

MedTech *CONSULTING* Case Study

MARKET ANALYSIS: Hear Glue Ear

The challenge

The Hear Glue Ear uniquely combines a bone conduction headset with a microphone for children with glue ear. After the prototype was developed, the inventor approached HEE's MedTech CONSULTING team to carry out a Commercial Proof of Concept to supplement their own competitor analysis and clinical studies.



The outcomes

The client was presented with a detailed final presentation describing potential challenges and novel opportunities for the innovation, alongside the health economics assessment detailing the cost benefit for the NHS.

MedTech CONSULTING team gave independent verification market information, which subsequently enabled further successful funding for the project. **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.