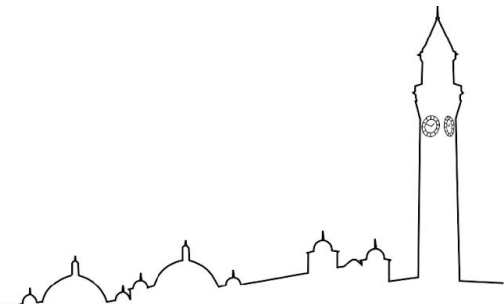


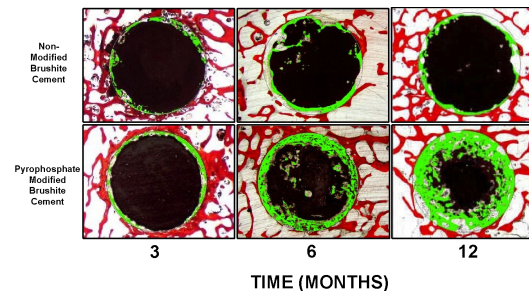
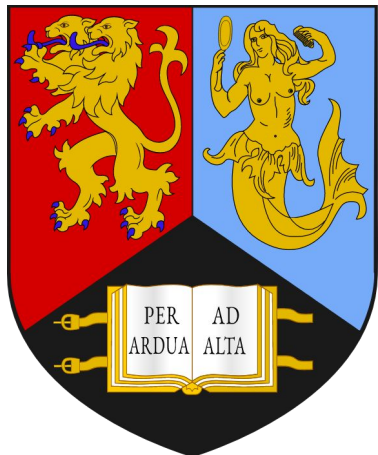


# What are the challenges and opportunities in introducing new technologies to the market for modern healthcare?

Prof. Liam M Grover, FMedSci  
Director of the WMHTIA and the HTI  
Healthcare Technologies Institute (HTI)  
University of Birmingham, @DWLiam



# My history

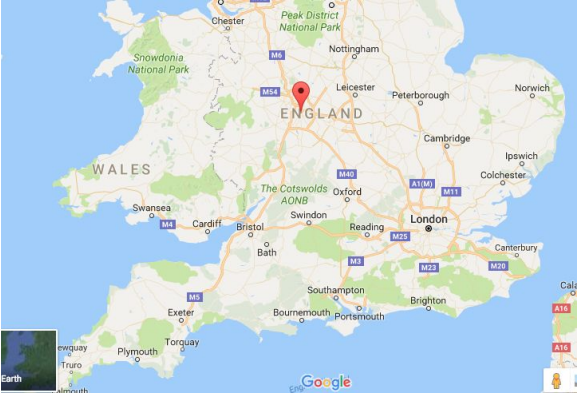


- An academic (>200 papers) but always maintained a focus on translation
- >30 patent filings
- Four products concept  patient
- Now helping others with that journey



BIRMINGHAM BIOTECH

# Birmingham, UK



# What most people probably know Birmingham for.....



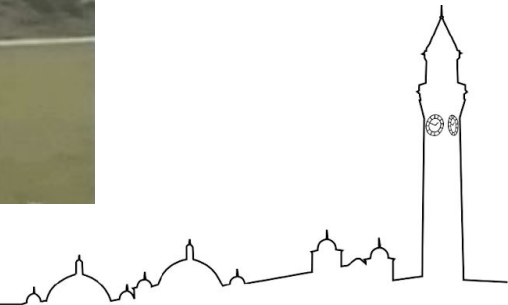
The home of the Peaky Blinders

# A sector with growing importance

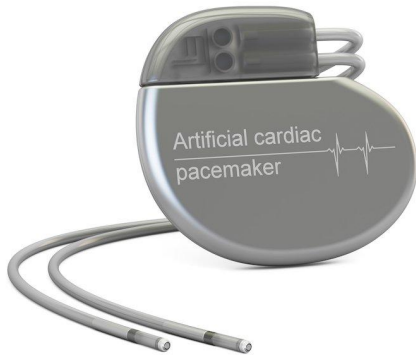
- UK market valued at £17bn and set to grow to £21bn
- World market currently estimated to be £420bn
- Demand for new medical technologies is unprecedented and continued delivery of national healthcare is dependent on the deployment of new and more efficient processes
- So what is stopping us.....

# Translation of medical technologies.....

.....failure to launch!



# One of the major challenges in this sector is diversity



# What is claimed and how it is used are critical



Class I



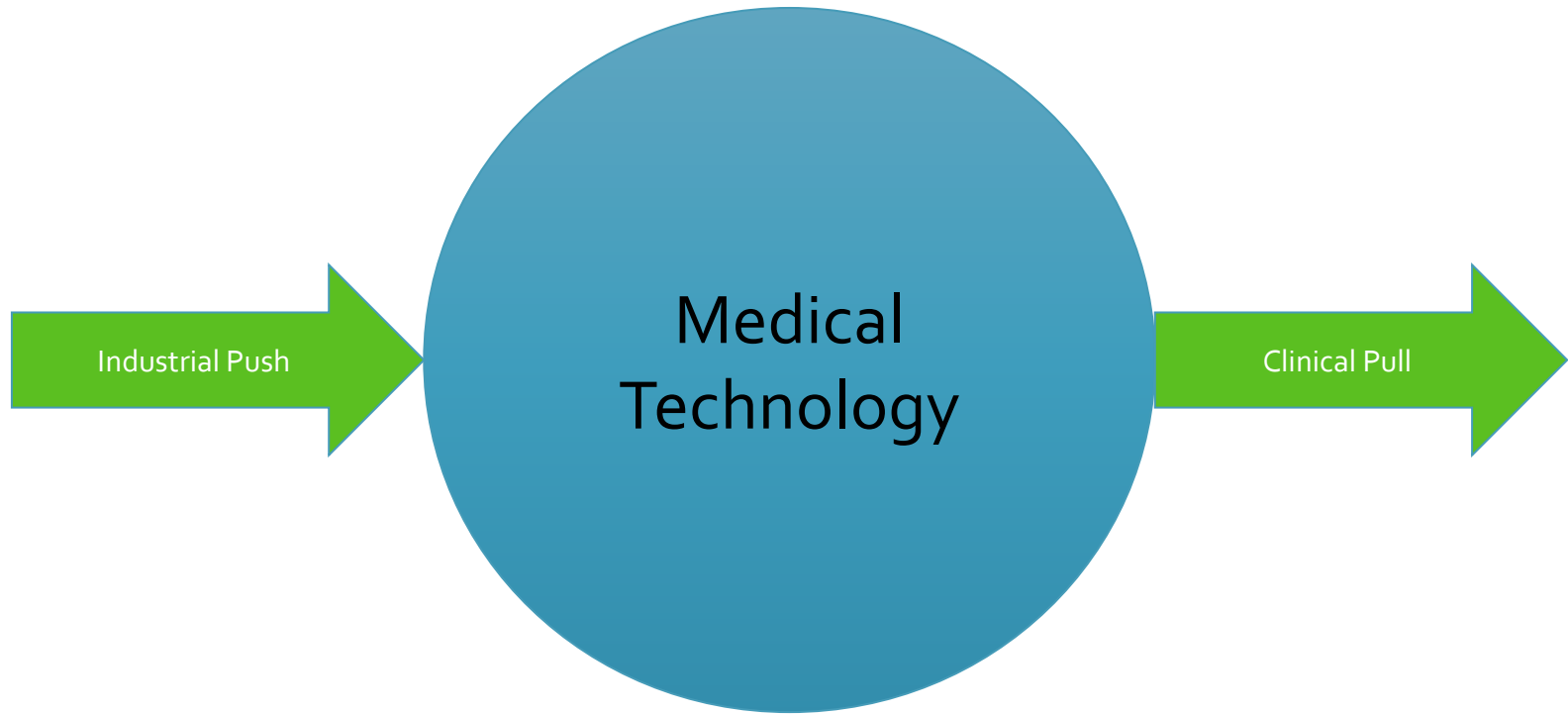
Class II



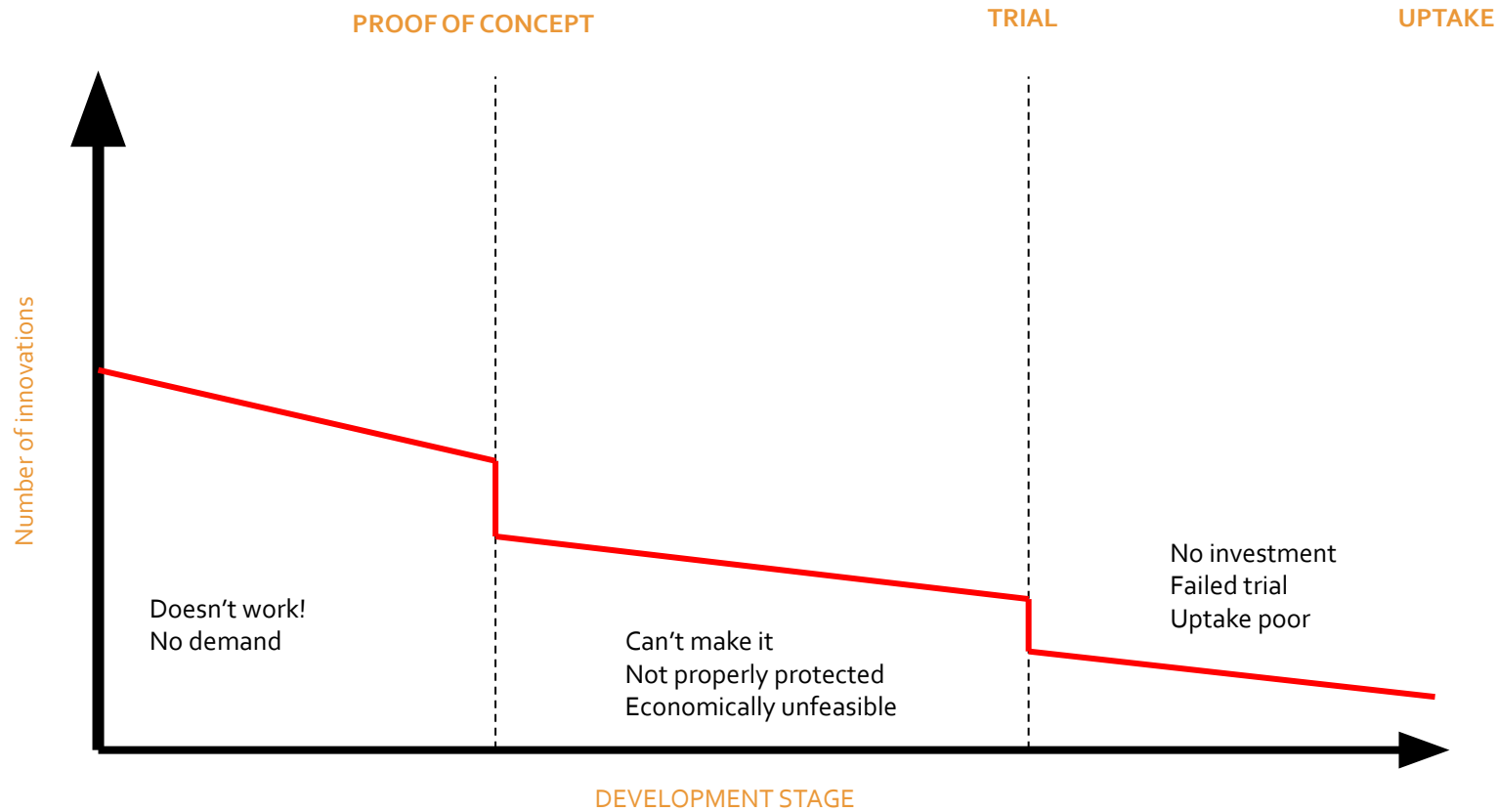
Class III



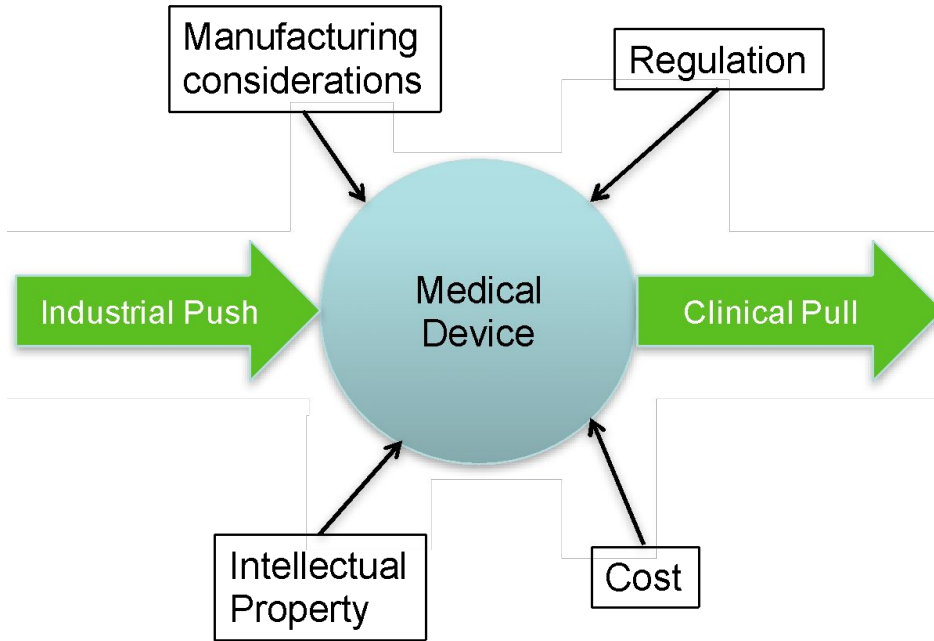
# Establishing the usefulness of a technology



# There is a high rate of attrition in the med tech sector



# Helping innovators to plan their route sooner



# The Innovation Accelerator Program

[Home](#) > [News](#) > [£100m R&D levelling up funding awarded to accelerate innovation](#)

## £100m R&D levelling up funding awarded to accelerate innovation



17 March 2023

The Innovation Accelerators programme is investing £100 million in 26 projects to accelerate the growth of three high-potential innovation clusters.

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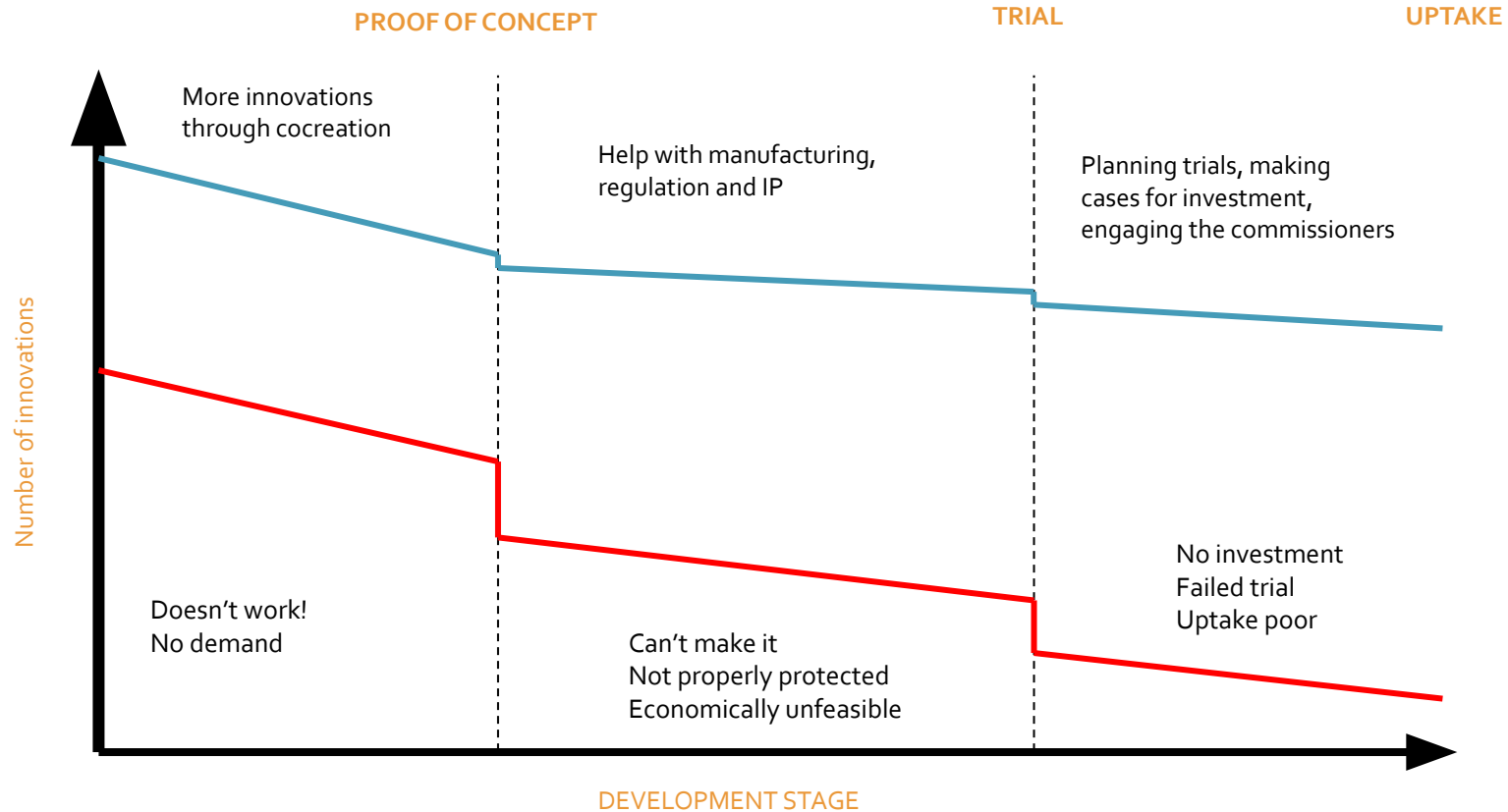
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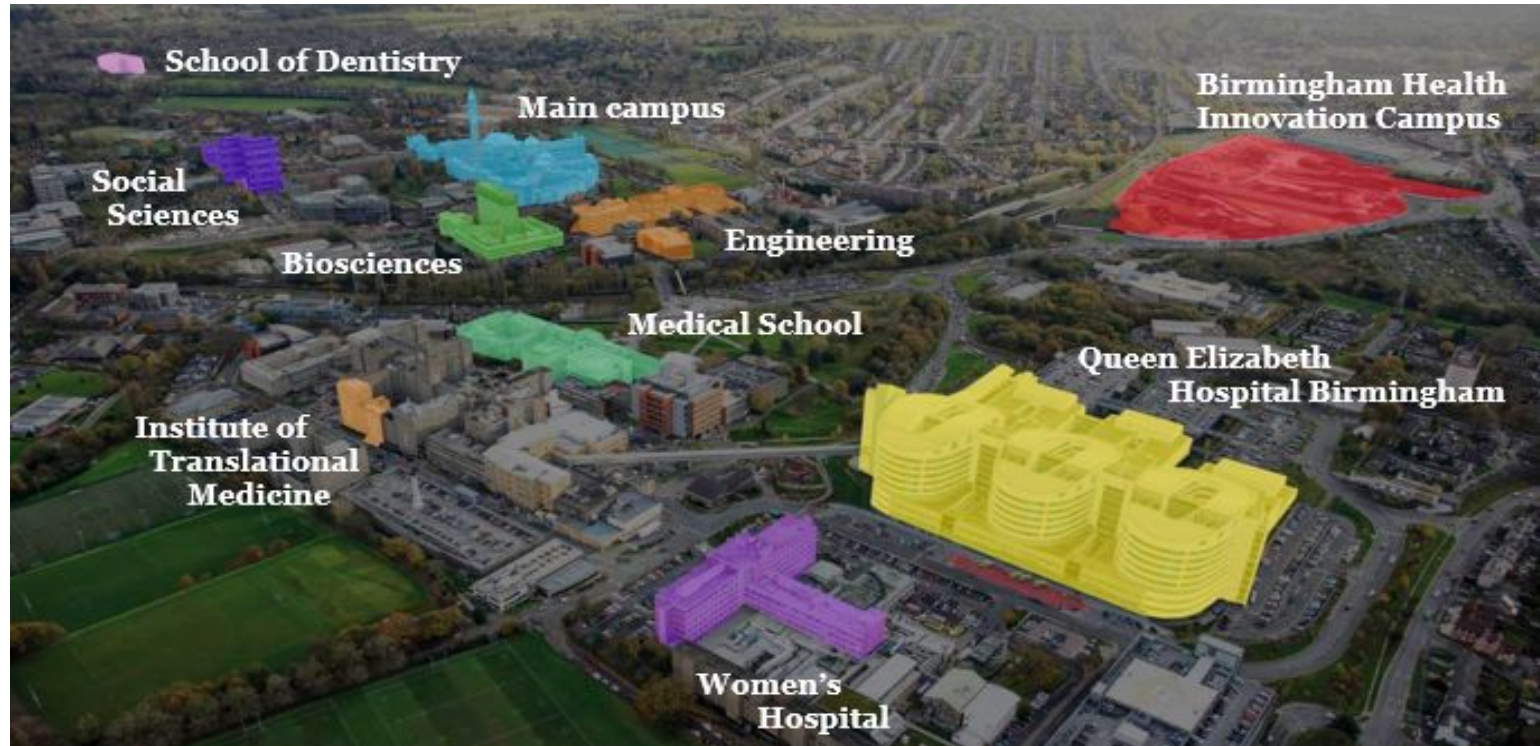
£16million awarded to an 19-partner consortium led by University of Birmingham for a single, unified regional HealthTech Innovation Accelerator



# Targeting support at pinch-points in development



# Strategic investment in healthcare sector based around UoB campus



# Precision Healthcare Technology Accelerator (PHTA)



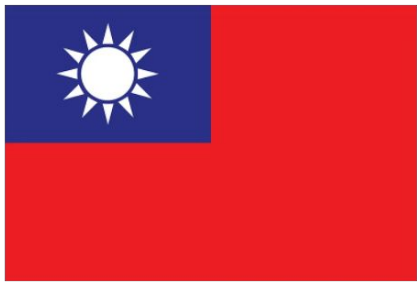
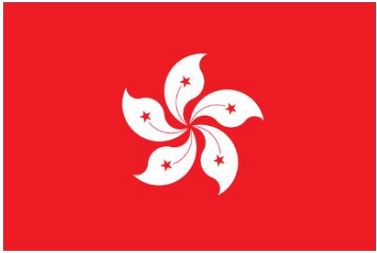
- New development close to campus/hospital
- To house clinical infrastructure
- Colocation with companies engaged in the sector
- Will provide supportive environment for growth

# What the West Midlands can offer

- Patient population – diverse and serving a population the size of Scotland
- Proximity to top ten universities within the UK (Birmingham, Warwick)
- Comparatively low living costs
- A city with the highest level of external investment outside London
- (proximity to London – 1h 12min by train – far lower overheads)



# Med tech is a global market



# WMHTIA International Assembly, *Conference, Exhibition and Brokerage Event*

3 December 2024, National Exhibition Centre (NEC), Birmingham, UK

- Meet industry experts and learn about the latest technology and market trends in healthcare
- Connect with leading-edge innovators and world-class research teams in the UK
- Access knowledge of the UK healthcare market and get support to establish your business in one of the country's most prominent regions in health tech and life sciences
- Identify collaborators for EUREKA and Horizon Europe-related project development
- Extend your networks globally at a truly international event attracting a range of innovators from across Europe and beyond

## **Exclusive offer:**

- FREE access to conference, exhibition and international brokerage event supported by the Enterprise Europe Network
- FREE exhibition space offered to international visitors (subject to availability)
- FREE organised visit on 4 December to Birmingham Health Innovation Campus (BHIC), Medical Devices Testing and Evaluation Centre (MD-TEC) and Institute of Translational Medicine (ITM) followed by a networking lunch

# *Thank you!!!*

Please feel free to reach out if you would like to discuss the development of any of your technologies.....