

Global Business Innovation Programme Self-Driven Healthcare, USA

The Global Business Innovation Programme, organised by Innovate UK and delivered by Innovate UK EDGE, consists of a preparation phase, 5-day innovation visit focused on Self-Driven Healthcare, a post-visit exploitation workshop and follow up support of approximately 12 months from an Innovate UK EDGE Innovation and Growth Specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the territory. This initiative will be delivered physically.

Innovate UK is committed to ensure that anyone, from any background, has an equal opportunity to be successful.

Focus Areas:

We would welcome applications from innovative companies involved in driving resource use, efficiency, and productivity through the development of innovative solutions associated with self-driven and decentralised healthcare in the following areas.

- Consumer Health Technology
- Lifestyle Disease Self-Management
- Personal Health Record Management (inc. Self-Generated)
- Wellness
- Healthy Aging

Why USA:

According to a recent McKinsey & Company article, realignment of the US healthcare system is being accelerated to better address the population's chronic-disease burden. This transformation is prompted by changes in consumer preferences, technology adoption, policy direction, reimbursement, and investor appetite. Consumers are demanding greater access to care and a more seamless experience.

Virtual health has experienced substantial growth since the pandemic, with the numbers of telehealth visits in October 2021 remaining more than 1,300% higher than before the pandemic.

Advances in medical technology including wearable devices are seen as creating self-service opportunities that can also reduce the number of patient touchpoints needed to deliver care. Technologies such as remote patient monitoring support the blending of automated, virtual, and home-based care delivery, which could extend the time between clinical touchpoints and detect health issues earlier. Spending on home or remote care could grow to an estimated \$265 billion or more by 2025. Healthcare remains a top-three investment area, with more than 10 percent of committed funds in 2021 earmarked for healthcare.

Benefits:

- Explore USA self-driven healthcare opportunities.
- A better understanding of the challenges and opportunities of doing business in USA.
- Find potential innovation collaborators and partners and develop your network in the UK and globally.
- Improve your company value proposition to international partners and investors.

KEY DATES:

Programme Briefing:
26 September 2022

Applications Close:
10 October 2022

Pre-Visit Workshop:
23 November 2022

Market Visit:
07-13 January 2023

Post Visit Workshop:
7 April 2023

WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are:-

- **Getting ready for the market:** Pre-activity briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition. (1 day workshop)
- **Market activities:** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (5 days of market related activity)
- **Exploiting the opportunity:** An exploitation workshop and one-to-one support from a Innovate UK EDGE Innovation and Growth Specialist to follow up and take advantage of the opportunities identified. (1 day workshop and as a guide, around 5 days working with an Innovate UK EDGE Adviser over a 12-month period)

INNOVATION ACTIVITIES - EXAMPLE (subject to change):

Date	Activity	Date	Activity
23 November 2022	GBIP Workshop (physical)	9-12 January 2023	JP Morgan Healthcare Conference, San Francisco
7-13 January 2023	Market visit to USA including state visits and meetings	7 April 2023	GBIP Workshop (virtual)

TO APPLY FOR THIS PROGRAMME, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a company with fewer than 500 employees

Be able to attend and complete all activities

WHAT IS THE COST?

Innovate UK and Innovate UK EDGE will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

HOW TO APPLY:

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than **12pm on 10 October 2022**. To support potential applicants, a briefing will take place between **16:00 - 17:00 on 26 September 2022**.

Please note: Successful applicants will be expected to fully comply with any conditions of travel to USA. You may be required to provide proof of Covid-19 vaccination ahead of traveling. The safety of our delegation is a priority.

Innovate UK recognises that the innovation sector is not as diverse as the UK demographic and is committed to improving the diversity of who we support. As such, we welcome applications from those under-represented across the sector.

ADDITIONAL INFORMATION & ASSISTANCE

To fill in the online application form or to register for the briefing event, please visit the [Innovate UK EDGE website](#) For more information, assistance with your application or to discuss accessibility needs, please contact Bradley Rowley at bradley.rowley@innovateukedge.ukri.org or call +44 (0)7810 561490.