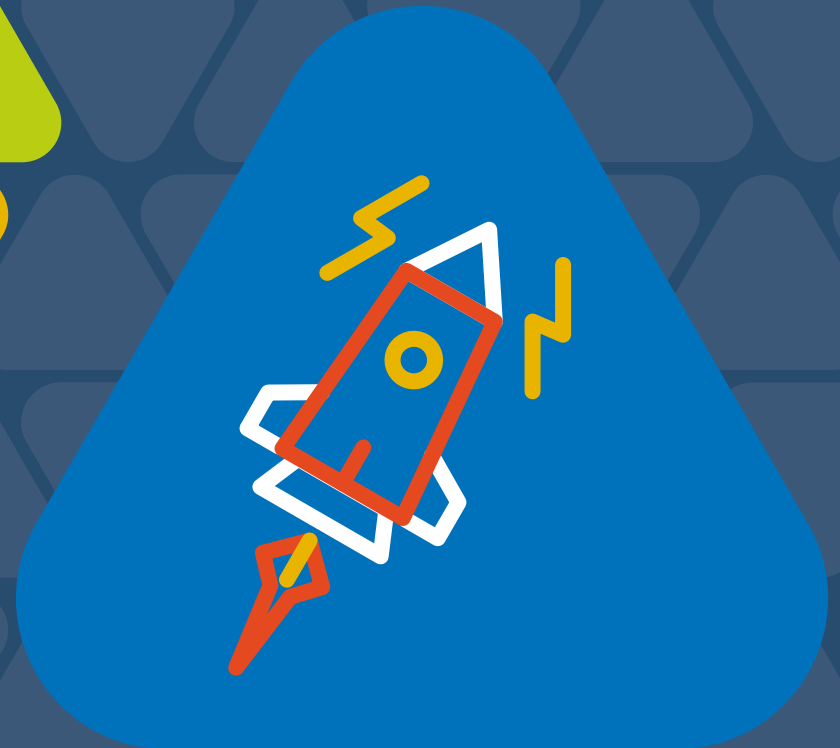




Yorkshire
& Humber
AHSN

Propel@YH Boot Camp

**Turbo-charging NHS market
access for international
HealthTech innovators**



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Introducing Propel@YH

The Propel@YH Boot Camp is a week-long accelerator programme for international companies who want to bring their products to the UK healthcare market

The Propel@YH digital health accelerator is owned and organised by the Yorkshire & Humber Academic Health Science Network (AHSN) and welcomed its first cohort of innovators in 2019. Propel@YH provides a six-month course of structured support and advice to UK-based small and medium-sized enterprises (SMEs) to help them navigate the complex NHS landscape, increase market presence and accelerate their growth. Since its inception Propel@YH has supported more than 45 companies.

Our Boot Camp for innovators outside the UK builds on the success of Propel@YH and has been developed with international HealthTech SMEs in mind. The five-day programme of intensive support and masterclass content provided by our expert partners gives them a crash course on the UK healthcare market, access to subject matter experts and the opportunity to engage directly with local NHS stakeholders as well as the wider HealthTech ecosystem in the Yorkshire and Humber region.



About Yorkshire & Humber AHSN

Yorkshire & Humber AHSN is one of 15 AHSNs in England created to operate as the key innovation arm of the NHS. Across the country AHSNs act as a bridge between health care providers, commissioners, academia and industry. By connecting these sectors, we help to build a pipeline of solutions for the NHS from research and product development through to implementation and commercialisation.

This remit means that we are ideally placed to support HealthTech companies from around the world who are interested in expanding into the UK. Our insight and expertise in accessing the NHS market can support innovators on every step of their journey to help establish their business and understand the UK healthcare ecosystem. We have incredible HealthTech and life sciences assets in the UK and brands like the NHS and NICE are globally recognised. The NHS is the world's largest single payer for healthcare and provides a substantial market for any international healthcare company.



▶ Watch the video to find out why the NHS needs to work with innovators



Programme of learning and networking

We adapt the content for each Boot Camp programme to fit the needs of the innovators who will be attending but this usually includes content from ourselves and our partners who provide a series of masterclasses:

- An overview of the regional support international companies can expect from Yorkshire & Humber AHSN and the Leeds City Region Enterprise Partnership (LEP).
- Barclays Eagle Labs give a masterclass covering investment, funding and networking opportunities.
- Hill Dickinson provide masterclass content covering UK legal subjects including forming a company, intellectual property and medical device considerations.
- Nexus at the University of Leeds give a briefing on the University's research capabilities and networks and Nexus's business services.
- West Yorkshire Health and Care Partnership provide guidance and advice to help innovators improve their environmental sustainability impact.

For more information on all our partners go to [page 13](#).



Yorkshire & Humber AHSN also work with a range of supporter organisations who provide guidance and expert advice as part of the programme of activity which can include:

- Orcha deliver masterclasses on digital standards and assurance covering digital compliance, digital technology assurance criteria (DTAC) and technical documentation.
- HMA provide advice and guidance on marketing and communications including brand, identity and positioning, website development and social media management.
- Thrive by Design give masterclasses on how the NHS works, understanding and managing complexity, clinical safety by design, building the evidence base for innovations and inclusive digital design.
- 6B Digital provide masterclasses on interfaces and interoperability covering NHS interoperability options, HealthTech interfaces and system integration.
- York Health Economics Consortium (YHEC) give masterclasses on the importance of real-world evaluation and health economics.

Alongside the classroom content we also organise opportunities for participants to pitch, engage and network with representatives from local and regional health care organisations including clinicians and digital stakeholders as well as colleagues from the AHSN and our partners.

Propel@YH Boot Camp stories of success

Behavidence

Behavidence was one of five US-based SMEs selected for the Propel@YH Boot Camp digital programme in 2022.

The Behavidence AI enables monitoring of mental health conditions by analysing a person's mobile interactions to help generate a mental health score, which is then compared to other people diagnosed with ADHD, depression or anxiety.

It has been developed to help identify risk of relapse of conditions whilst also screening and remote monitoring for clinical interventions if necessary.

The Propel@YH Boot Camp provided a perfect opportunity for Behavidence to engage with UK healthcare experts about bringing their technology to the NHS, as the AHSN's programme focused on developing the company's understanding of NHS government, finance and procurement frameworks. The accelerator also introduced them to key stakeholders, connecting them with the right support to evaluate their technology and its suitability for the UK market.

This support has been central to the successful adoption and spread of Behavidence's innovation, as well as to supporting the company to find the right assistance, generate investment and enable growth. Following the Propel@YH Boot Camp, Behavidence successfully set up an office in the vibrant Nexus community, based at the University of Leeds. The company now plans to expand the UK team to support their growth across the country and beyond.



▲ The Co-Founders of Behavidence from left to right: Dr Girish Srinivasan, Dr Janine Ellenberger and Roy Cohen



▲ Watch the video to hear what Behavidence CEO Roy Cohen has to say about his Propel@YH Boot Camp experience

“The programme helped us to seek out other opportunities and helped us to realise there’s a lot to do and even more opportunities in the North of England, rather than taking the classic route of settling in London.”

Roy Cohen

Co-Founder and CEO of Behavidence



Propel@YH Boot Camp stories of success

Singfit

SingFit is a revolutionary award-winning digital health platform and music app designed to improve wellbeing through the therapeutic benefits of music.

It has been developed to provide a cost-effective, best-in-class treatment to help successfully tackle many of today's most pressing healthcare problems, including dementia, depression, and social isolation.

With Yorkshire & Humber AHSN championing the adoption of proven digital technologies that can improve health outcomes, the Propel@YH Boot Camp for US HealthTech innovators provided an ideal opportunity for SingFit. The 2022 Boot Camp introduced SingFit to pilot partners, and was valuable in helping SingFit to assess the viability of the UK as a new market and to demonstrate efficacy and positive user experiences of people using the SingFit app.

The Yorkshire & Humber AHSN team has also supported the company to access advice regarding regulatory approval, while helping them to define and articulate their value proposition to key stakeholders.

Following the Boot Camp, Yorkshire & Humber AHSN is now supporting SingFit with adoption and spread, helping them with piloting their technology and conducting suitable evaluation prior to their UK launch.



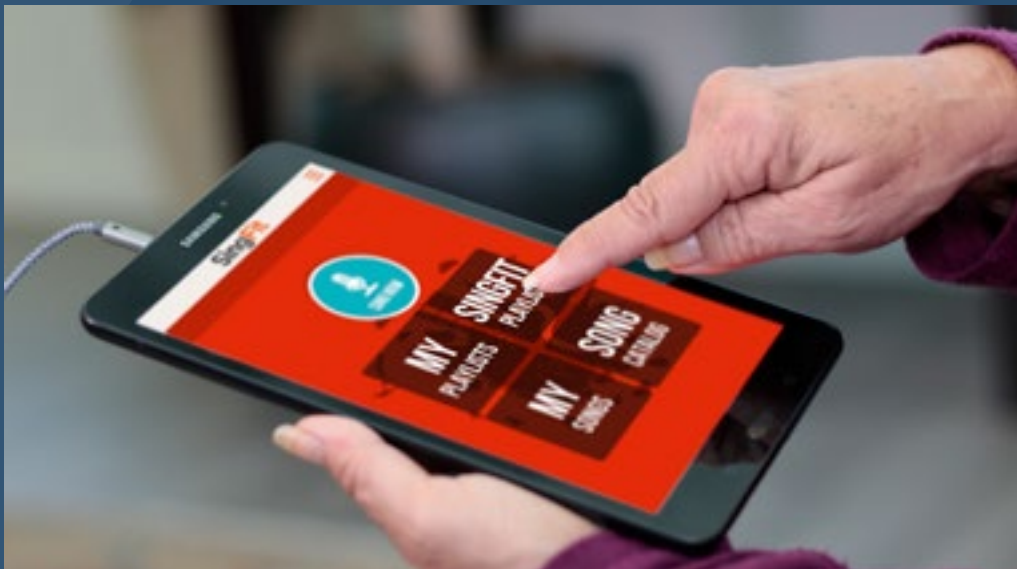
“The speed of our UK launch was really fuelled by the information that we gathered at Yorkshire & Humber AHSN’s international Boot Camp. The AHSN brought together the players with the knowledge that allowed our team to very quickly assess how long it would take to launch SingFit solutions in the UK and the resources it would take to do so. This knowledge, along with the introductions they made significantly compressed the amount of time and energy it took to assess that the SingFit platform and UK health system are highly aligned in terms of product market fit. After the Boot Camp, the AHSN has continued, help us, strategically and tactically, to bring SingFit’s therapeutic music solutions to the UK”

Rachel Francine

CEO and Co-founder of Musical Health Technologies



▲ Watch the video to hear what Rachel Francine, Co-Founder and CEO, Musical Health Technologies has to say about the Propel@YH Boot Camp and working with Yorkshire & Humber AHSN



Why Leeds hosts Propel@YH

Propel@YH Boot Camps take place in the city of Leeds which nurtures a thriving HealthTech and life sciences sector.

With 109,000 businesses generating over £69 billion, the Leeds City Region is the largest contributor to the UK economy in the North and the largest regional economy outside London. Over 600 businesses in the region supply products and services to the health and care sector.

The region is the UK's leading professional services hub outside of London and is a global leader in key sectors such as technology, healthcare and manufacturing. It also hosts the largest cluster of higher education institutions outside London, with nine universities producing world-leading research and 39,000 skilled graduates each year.

Leeds is home to 27 NHS organisations including national bodies such as NHS England, NHS Digital, Health Education England and the NHS Leadership Academy. 22% of the UK's digital health jobs are based in the region.

The city offers businesses access to a highly skilled workforce of 1.4 million people (196,000 are employed in health and life sciences roles), with 7 million people within an hour's drive, and boasts the highest rate of private sector jobs growth in the UK.

It remains one of the leading locations in the UK for foreign and direct investment, according to Ernst & Young's annual Attractiveness Survey, with significant interest in the digital and business services sectors.

Leeds offers international health innovators an ideal launch pad to take their solutions into the wider Yorkshire and Humber region and then across the rest of the UK.

Turbo-charging NHS market access for international HealthTech innovators



Home to
27 NHS
organisations

196k
people

22%



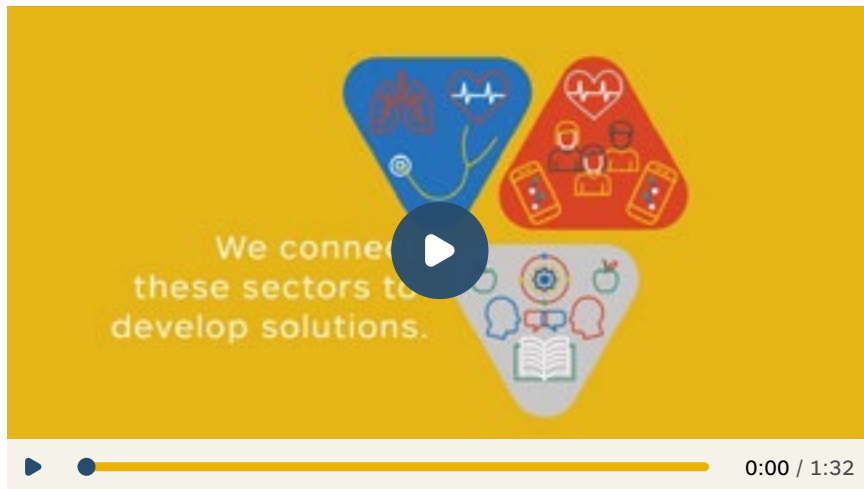
employed
in health and
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roles

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Yorkshire and Humber health innovation infrastructure

Although the Propel@YH programme is held in and hosted by the city of Leeds, Yorkshire & Humber AHSN operates a much broader geographical sphere of influence.

As the interactive map on the next page demonstrates, the Yorkshire and Humber region hosts a rich and diverse range of health innovation infrastructure that includes academic institutions, national and international HealthTech and life sciences companies, health research networks, co-operatives and facilities as well as organisations dedicated to supporting innovator companies. Boot Camp participants are able to access all of the partner organisations through the AHSN who are perfectly placed to broker relationships when there is a mutual interest and an opportunity to collaborate.



- ▲ Watch the video to find out more about the work of Yorkshire & Humber AHSN.



Please click on the eye icons to see the Yorkshire & Humber AHSN health innovation infrastructure.

NETWORKS & CO-OPERATIVES

01. Bradford and Craven Innovation Hub, Bradford Teaching Hospitals NHS Foundation Trust
02. Healthcare Gateway - Faculty of Medicine, Dentistry and Health
03. Humber and North Yorkshire Cancer Alliance
04. Leeds Academic Health Partnership (LAHP)
05. Medilink North of England
06. Medipex
07. National Pathology Imaging Co-operative (NPIC)
08. Nexus at the University of Leeds
09. NIHR Applied Research Collaboration Yorkshire and Humber (ARC)
10. NIHR Children and Young People MedTech Co-operative
11. NIHR Clinical Research Network Yorkshire and Humber
12. NIHR Devices for Dignity MedTech Co-operative
13. NIHR Leeds In Vitro Diagnostic Co-operative
14. NIHR Surgical MedTech Co-operative
15. South Yorkshire and Bassetlaw Cancer Alliance
16. South Yorkshire Innovation Hub
17. Technology Innovation Transforming Child Health Network (TITCH)
18. West Yorkshire and Harrogate Cancer Alliance
19. West Yorkshire Association of Acute Trusts (WYATT)
20. West Yorkshire Innovation Hub
21. Yorkshire and Humber Care Record (YHCR)
22. Yorkshire Cancer Research
23. Yorkshire Universities

HEALTH TECH & LIFE SCIENCES INDUSTRY

01. Advanced Digital Innovation Ltd (ADI)
02. B.Braun Medical Ltd
03. BJSS
04. Brandon Medical
05. DePuy Synthes
06. EMIS Health
07. JRI Orthopaedics Ltd
08. Labcorp Clinical Research Unit Ltd
09. Labcorp Early Development Laboratories Ltd
10. Paxman Coolers Ltd
11. Reckitt Benckiser Science and Innovation Centre
12. Smith & Nephew Wound Management
13. Steeper
14. Teva UK Ltd
15. Thornton & Ross
16. TPP

ACADEMIC RESEARCH

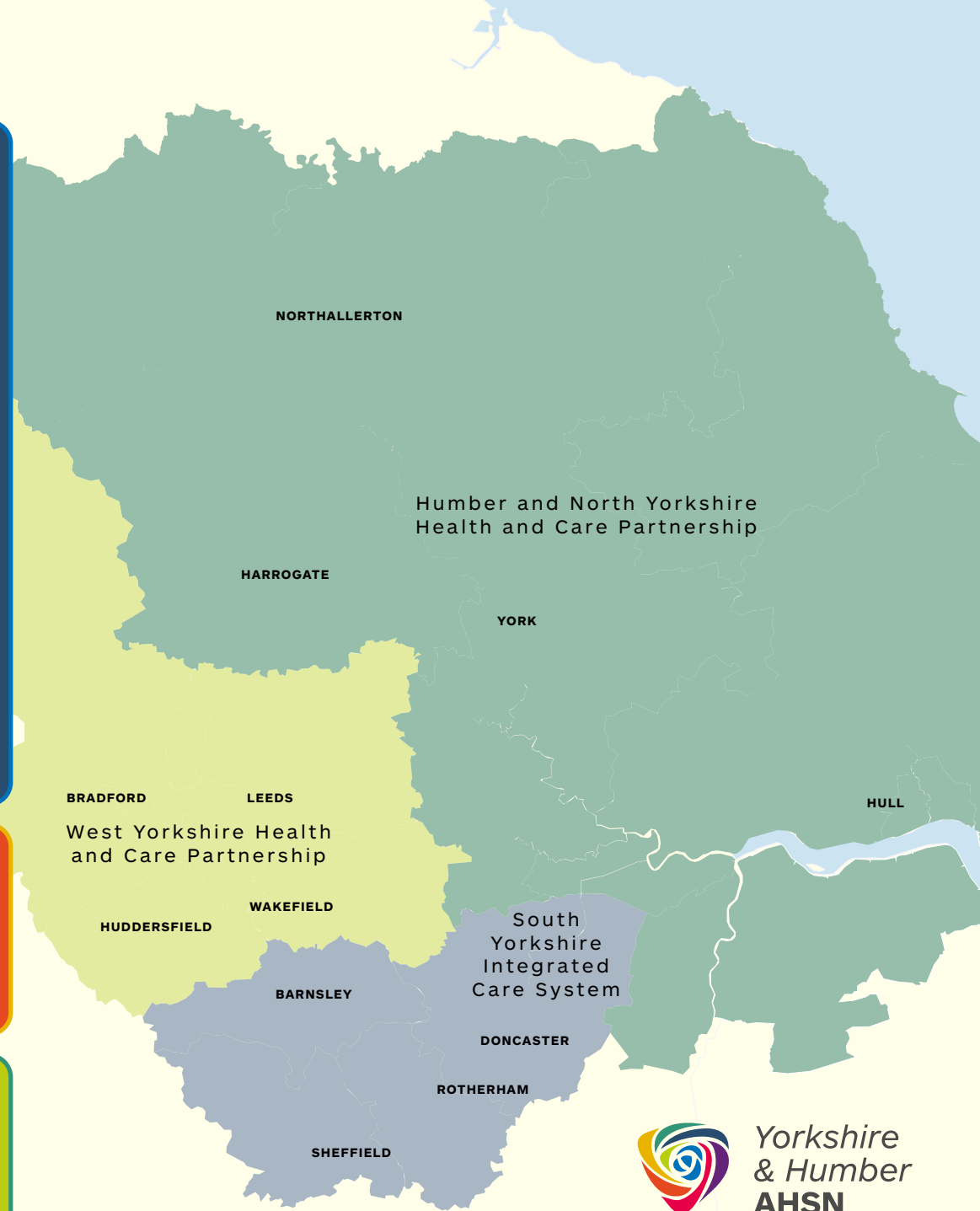
01. Advanced Wellbeing Research Centre (AWRC)
02. Advanced Manufacturing Research Centre (AMRC) and Medical AMRC
03. Aura Innovation Centre
04. Bradford Institute for Health Research
05. Centre for Augmented Intelligence Learning & Technology Integration in Emergency Care (CAILTEC)
06. DATA-CAN
07. Gene Therapy Innovation and Manufacturing Centre
08. Grounded Research at Rotherham, Doncaster and South Humber NHS Trust
09. Improvement Academy
10. Leeds Beckett University
11. Leeds Centre for Personalised Medicine and Health
12. Leeds Institute for Data Analytics (LIDA)
13. Leeds Trinity University
14. National Centre for Sport and Exercise Medicine (NCSEM)
15. NIHR Leeds Biomedical Research Centre (BRC)
16. NIHR Leeds Clinical Research Facility (CRF)
17. NIHR Research Design Service Yorkshire and Humber
18. NIHR Sheffield Biomedical Research Centre (BRC)
19. NIHR Sheffield Clinical Research Facility (CRF)
20. School of Health and Related Research (SCHARR)
21. Sheffield Hallam University
22. Sheffield Institute for Translational Neuroscience (SITraN)
23. Sheffield Olympic Legacy Park
24. University of Bradford
25. University of Huddersfield
26. University of Hull
27. University of Leeds
28. University of Sheffield
29. University of York
30. Wolfson Centre for Applied Health Research
31. York Health Economics Consortium (YHEC)
32. York St John University

SUPPORT ORGANISATIONS

01. 3M Buckley Innovation Centre
02. Barclays Eagle Labs
03. Centres for Digital Innovation (C4DI)
04. Digital Health Enterprise Zone (DHEZ)
05. Digital Media Centre (DMC)
06. Innovation Pop Up, Leeds Teaching Hospitals NHS Foundation Trust
07. Thrive by Design

OTHER

01. Humber Local Enterprise Partnership (LEP)
02. Leeds City Region Enterprise Partnership (LEP)
03. Sheffield City Region Local Enterprise Partnership (LEP)
04. South Yorkshire Mayoral Combined Authority
05. West Yorkshire Combined Authority
06. York and North Yorkshire Local Enterprise Partnership (LEP)



Our partners

Our Propel@YH partners and supporters are selected based on the value they can bring to the programme to help the innovators meet the specific demands of the NHS. They also provide support on all aspects of building a successful and sustainable business and are either local to our region or are national companies that have a strong presence in Yorkshire.

BARCLAYS | Eagle Labs

Eagle Labs, part of the banking group Barclays, is a growing national network of incubator spaces that provide business incubation, mentoring and co-working and office space for ambitious high-growth businesses as well as digital skills development and rapid prototyping through onsite digital fabrication equipment and Industry 4.0 expertise at many of their sites.

Eagle Labs also specialises in positively disrupting industries by bringing together key corporate players, industry bodies, leading universities and start-ups to enable rapid innovation and investment by asking them to collaborate and currently have dedicated LawTech, HealthTech and AgriTech industry-aligned programmes.

HILL DICKINSON

Hill Dickinson is a market-leading provider of legal services to the healthcare and HealthTech sectors. Their dedicated HealthTech team combines experts from their full-service technology practice who act for leading companies specialising in technology, together with experts from their health practice who act across the sector for start-ups, private providers and NHS organisations.

Priding themselves on understanding the key issues and motivators facing those operating in healthcare markets, Hill Dickinson delivers strategic advice and best-in-class support spanning the full legal spectrum.



Our partners



Bringing together the brightest minds from business, technology and academia; Nexus connects global innovative businesses to the world-class research expertise, talent and facilities at the University of Leeds.

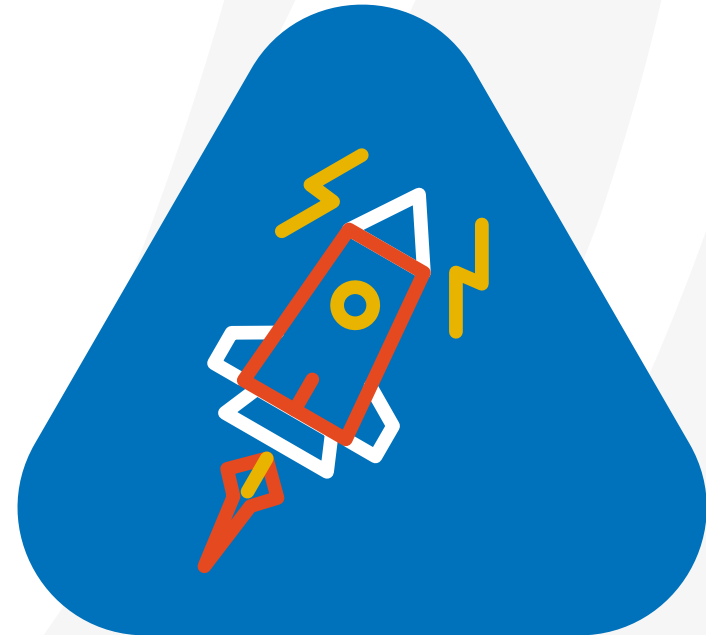
Its team of dedicated relationship managers work with businesses to understand their short and long-term ambitions and put in place a strategic plan that delivers tailored support at key stages; from supercharging research and development to boosting innovation and productivity, to accessing and developing talent through university internships and placements, leadership training or continuing professional development. As well as the breadth of expertise at the University, Nexus also provides businesses with access to specialist service providers, investors, mentors, business advisors and networking opportunities with other entrepreneurs.



West Yorkshire Health and Care Partnership is a large regional 'Integrated Care System', part of the wider NHS healthcare system, that supports 2.4 million people, living in urban and rural areas across the region. They work in partnership with NHS organisations, councils, hospices, charities and the community voluntary and social enterprise sector to improve the health and wellbeing of the people living in West Yorkshire.



Leeds City Council has a central role in the life of the city of Leeds. The council delivers over 500 different services to residents and is dedicated to bringing the benefits of a prosperous, vibrant, and attractive city to the people of Leeds. The workforce is around 15,000 strong and with 99 elected members is embedded into every part of the city and working closely with partners across all sectors, to help strengthen the economy and communities, as well as representing the city nationally and on the world stage – attracting business and investment and promoting what Leeds has to offer.



Find out more:

→ [About Yorkshire & Humber AHSN](#)

→ [About Propel@YH](#)

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