

# MedTech **CONSULTING** Case Study

## COMMERCIALISATION AND IP STRATEGY DEVELOPMENT: A novel self management app for dental health

### The challenge

The client was developing a state-of-the-art self-management dental app to improve oral health. The client wanted to review the current IP associated with the app and explore the IP landscape in which the potential future app developments reside.

The client wished to explore potential monetisation strategies to achieve commercial success and increased adoption, whilst aiming to keep the app free to end-users so not to increase health inequalities.



### The outcomes

Working with HEE enabled the client to understand their IP position and develop a plan to defend and protect their assets.

By considering the various monetisation strategies, the client was able to decide on a medium-term commercial strategy, of which could feed into national funding scheme applications, such as SBRI Healthcare.

*"MedTech CONSULTING have supported us with a knowledgeable and personable service. We hope to work with them again in the future."* **Company Representative**

# MedTech **CONSULTING**

Health Enterprise is uniquely connected with the NHS, medical technology industry and governmental organisations, and provide advice and support to each of these key parties in the healthcare innovation landscape.

Our MedTech **CONSULTING** team use clear and validated tools and methods to produce the best advice, knowledge and insights for medtech companies to be commercially successful.



## MedTech **MARKETS**

A methodical approach to market access and business strategy.



## MedTech **IP**

Understanding IP position and due diligence for investment and growth.



## MedTech **INSIGHTS**

Providing clinical pathway, procurement and reimbursement Insights.



## MedTech **CONNECT**

Connecting businesses with clinical and technical experts.



## MedTech **ECONOMICS**

Understanding value proposition, economic impact and pricing.



## MedTech **INTEGRATION**

Providing connectivity analysis and solutions to healthcare systems.



## MedTech **INNOVATION**

Advising on and delivering healthcare innovation programmes.