

MedTech *CONSULTING*

At Health Enterprise East we believe in improving healthcare through technology and innovation.

We are 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 consulting offer uses clear and validated tools and methods to produce the best advice, knowledge and insights for medtech companies to be commercially successful.

We understand markets, provide insights, investigate health economics, facilitate connections, manage IP and advise on data integration and innovation.

GUIDANCE AT EVERY STAGE

HEE works with the NHS and medtech companies to help turn innovative ideas into products and services that will benefit patients, the NHS and the wider economy.



OPPORTUNITY
SPOTTING &
VALIDATION



CONCEPT
DEVELOPMENT &
PROOF OF PRINCIPLE



BUSINESS MODEL
& PLAN



PRODUCT
DESIGN



TEST & OPTIMISE
PRODUCT



LAUNCH
& LEARN

We can support you at every stage of the product development pathway.

MedTech **CONSULTING**



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.