challenges the NHS faces in its recovery.

This paper sets out some of the key takeaways from the roundtable event.

The Health Tech Alliance would like to thank BD, Edwards Lifesciences and Intuitive for sponsoring the roundtable event which is part of the 2021 'Parliament & HealthTech series' of events. The next Conference as part of this series takes place on 24th June on the topic of HealthTech, AI and data.

## HEALTHTECH, AI AND DATA: BRIDGING THE DIVIDE

**24 JUNE - 2 - 3.30PM**

### KEYNOTE SPEAKER

**Dr Indra Joshi**

Director of AI  
NHSX



### PANEL DISCUSSION

**Eleonora Harwich**

Head of Collaborations, AI Lab, NHSX

**Prof. Tony Young OBE**

National Clinical Lead for Innovation, NHS England and  
NHS Improvement

**David Marante**

Regional Director UKI, Intuitive

**Hassan Chaudhury**

Digital Health Lead Healthcare UK, Department for International Trade

**Tim Skinner**

Sales Director Public Sector, NetApp

# Executive Summary

The enormity of the challenge faced by the health service cannot be understated. Recent NHS England figures reveal the extent of the disruption caused by the pandemic; almost five million people are awaiting hospital treatment, with over 400,000 having had their surgery delayed for at least a year, and experts warn that a new wave could threaten efforts to clear this backlog.

**Innovation has played an undeniable role thus far in the COVID response, but the staggering extent of unmet care needs going forward demands serious Government attention and action.** MedTech is a critical component in alleviating the backlog and ultimately saving lives. The magnitude of the disruption to normal care provision offers an unprecedented opportunity for the accelerated adoption of innovation.

Health technologies are at the heart of the shared global agenda to protect the international health system, with it forming one of the four priority areas for the forthcoming G7 summit. **The Government has recognised the incredibly transformative power of emerging technologies that have incited innovation in healthcare since the onset of the pandemic, from AI to diagnostics and telemedicine. Now it must press ahead with reforming the adoption landscape, radically hastening its efforts and shifting gear for the assessment and validation of HealthTech innovations.**





# Key takeaways

## 1) Embedding positive cultural changes seen during the pandemic

The COVID-19 response led to a rapid transformation of services – innovation which would otherwise take years to roll out for universal use took weeks, but this only scratched the surface of the potential of HealthTech. **The cultural conditions that have allowed this to happen – widespread availability of funding, a reduction in siloes and barriers and organisations working together more collaboratively – need to be examined and the cultural shift needs to be retained otherwise we risk a return to old ways of working.** It is hoped that ICSs and the forthcoming legislation, with its emphasis on collaboration, would help to drive continued collaboration. Also, the removal of the purchaser/provider split should aid discussions about cost – avoiding scenarios where new innovation adoption would only benefit one but not the other. If we exert the same energy, commitment, and collaboration toward the backlog that we showed toward COVID, we could see incredible advancements.

## 2) Greater industry involvement

Industry has proven itself to be a key partner during the COVID pandemic and has a key role to play in helping the NHS to address the mounting patient backlog. **Building on the learnings of the COVID-19 response, the Government and NHS leaders should develop mechanisms to involve industry, patient groups and charities in work to support the transformation of health and social care services.** The sector should work with stakeholders across the healthcare system to retain positive changes in the adoption of innovative solutions, embed new ways of working, ensure the better use of data, and help patients to be diagnosed and treated quicker but also avoid a return to top-down initiatives which unintentionally stifle innovation and collaboration.



### 3) A stronger emphasis on value-based procurement

Value-based procurement (VBP) seeks to move away from the traditional adversarial relationship with suppliers and looking at just the price of the product, toward working in partnership to reduce lifetime cost of the pathway and improve patient care. **Capturing the product value over the entire patient pathway and avoiding a focus on short-term savings over longer-term holistic benefits will ensure the best possible patient outcomes and save costs in the long run.**

#### 4) Better demand signalling

The NHS should be much clearer on patient need and signalling to innovators what was required of them so that any solutions could be tailored to the NHS' exact requirements. **Using data gathered on the 'true' patient backlog, NHS England and Improvement should communicate their priority areas of focus for patient care.**

#### 5) Greater emphasis on HealthTech in the White Paper

Neither the Government's recent Health and Care White Paper nor the Medicines and Medical Devices Bill make any concerted mention of the commissioning and uptake of HealthTech which is especially problematic as this remains the defining challenge for HealthTech companies. **The Health and Care Bill needs to be accompanied by guiding documents which should talk about the role ICSs will have in adopting innovation that benefits whole swathes of population.** This should be supplemented by mechanisms by which ICSs, who by their nature are at very different stages of evolution, share best practice on 'what good looks like' for innovation adoption.

#### 6) Proactive investment in prevention and diagnosis

The NHS has a vast number of patients who have yet to be screened, diagnosed or have not been able to come forward and **much more needs to be done to identify those individuals earlier and move towards a more preventative approach to care.** The COVID-19 pandemic reinforced the need to move away from late-stage intervention which ultimately costs the NHS more in the long term – in longer hospital stays and readmission – and more towards early diagnosis and prevention.



# Industry Perspective

## **1) During a crisis, industry can and has mobilised to great effect**

The pandemic has meant HealthTech companies have flexed global manufacturing and supply chains to respond to acute demand spikes, whilst having to scale back in other areas where demand has fallen away. Hugely complex company operations have been supported by the NHS and government, through central, command, control, being decisive and actively engaging with industry.

## **2) Industry is the NHS' friend and wants to continue to develop positive relationships**

With vast expertise and continued investment in R&D, the relationship between industry and the NHS can only continue to improve with mutual trust and collaboration on how to evolve products and solutions to deliver a better healthcare system and advance the world of health.

There are many examples across the HealthTech space, where industry partners have co-created solution with clinicians and NHS organisations and where HealthTech expertise can help revolutionise services, through the product design itself or through the services that help deliver a complete patient experience.

## **3) The UK must remain a global hub for HealthTech**

UK PLC is bullish about its new position in Europe and when comparing to other European nations we would want the same to be said for the HealthTech industry. Therefore, industry would like to see the pathway for technology adoption made clearer, more concise, and more transparent. Existing mechanisms may need changing to help drive the adoption of HealthTech – the MedTech Funding Mandate is a start but only mandates the funding of four technologies in its first year when other health systems, namely France and Germany, support many more technologies.

# Edwards Lifesciences

With more than 50 years of experience, Edwards Lifesciences has grown into a global company, with a presence in approximately 100 countries and approximately 8,500 employees around the world. Each one of them is dedicated to furthering Edwards' original vision to help clinicians, patients and their families work together as a united community fighting cardiovascular disease and critical illnesses.

## Intuitive

Intuitive is the pioneer of robotic-assisted surgery and a global technology leader in minimally invasive care, headquartered in the UK at the Oxford Science Park.

Intuitive brings more than two decades of leadership in robotic-assisted surgical technology and solutions to its offerings, and develops, manufactures, and markets the da Vinci surgical system and the Ion endoluminal system.

The company's da Vinci surgical system was the first robotic-assisted minimally invasive surgical system to be cleared in the United States and is available in more than 60 countries.



BD is a global medical technology company advancing the world of health by improving medical discovery, diagnostics and the delivery of care. BD leads in patient and health care worker safety and the technologies that enable medical research and clinical laboratories.

The company provides innovative solutions that help advance medical research and genomics, enhance the diagnosis of infectious disease and cancer, improve medication management, promote infection prevention, equip surgical and interventional procedures and support the management of diabetes. BD has more than 65,000 associates across 50 countries who work in close collaboration with customers and partners to help enhance outcomes, lower health care delivery costs, increase efficiencies, improve health care safety and expand access to health.



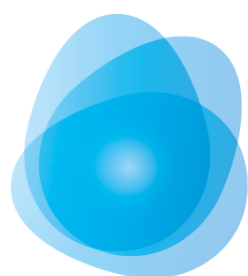


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