MEDICAL TECHNOLOGY EVALUATION - product development using clinical insight and data.
Insight and feedback from clinicians using MedTech products will drive enhancements and help articulate benefits to customers.
UHS works with MedTech companies at all stages of the product development process to provide clinical insight
This includes:
- provision of anonymised patient data,
- documentation of benefits (financial, clinical, operational) experienced with the use of products,
- Evidence and practice based suggestions to iteratively improve existing products, through beta-testing within a clinical environment
- Co-design of new products.

CLINICAL AUDIT post-market surveillance of product performance.
Real-world retrospective assessment of performance and safety of devices and implants.
UHS works with MedTech companies to perform retrospective product evaluations in a 'regulatory sponsor' role, using data and consultant reviews.

Recent studies have included:

- Using data to review the safety of implants using reporting of device-related intra-operative and post-operative Adverse Events
- Using consultants to review the performance of implants via clinical data audits, for example healing rate of patients;
- Provision of data and assessment to support the 2017 updates to Medical Devices Regulations requiring the strengthening of post-market surveillance requirements for manufacturers.

THE NHS AS A CLIENT - improving relationships with the NHS
Navigating the complexity of a NHS account: decision makers, budgets, procurement, and contracting.
UHS runs a course specifically aimed at the MedTech industry to support key account managers and other key staff better understand how strategic buying decisions are made and by who and how to better pitch transformative solutions to NHS Trusts.

Each course is tailored to the participant organisation's specific objectives.
Delegates will:
- Understand how a Trust's product choice is governed locally and nationally
- Understand Trust decision making – how to best interact with clinicians, commercial, operational management, and procurement functions
- Gain direct access to senior or Director level representatives from Strategy, Finance, Commercial, Procurement, and R&D, and the appropriate clinical Divisions.