

# Exploring Adoption and Innovation in the Health & Care Sector across Liverpool City Region

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# Exploring Adoption and Innovation in the Health & Care Sector across Liverpool City Region

Here in the Liverpool City Region (LCR) we have an outstanding Health & Life Sciences ecosystem with internationally renowned assets and expertise. Within this we have a strong cluster of NHS Trusts, many specialist trusts, that are internationally renowned for their expertise. Working alongside these we have a range of social care providers who are working to support our local population. When you add in the expertise and assets that we have here with our local Universities and other institutions, there is a strong ecosystem to support innovation. Based in the City Region, we also have a wide range of innovative businesses who are working in the Health Tech space and some great organisations who work to bring these two things together.

LCR has some of the poorest health outcomes across the UK and our health and care sector are continually working hard to improve these. This report aims to look at ways to bring industry and care providers within the sector together and speed up adoption of innovation locally to improve health outcomes and make LCR an attractive place to be for companies working in the sector.

The LCR Health and Life Sciences Board Health Tech subgroup, were keen to explore the current relationships between the NHS Trusts and the business base, to understand the uptake and adoption of local innovations within our local trusts. A series of webinars were pulled together in order to explore this in more detail, hearing from those who are working in innovation in the health and care sector and some of our innovative businesses, to see if there's any further support we can give across the City Region to increase uptake and speed of adoption locally.

The role of the NHS Trusts as Anchor Institutions is going to be key to economic development in the near future given their footprint across the City Region. This was explored within the webinars as a potential driver to support adoption of local innovations and engagement between the Trusts and local businesses on their doorstep.



# Business Webinars

## Webinar 1 – [Watch Recording here](#)

### Speakers:

Welcome & Introduction – Hannah Randles

Cheshire & Merseyside System Priorities and Opportunities – David Sweeney, Executive Director of Partnerships, Cheshire and Merseyside Health and Care Partnership

The Emerging Digital Landscape – Tony Woods, Director of Operations, Digital & Analytics, The Innovation Agency

Innovation in the NHS – Andy Rose, Head of Commercial Engagement & Marketing at The Walton Centre

Procurement in the NHS – Sue Colbeck, Associate Director of Procurement at Liverpool University Hospitals

Liverpool Ventures – Lorna Green, Director of Enterprise and Growth at The Innovation Agency

## Webinar 2 – [Watch Recording here](#)

### Panelists:

Welcome & Introduction – Hannah Randles

Elliot Street – CEO, Inovus Medical

Bernard Ross – CEO, Sky Medical Technology

Rob Halhead – CEO, Docobo

Stephen Tooke – CEO, Tookie

## Webinar 3 – [Watch Recording here](#)

### Panelists:

Welcome & Introduction – Hannah Randles

Bernard Ross – CEO, Sky Medical Technology

Andrew Rose – Head of Commercial Engagement & Marketing, The Walton Centre

Mike Kenny – Associate Commercial Director, The Innovation Agency

Dave Burrows – Founder, Damibu

Kevin Kiely – CEO, Medilink North

Phil Carvil – HealthTec Cluster Manager, Science & Technology Facilities Council, UKRI

### Overview

We heard about the current priorities and opportunities, the role of digital, innovating in the NHS, procurement in the NHS and a potential solution to support the local health and care system to innovate.

It's fair to say that there have been some positives that have come from the pandemic and one of these is the speed and uptake of innovative solutions that meet system needs. We have to continue to work to this model of needs driven innovation, with the local health and care organisations working together, talking to each other and feeding into our local innovators for collaboration and support.

### Overview

The panelists shared their personal experiences of having their products/services adopted in the health and care system – locally, nationally and internationally.

It was evident throughout that they have all worked incredibly hard, over a number of years to get to the position they are today. Motivation and perseverance were key factors in their success alongside making sure they had a real understanding of the make-up of the system that they were selling in to.

### Overview

The panelists shared their reflections on the previous two sessions. There was collective agreement that we need to continue to sustain and build on the recent innovation successes and expedited adoption processes that came about due to the pandemic.

There was also discussion on ways to incentivise innovation within the health and care system and an interesting discussion on funding to support transformation and adoption, rather than just new innovations.

Finally, there was also discussion about exploring other places in the UK or overseas that are successful in adoption of innovation to see what we can learn from others.

# Key Findings

## 1. Communication:

- Networking and getting yourself known to key local stakeholders are important
- Routes of communication are key between the system and industry
- Needs driven innovation is key
- There needs to be a benefit for everyone involved when a product/service is adopted
- Whole system approach is needed, it's not just one team within an organisation who is responsible for innovation
- When the health and care system brings together everyone together in this process, things happen much faster

## 2. Barriers:

- Costs of regulations and IP can be a major barrier
- Access to people in the system and their time is a major barrier to the speed of adoption
- No two health and care organisations are the same
- Learn the system that you're dealing with and really understand the different processes and teams that need to be engaged with the adoption process
- Funding to support early stage development
- Funding to support trials/testing of products/services in the health and care system
- Funding and support with increasingly demanding regulatory requirements
- Funding for transformation and system change, not just new innovations

## 3. Health & Care Organisations/Systems:

- Incentivising innovation and improvement for health and care staff by connecting this to career progression has been successful elsewhere
- Co-creation is key and involving industry at the early stages to work together on solutions is important
- We must challenge the 'norm' in terms of processes and procedures
- The time is now! There's a real opportunity and appetite to collaborate locally and the pandemic has allowed innovation and adoption of innovation to speed up
- Learn from others nationally and internationally to see what they do well and whether we can replicate anything locally

## Enabling Factors:

- Universities – health economics expertise and support, potential partners for innovation funding.
- Innovation Agency – support to understand local needs of trusts, support in creation of funding bids.
- Liverpool Health Partners – support to understand local needs of trusts.
- Growth Platform – support to connect needs with local business base, support for funding opportunities for businesses.
- Medilink – membership organisation for businesses within the sector
- Bionow – membership organisation for businesses within the sector

## Recommendations:

- Leverage 'Anchor Institution' potential in relation to connecting up our local businesses with our local Health and Care sector
- Exploration to create a framework to support business case creation which can be personalised and localised depending on the organisation interested in purchasing
- Leverage health economics expertise and support from local institutions
- Find ways to feed the needs and priorities of the local Health and Care sector to our local businesses in a coherent, inclusive way
- Explore the potential for a pilot fund to support transformation in the Health and Care sector
- Leverage other funds such as the Future Innovation Fund to support local innovations
- Ensure businesses are connected into relevant local support programmes to take advantage of the available opportunities that will help with an understanding of regulatory, IP, NHS access, reimbursement etc.