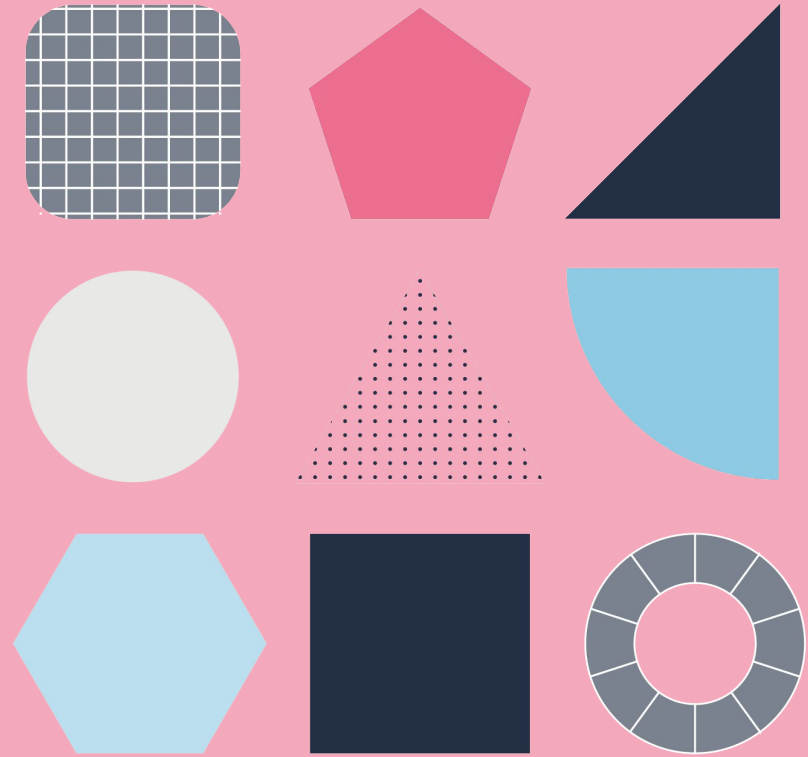


Digital Health and AI

Approved • Reimbursed • Adopted

Our mission

Improving health
for all by
supporting
innovation.



We provide end-to-end services for the entire health innovation ecosystem

Guidance for
implementers & funders

Support for **innovators**



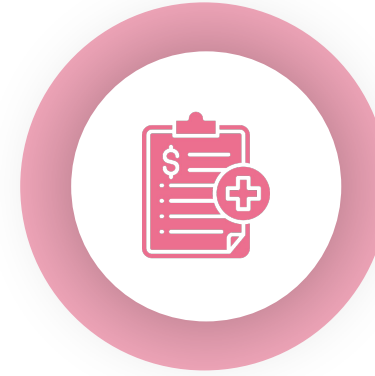
Strategic advisory

Optimise your solutions and ensure successful implementation



Clinical evidence

Win customers with robust, pragmatic clinical evidence



Health economics

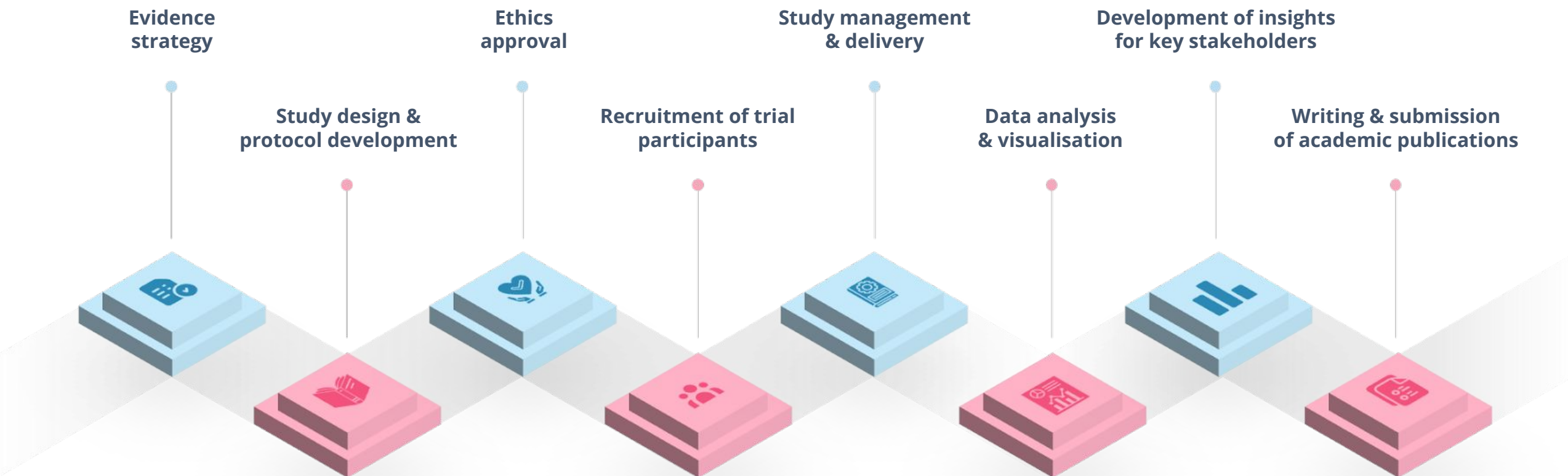
Demonstrate the ROI of your solution to key decision-makers



Go-to-market

Get approved and commercialised in priority markets

We provide end to end support to evaluate solutions



Who we work with

100+ collaborations with leading innovators across the global healthcare industry



Our work delivers real impact for our clients

Evidence to win national contract renewal

Evaluated a primary care solution through mixed-methods research and health economics to evidence impact and secure national NHS contract renewal.

US RPM reimbursement strategy

Assessed a remote monitoring solution, analysing CPT codes, denial risks, and key insights from payer and provider stakeholders to optimise reimbursement for RPM and CCM services.

Global LLM oncology evaluation

Used clinical simulation to evaluate an LLM oncology tool across four geographies using synthetic breast cancer cases and oncologists with results published at ASCO.

Clinical evaluation for LLM SaMD submission

Conducted analytical validation and clinical evaluation to support regulatory submission of a medical device LLM as Software as a Medical Device (SaMD).



Our team bring expertise from world-leading universities, health systems and professional services organisations



Gianluca Fontana
CEO and Co-founder

- Supported leading global life sciences companies across 10+ markets
- Background in health policy, innovation and management consulting (McKinsey)



Dr Saira Ghafur
CMO and Co-founder

- Leading innovation expert across healthtech and pharma
- Consultant Respiratory Physician in the UK NHS



Dr Jack Halligan
COO and Co-founder

- Led projects for life sciences and health systems organisations for 15+ years
- Medical doctor, management consultant (McKinsey) and business leader



Ryan Callahan
Senior Director, Head of US

- Supported life sciences organisations in US and globally
- Leader of our work on disease pathway analysis for pharma companies



Dr Gareth Obery
Head of Digital Health & AI

- Leads evidence-generation projects for digital health and AI SMEs
- Background as a medical doctor with a MSc in Applied Digital Health (Oxford)



Dr Des Conroy
Head of Capability Building

- Experience delivering exceptional learning programmes for pharma
- Leader of our work on capability building



Dr Mehul Patel
Advisor

- Primary care expert (and practicing physician) and health informatician
- Leader of our work at the intersection of pharma and digital health

Our global network gives deep insight into every key market

100k

EXPERTS

600+ experts from 40+ countries in our immediate network; 100,000+ through our partners.

10x

FASTER

Access to clinicians and experts within hours/days instead of weeks.

ALL

THERAPEUTIC AREAS

Every major therapeutic area and healthcare topic is covered by our experts.



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

FROM TOP ORGANISATIONS



Our quality and expertise makes us different

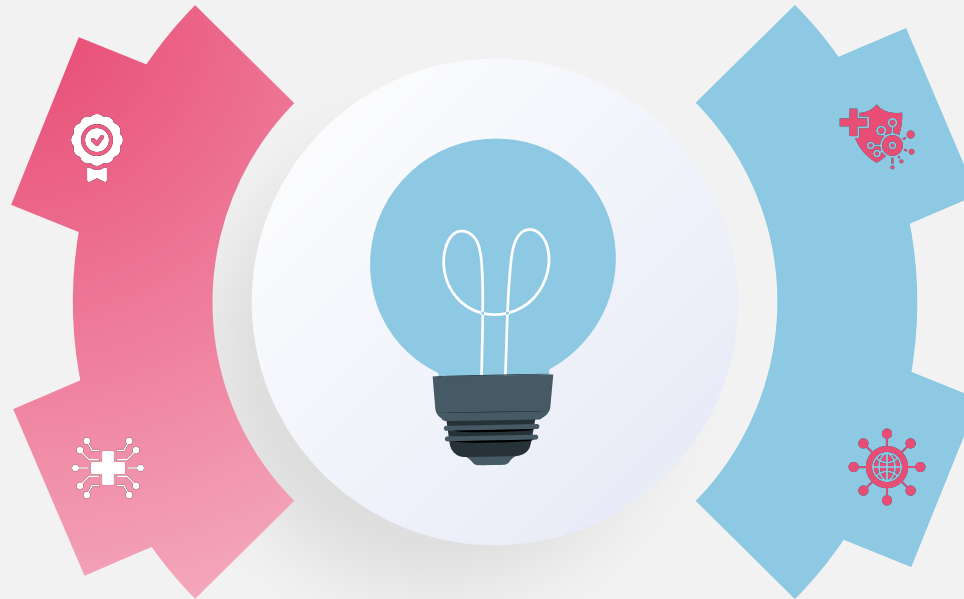
One of the few consultancies dedicated to digital health and AI evaluations, combining global expertise and deep clinical insight to accelerate impact.

Exceptional client service

We deliver to the highest clinical and academic standards, helping you reach your business objectives with speed and precision.

Digital health experts

We understand the challenges faced by digital health and AI innovators face.



Clinician-led

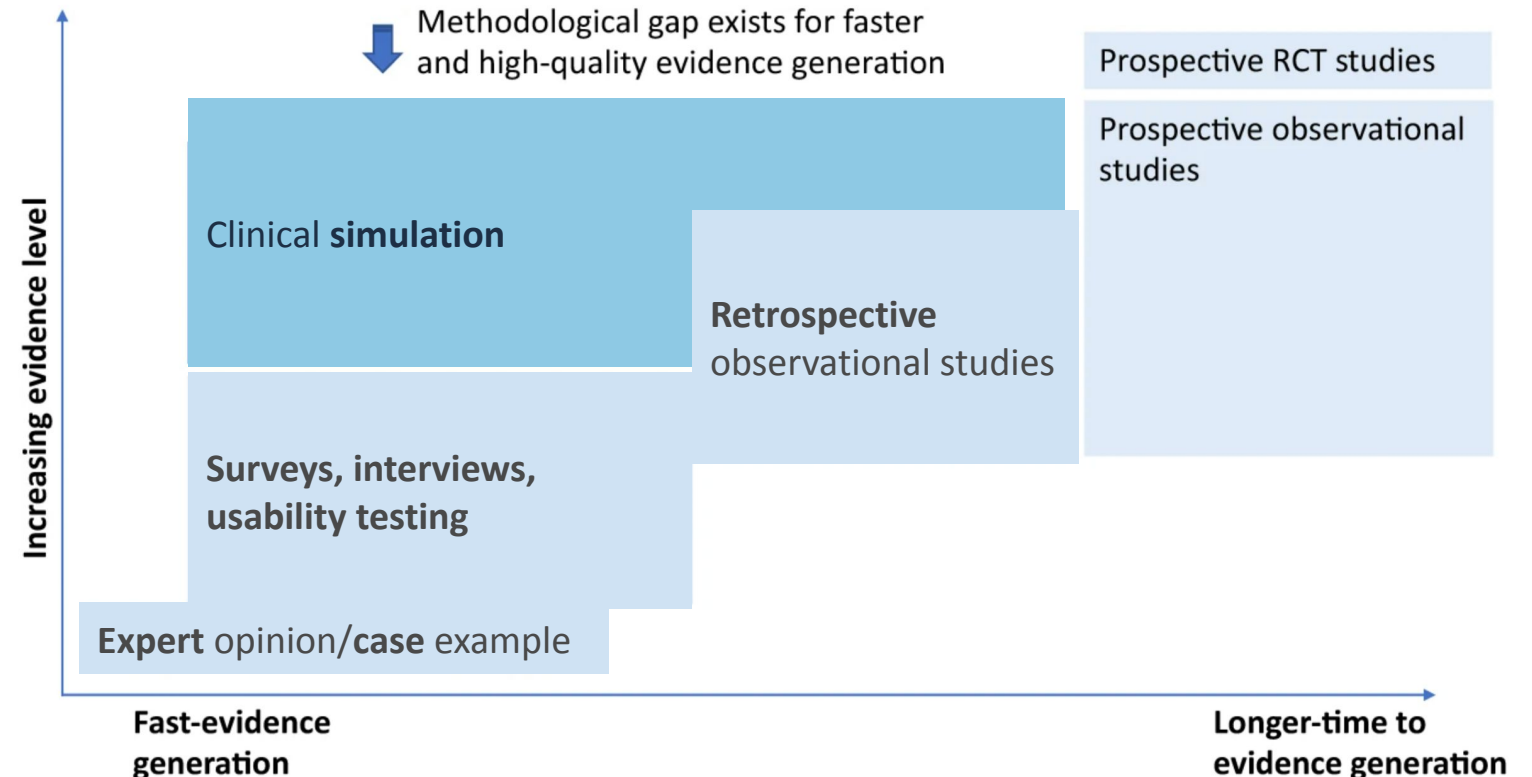
We ground our work in the realities of delivering care, ensuring our recommendations work in the real world.

We work globally

We leverage deep knowledge of key markets from a worldwide network of hundreds of medical doctors and health professionals.

We have published in Nature Digital Medicine on the use of innovative evidence generation methods in digital health

345 citations as of Q3 2026



Note, the position of each methodology is meant to be illustrative and reflecting general cases.

Source: [Challenges for the evaluation of digital health solutions—A call for innovative evidence generation approaches \(2020\)](#)

Strategic advisory

We ensure the right solutions are funded and implemented



Understand where solutions provide the most impact

› Care pathway mapping

Map your patient journey to understand where and how your solution will have the most impact.

› Clinical workflow mapping

Map the specific workflow of clinicians to understand the pain points and opportunities for your end users.

› Health system analysis

Understand patient populations, key decision-makers, and relevant policies in your priority markets.



Optimise your portfolio of solutions

› Evaluate the viability of potential solutions

We define the true value proposition, market requirement, and strategic alignment of emerging technologies.

› Evaluate your technologies

We conduct rigorous audits of clinical and economic evidence to quantify current performance and forecast future impact.

› Prioritise your portfolio

We build bespoke frameworks to objectively compare technologies, allowing you to prioritise those with the highest likelihood of commercial and clinical success.



Ensuring financial sustainability

› Maximise return on innovation

Ensure the investment or project is market ready by independent verification of the business case to derisk procurement.

› Commercialisation strategy

Develop a revenue model and identify the right reimbursement pathway

› Pricing strategy

Use the value proposition, economic evidence, and new insights from potential buyers to develop a value-based price for the solution.

Clinical evidence

We help you win customers with clinical evidence tailored to digital health

01

Understand what evidence you need

> Clinical evidence strategy

Understand your solutions claims, conduct a gap analysis, and develop a plan to fill those gaps.

02

Generate evidence

> Clinical trials

Get end-to-end clinical trial support, including study design, recruitment, delivery, analysis and publication

> Real-world evidence

Show the impact of your solution by leveraging real-world data sources and analysing user data.

> Clinical simulation

Use synthetic patient to rapidly generate evidence with real users in simulated clinical scenarios.

> Other methods

Conduct user research, interview studies, surveys, feasibility studies, and more.

03

Communicate your evidence

> Academic articles and abstracts

Publish in high-impact medical journal:

> Case studies and white papers

Synthesise your evidence into a professionally produced report to showcase your results.

Our clinical simulation methodology enables rapid digital health evidence generation

Clinical simulation

- Rapid, highly controllable and fits the agile nature of digital health development roadmaps
- Situates end-users in realistic, controlled scenarios without needing access to real patients.
- Validated in peer-reviewed publications (e.g., [Nature Digital Medicine](#), [Royal College of Physicians Future Healthcare Journal](#))

Our capabilities

- **Synthetic data generation:** Realistic, high-fidelity cases validated by senior clinicians, including imaging & reports.
- **Generative AI / LLM applications:** Innovative methods for creating and testing AI-driven health solutions.
- **Data generation at scale:** Ability to rapidly create the evidence clients need for regulatory and market entry.

Key benefits



Rapid – Results ready to publish in <6 months, not years; avoids lengthy governance and ethics hurdles.



100% controlled – Safe environment, no patient risk, secure data handling.



Global – Run studies virtually with clinicians across geographies.



Adaptable – Run studies in parallel with feature development and iteration.

Health economics

We help you demonstrate the economic value of your solution to customers and decision-makers



Start building your economic case

› Business case development

Define a value proposition that resonates with customers and align with financial incentives and reimbursement frameworks in priority markets.



Generate robust economic evidence

› Early economic modelling

Use publicly available data and benchmarks from published literature to start showing the cost-effectiveness of your solution.

› Customer-facing ROI tools

Equip sales teams with interactive cost-calculators and ROI tools, and develop sales-ready case studies and reports.

› Health economics evaluations

Generate HTA-grade evidence of cost-effectiveness via cost-effectiveness analysis (CEA), cost-utility analysis (CUA), or budget impact analysis (BIA).



Secure reimbursement

› HTA/payer submissions

Prepare for payer coverage decisions (e.g. AMCP dossiers), compile HTA submission and coverage dossiers, and prepare for negotiations with key customers.

We are experts on the generation of health economics evidence

- Economic evidence is the most crucial type of evidence for digital health innovators. In a recent survey, **94% of investors said demonstrating value for money is either “important” or “very important”** for the success of digital health companies.
- Economic analysis helps to quantify your value proposition to **support pricing, procurement, and reimbursement decisions**.
- The **reimbursement landscape for digital health solutions is complex and evolving** - the FDA in the US, BfArM in Germany, the HAS in France, and NICE in the UK have all published guidance to help innovators compile the evidence required to aid reimbursement.

Source: [Generating economic evidence for digital health solutions \(2024\)](#)

Go-to-market

We help you get to market and accelerate adoption



Understand your priority markets

› Care pathway mapping

Map your patient journey to understand where and how your solution will have the most impact.

› Clinical workflow mapping

Map the specific workflow of clinicians to understand the pain points and opportunities for your end users.

› Health system analysis

Understand patient populations, key decision-makers, and relevant policies in your priority markets.



Get regulatory approval

› Regulatory strategy

Map regulatory pathways for Software as a Medical Device (SaMD), draft your intended use statement and understand your risk classification.

› Cybersecurity & data privacy

Achieve compliance with cybersecurity and privacy requirements for digital health solutions (including compliance with IEC 81001-51).

› Regulatory submission

Document the clinical evidence of your SaMD (clinical evaluation plans and reports) and prepare your regulatory submission in the UK, EU & US (including compliance with IEC 62304, IEC 6266-1, and IEC 82304).

› Quality management system (QMS)

Get support to build and implement a QMS to meet ISO standards (e.g. ISO 13485).



Commercialise your solution

› Go-to-market strategy

Understand your value proposition, develop a convincing business case, conduct stakeholder mapping, and speak to potential buyers of your solution.

› Commercialisation strategy

Develop a revenue model and identify the right reimbursement pathway

› Pricing strategy

Use your value proposition, economic evidence, and new insights from potential buyers to develop a value-based price for your solution.

We enable you to access key global markets



US

FDA regulatory strategy – Define the regulatory route (e.g., 510(k) and De Novo pathways), classification, and submission plan.

Reimbursement strategy – Develop CPT/HCPCS coding and coverage strategy.

Payer and provider insights – Assess adoption drivers and barriers across US health systems.



UK

MHRA/UKCA pathway – Clarify regulatory requirements for market entry.

NICE EVA and HTA requirements – Map evidence expectations and prepare submissions.

NHS pathway fit – Align solution to NHS workflows and commissioning needs.

NHS procurement – Understand buyer dynamics and key decision-makers.



Europe

MDR/CE compliance – Build a regulatory and evidence strategy for MDR approval.

DiGA/DiPA access – Navigate German digital health reimbursement pathways.

Pan-europe submissions – Support for emerging digital health reimbursement models such as the PECAN in France.



Global

Global health strategy – Position your solution for WHO and NGO adoption.

Asia-Pacific access – Explore market entry routes across leading APAC economies.

Middle East expansion – Map regulatory and reimbursement opportunities in GCC markets.

African opportunity – Unlock access to markets, funders and partners.

FDA



NICE National Institute for Health and Care Excellence

NHS

HAS
HAUTE AUTORITÉ DE SANTÉ



MHRA
Regulating Medicines and Medical Devices

Case studies

Strategic advisory

We helped Wellcome Leap - a world-leading philanthropic - to prioritise 12 new diagnostics aiming to cut stillbirth rates by half



What we did

- As part of **Wellcome Leap's *In Utero* program**, engaged with funders, grantees, and industry experts to identify the most promising innovations to cut stillbirth rates
- Evaluated 12 technologies against criteria for success in the **US, UK, Uganda, and India**
- **Designed a new pathway** to scale that addressed health system structural barriers
- Delivered **commercialization training** to scientific teams

Impact

- Wellcome Leap's *In Utero* program **gained renewed funding into second phase** in line with our recommendations
- Conducted **rapid review in <2 months** with input of 15+ global industry experts

Source: [Wellcome Leap In Utero Program](#)



Clinical evidence

We generated clinical evidence to support UKCA Class I submission of an LLM-based clinical search engine

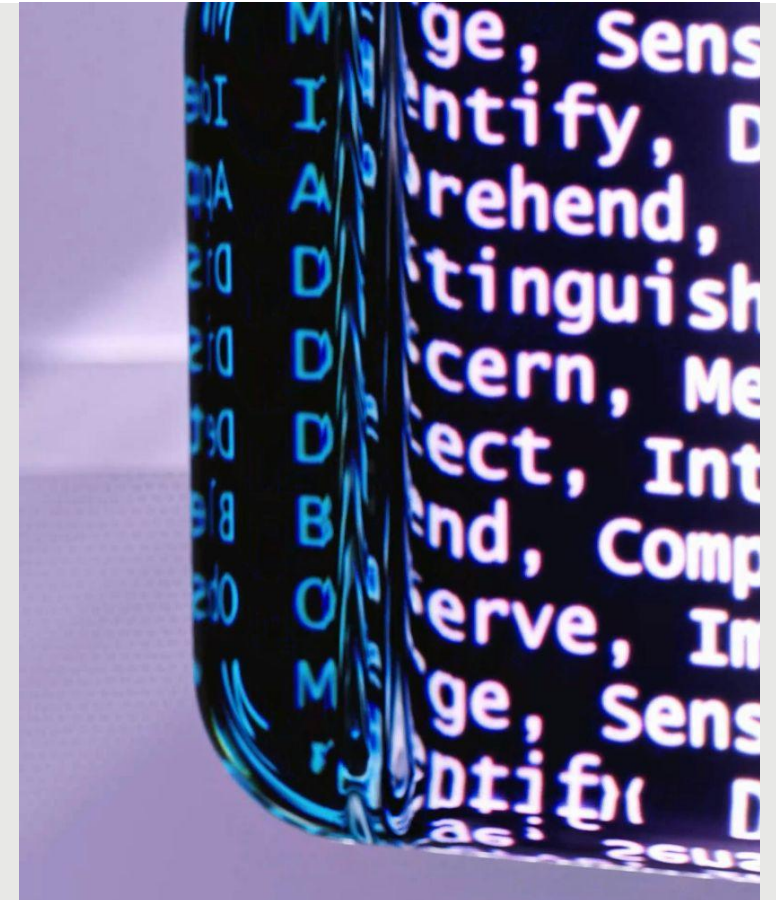


What we did

- **Developed a study protocol** that meets regulatory requirements for a UKCA Class I submission.
- **Conducted at scale human-in-the-loop analytical validation** using a synthetically generated Q&A question bank
- **Conducted a clinical validation study** with primary care physicians.
- **Developed synthetic patient data** and using clinical simulation to evaluate the technology.

Impact

- Robust, regulator-ready evidence to **meet UKCA Class I standards**
- Comprehensive **end-to-end evaluation report** to support regulatory submission



Funded by x2 successful
Innovate UK grants

We published in New England Journal of Medicine on the regulatory landscape for AI-enabled medical devices in major markets

What we did

- **Collaborated with David Blumenthal**, internationally renowned health policy expert to assess existing and planned regulations in several countries
- Conducted desk review and interviews with high level **government advisors and experts**
- **Profiled regulatory approaches taken by seven countries**, including the US, EU, UK, Canada, Japan, Australia, and South Korea

Impact

- Published in world-leading topical journal **NEJM AI**
- Engaged with major international NGOs, including **OECD**

Publication: [Cross-National Trends in Regulation of Health-Related Artificial Intelligence](#)



We evaluated a large language model (LLM) for oncologists, and published the results in ASCO and JCO

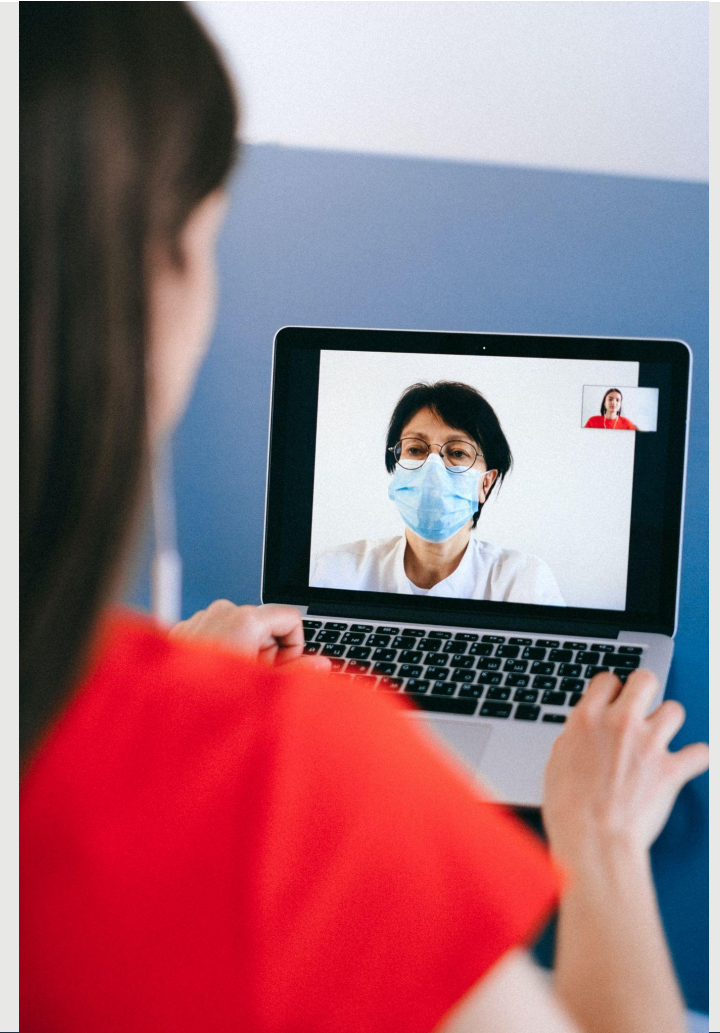
What we did

- Generated robust data on **time-on-task** and **quality of decision making**.
- Ran virtual simulation sessions with 27 oncologists based across the **US, Singapore, Spain** and the **UK**.
- Designed, delivered, and submitted results for publication in **just 5 months**.

1. [Evaluating the efficiency and quality of clinical summaries produced by a LLM](#)
2. [Simulation-Based Evaluation of a LLM-Enabled CDS Platform in Oncology](#)

Impact

- Results published as an abstract at the **American Society of Clinical Oncology (ASCO) Annual Meeting**¹ and as a manuscript in the **Journal of Clinical Oncology (JCO)**²



We evaluated getUBetter's digital solution for women's pelvic health in Wales

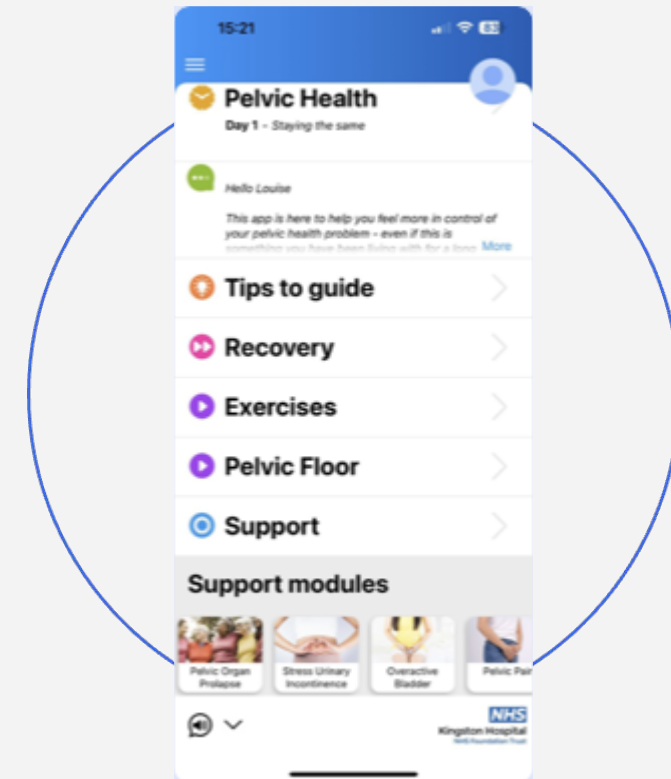


What we did

- Designed and delivered an **independent evaluation** of the getUBetter women's pelvic health service at Cwm Taf Morgannwg University Health Board
- This project was **part of a successful grant with SBRI Wales**
- Integrated and analysed data through a **mixed-methods system evaluation**

Impact

- Quantified the **improvement of care** at an individual, system and societal level
- **Validated a localised, digital pathway** to support women's pelvic health in Wales
- **Demonstrated early signals of pathway improvement**



We helped Heba evaluate its care coordination solution for families with autistic children



What we did

- **Designed and delivered a 12-week feasibility study** with 20 families caring for autistic children aged under 13
- **Delivered a mixed-methods evaluation:** three surveys, three focus groups, and 10 follow-up interviews
- Measured changes in **care management, information access, knowledge, confidence,** and **stress** from baseline to week 12
- **Assessed usability and acceptability** through System Usability Scale (SUS) and Net Promoter Score (NPS)
- **Synthesised quantitative and qualitative data** to give Heba actionable insights for product refinement and next-stage funding

Impact

- **Company acquired within 12 months of completing the evaluation**
- Abstract accepted to **NIHR Child Health Technology Conference 2025**, showing:
 - By week 12, **89% of parents were satisfied or very satisfied with Heba**
 - **Care management confidence improved** from 65% → 89%, and access to information from 40% → 72%
 - **Positive usability results:** SUS score of 72, close to the digital health industry benchmark of 75

Evaluation results: [How Heba is Making a Difference for Families](#)

07 EMPOWERING FAMILIES OF AUSTISTIC CHILDREN: EVALUATING THE IMPACT OF HEBA, A DIGITAL PLATFORM SUPPORTING PAEDIATRIC CARE MANAGEMENT, COORDINATION AND NAVIGATION

[Sam Milliken-Smith¹](#), [Uzay Macar¹](#), [Abigail Medhin²](#), [Mehul Patel^{2,3}](#), [Jack Halligan^{2,3}](#), [Hamdi Ceylan¹](#)

¹Heba Care, London, UK. ²Prova Health, London, UK. ³Imperial College London, London, UK.

BACKGROUND

Families of autistic children face challenges in managing, coordinating, and navigating care. Many report a lack of sufficient resources and tools to support care-related tasks, which impacts their ability to support their child and increases stress levels. Digital platforms like Heba aim to address these challenges by providing families with tools to improve care management.

AIMS

This study evaluated the impact of Heba, a digital platform supporting paediatric care management, on the parents/carers of autistic children. Specific objectives included assessing improvements in care management, coordination and navigation through access to bespoke tools, information and resources.

METHODS

A 12-week feasibility study was conducted with 20 families, including parents/carers of autistic children aged <13 with no prior experience using Heba. Data collection included three surveys (baseline, midpoint, and endpoint), three focus groups, and ten interviews. Quantitative metrics and thematic analyses were used to assess changes in confidence, stress levels, care management, and information access.

RESULTS

By week 12, families reported a 37% increase in confidence in coordinating care (from 65% to 89%), with significant gains in access to information about support (from 40% to 72%) and care communication (from 60% to 78%). Stress levels reduced from 45% to 28%. Feedback highlighted Heba's value for families new to diagnosis, particularly for centralised information storage and personalised support articles. However, barriers such as lack of integration with care providers were noted. Satisfaction levels were high, with 89% of parents reporting they were satisfied or very satisfied with Heba.

DISCUSSION

These findings demonstrate Heba's potential to empower families of autistic children by improving care management, coordination, and navigation while reducing stress. The study identified areas for improvement, including integration with care systems and guidance for new users. Heba represents a promising tool in paediatric care support, particularly for families navigating new diagnoses.

We evaluated Floodlight MS with US-based neurologists - a digital solution supporting people living with MS

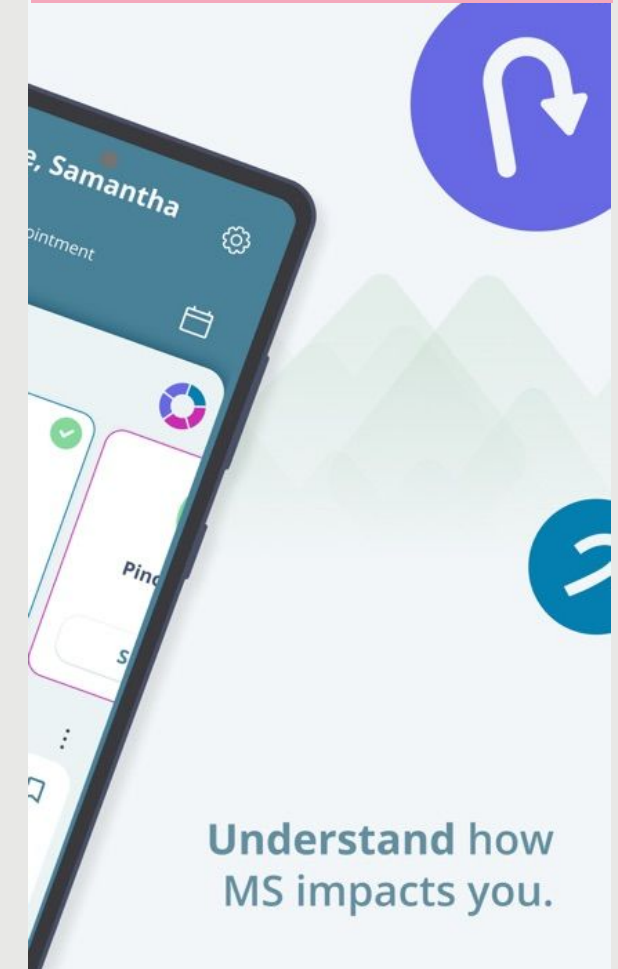
What we did

- Created in-depth synthetic patient cases in MS, and trained patient actors to perform representative **telemedicine consultations**.
- Conducted **20 x consultations between board-certified neurologists** and patient actors portraying people with MS.

Impact

- Published results as an abstract at the Consortium of Multiple Sclerosis Centers **(CMSC) Annual Meeting**
- Results also accepted for publication in **Journal of Medical Internet Research (JMIR)** - to be published in Q4 2025.

Product discontinued in 2025



Health economics

Our evaluation helped Accurx to renew a national contract with the NHS in the UK



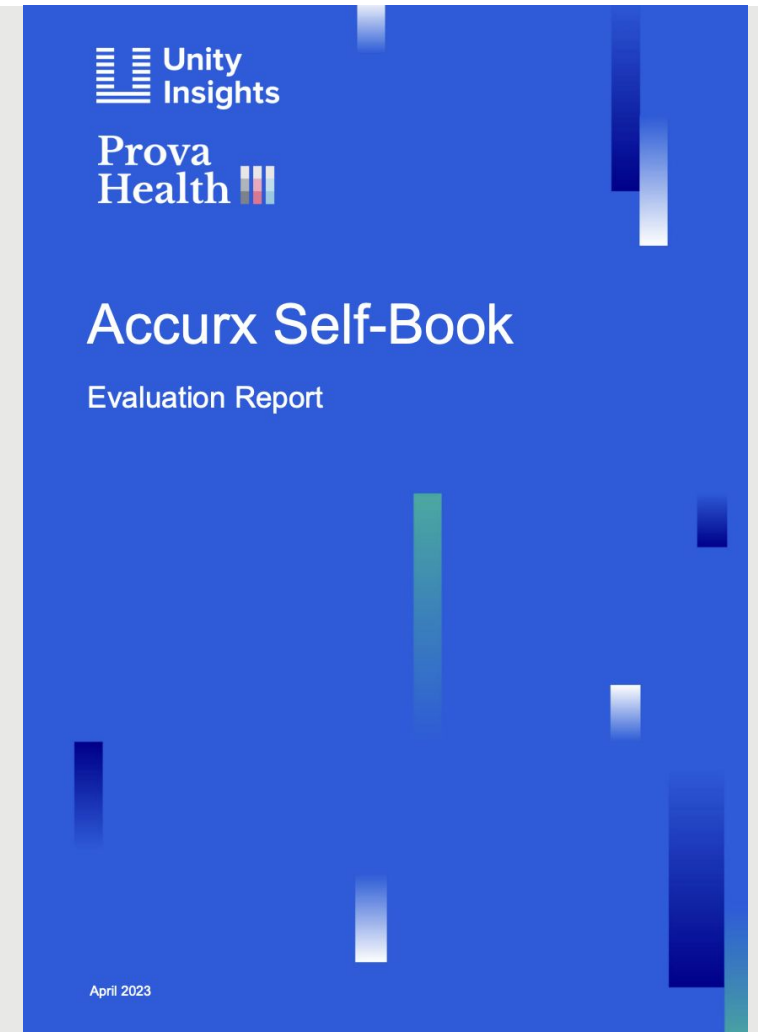
What we did

- **Designed a comprehensive mixed-methods evaluation**, integrating qualitative interviews, quantitative surveys, and a detailed health economics analysis.
- **Engaged with 14 diverse primary care sites across the UK** to conduct the evaluation and gather real-world data.
- **Distributed over 14,000 patient surveys** to collect extensive feedback on the Self-Book solution's usability and impact.
- Conducted a **health economics assessment** to characterize economic impact on the healthcare system

Impact

- **Enabled Accurx to successfully renew their national contract with the NHS** by providing compelling evidence of their solution's effectiveness and economic value.
- **Generated robust, data-driven insights** showing the solution's benefits, based on extensive patient feedback and health economic analysis.

Project deliverable: [Independent evaluation highlights how Self-Book could release £123m in benefits to primary care](#)



We advised Microsoft AI how to estimate cost savings from their Diagnostic Orchestrator (MAI-DxO)



What we did

- Advised on approach and **methods to estimate cost savings** from the newly developed MAI-DxO model.
- **Estimated cost savings of up to 70%**, due to the impact on physician visits and tests performed.

Impact

- Released as a **preprint publication** within weeks.
- Featured story from many **professional media** outlets ([1](#), [2](#)).

Microsoft announcement: [The Path to Medical Superintelligence](#)
Preprint publication: [Sequential Diagnosis with Language Models](#)

Sequential Diagnosis with Language Models

Harsha Nori*, Mayank Daswani*, Christopher Kelly*,
Scott Lundberg*, Marco Tulio Ribeiro*, Marc Wilson*,
Xiaoxuan Liu, Viknesh Sounderajah, Jonathan M Carlson, Matthew P Lungren,
Bay Gross, Peter Hames, Mustafa Suleyman, Dominic King, Eric Horvitz

Microsoft AI

July 3, 2025

Abstract

Artificial intelligence holds great promise for expanding access to expert medical knowledge and reasoning. However, most evaluations of language models rely on static vignettes and multiple-choice questions that fail to reflect the complexity and nuance of evidence-based medicine in real-world settings. In clinical practice, physicians iteratively formulate and revise diagnostic hypotheses, adapting each subsequent question and test to what they've just learned, and weigh the evolving evidence before committing to a final diagnosis. To emulate this iterative diagnostic process, we introduce the *Sequential Diagnosis Benchmark*, which transforms 304 diagnostically challenging New England Journal of Medicine clinicopathological conference (NEJM-CPC) cases into stepwise diagnostic encounters. A physician or AI begins with a short case abstract and must iteratively request additional details from a gatekeeper model that reveals findings only when explicitly queried. Performance is assessed not just by diagnostic accuracy but also by the cost of physician visits and tests performed. To complement the benchmark, we present the *MAI Diagnostic Orchestrator (MAI-DxO)*, a model-agnostic orchestrator that simulates a panel of physicians, proposes likely differential diagnoses and strategically selects high-value, cost-effective tests. When paired with OpenAI's o3 model, MAI-DxO achieves 80% diagnostic accuracy—four times higher than the 20% average of generalist physicians. MAI-DxO also reduces diagnostic costs by 20% compared to physicians, and 70% compared to off-the-shelf o3. When configured for maximum accuracy, MAI-DxO achieves 85.5% accuracy. These performance gains with MAI-DxO generalize across models from the OpenAI, Gemini, Claude, Grok, DeepSeek, and Llama families. We highlight how AI systems, when guided to think iteratively and act judiciously, can advance both diagnostic precision and cost-effectiveness in clinical care.

We demonstrated system-wide financial impact of a population health tool through a ICB-localisable cost calculator

What we did

- **Developed a structured evidence strategy** to demonstrate the value of a primary care population health solution to NHS buyers
- **Validated the client's value proposition** through workshops and interviews with senior NHS decision-makers, including Integrated Care Board (ICB) clinical leaders.
- **Mapped the NHS asthma care pathway**, to show where the tool could deliver the greatest impact along the patient journey.
- **Developed a user-friendly cost calculator to quantify the financial impact of the tool**, enabling cost-saving analysis to be localised for any NHS ICB.

Impact

- **Demonstrated a potential net cost reduction of £2.7 million** with the NHS
- Equipped the client with **an evidence-based narrative** to demonstrate how their tool tackles system-level challenges.
- Quantified potential savings, showing that actioning **as few as 5% of additional patients could achieve break-even.**
- **Delivered a localisable cost calculator**, demonstrating ICB-specific potential financial impact
- **Provided strategic recommendations to strengthen the business case** by aligning the tool with a range of NHS priorities.

Data	
All	
All	
NHS South West London ICB	
NHS Northamptonshire ICB	
NHS Surrey Heartlands ICB	

Assumed effect of intervention	Data
Assumed proportion actioned by intervention	10.00%

Outcome	Value
GP appointment	£57,152.58
Follow up appointment	£36,303.55
Systemic glucocorticoids	£27,314.73
A&E visit	£14,664.89
Hospitalisations	£110,777.57
Cost of intervention	-£71,091.95
Additional nurse visits	-£107,922.66
Net economic effect	£67,198.72

A user friendly and adaptable model was developed to estimate financial impact within an ICB.

We are evaluating automated, targeted communications to boost Cervical Screening and Lung Cancer Screening in England (ongoing)

What we are doing

- We are evaluating Appt Health's intervention with a planned **460,000+ patients, 150+ practices, and seven Cancer Alliances** in England after receiving funding from the SBRI NHS Cancer Programme.
- Working in partnership with **Appt Health, Imperial College London, SBRI** and **NHS England** over a 2-year period
- Delivering an **independent economic and process evaluation** alongside Imperial College London's interventional study
- **Leading the projects co-design phase**, conducting early qualitative interviews with key stakeholders (GP practices, commissioners, Cancer Alliances) to ground the research

Impact (as of Q4 2025)

- **Excellent early provider engagement:** 56 practices signed up, with 12 live and inviting patients
- **Sample size exceeding Q1 targets:** 181,000 patients vs. 170,000 planned
- **Strong governance and accountability:** regular engagement with NHS Cancer Programme and SBRI team to ensure oversight and alignment

appthealth



IMPERIAL



England

We helped a healthcare AI company show material financial value to their customers

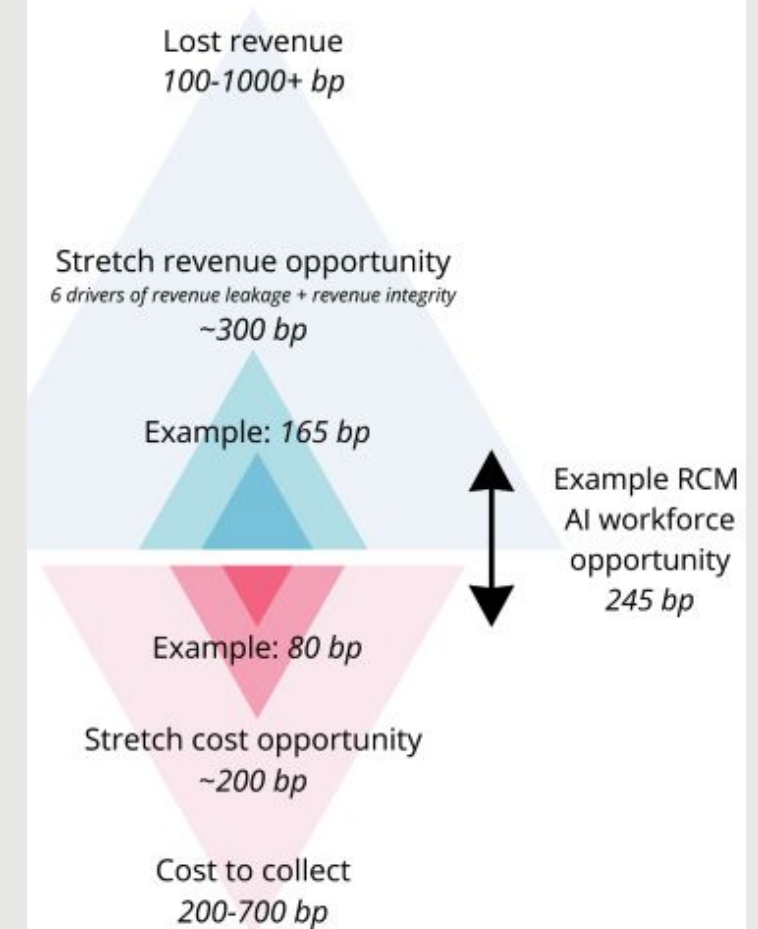


What we did

- Wrote the first in depth quantitative report on the **financial opportunity from agentic AI** in revenue cycle management
- Started from first principles perspective of a **customer CFO** considering P&L impact
- Built a **companion financial model** publicly available for customization

Impact

- Demonstrated a margin opportunity of **85-500+ basis points** at US healthcare providers
- Identified value pools in cost, revenue, and cash flow worth **10's of millions of dollars**
- Contributed to **Outbound AI growth** and fundraising



Link to publication: [The financial case for an AI workforce in providers' revenue cycle operations](#)

We evaluated a remote patient monitoring solution in oncology, combining qualitative insights with early health economics modelling

Careology®



What we did

- **Ran a six-month service evaluation across three distinct care settings:** NHS oncology care, private home care and private inpatient care.
- **Conducted surveys and semi-structured interviews with patients and clinical staff** to explore usability, experience, and integration into workflows
- **Produced a series of three high-quality vendor-branded case studies** showcasing implementation across NHS, homecare, and private inpatient oncology care
- **Delivered an early health economics model** estimating the potential impact of remote monitoring on the NHS at local and regional levels

Impact

- Health economics modelling showed **potential savings of over £500,000 per 1,000 patients annually**, driven by reduced hospital bed days and fewer ambulance call-outs
- Patients reported greater **confidence and control in their care journey and medication adherence and high usability/acceptability**
- Clinicians valued the tool for **enabling more informed consultations and supporting sensitive discussions with patients**
- Produced credible, vendor-branded case studies as client-facing materials, **strengthening positioning with commissioners and partners**

CASE STUDIES

Careology®

We helped a national patient portal vendor build market intelligence and an evidence base to strengthen their commissioning case



PATIENTS KNOW BEST®
MANAGE YOUR HEALTH

What we did

- **Delivered two complementary workstreams to build a robust value case for patient portals**
- **Conducted independent interviews with senior NHS leaders** to capture non-biased purchasing drivers, perceived value, and evidence expectations
- **Completed a detailed narrative review** of 10 years of published peer reviewed literature on patient portals.
- **Developed a theory of change model** linking portal features to outcomes such as activation, self-management, and adherence
- **Reviewed and mapped the vendor's existing evidence base** against peer-reviewed findings

Impact

- **Provided unbiased, commissioner-focused insights** to inform positioning and strategy
- **Synthesised large evidence base to demonstrate** impact on patient engagement, outcomes, and resource use
- Delivered a clear theory of change model to **guide commissioning narratives**
- Equipped the client with **an independent, credible evidence report** to support discussions with payors, health systems, and policymakers

Prova
Health

Patients Know
Best Report

June 2024

Go-to-market

We helped Wellcome Leap - a world-leading philanthropic - to commercialize 12 new diagnostics aiming to cut stillbirth rates by half



What we did

- As part of **Wellcome Leap's *In Utero* program**, engaged with funders, grantees, and industry experts to identify the most promising innovations to cut stillbirth rates
- Evaluated 12 technologies against criteria for success in the **US, UK, Uganda, and India**
- **Designed a new pathway** to scale that addressed health system structural barriers
- Delivered **commercialization training** to scientific teams

Impact

- Wellcome Leap's *In Utero* program **gained renewed funding into second phase** in line with our recommendations
- Conducted **rapid review in <2 months** with input of 15+ global industry experts

Source: [Wellcome Leap In Utero Program](#)



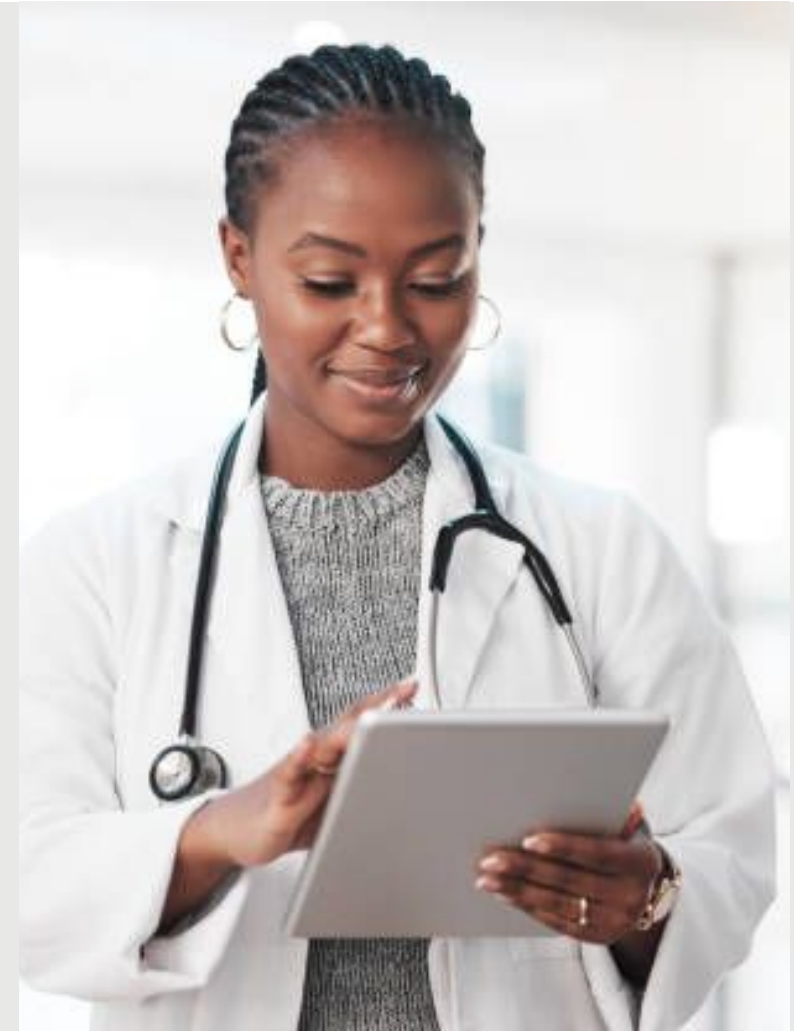
We developed a US commercialization strategy for our client's portfolio of clinical decision support tools

What we did

- **Mapped various commercialization routes and analyzed relevant reimbursement codes and fee schedules** in the US.
- **Developed five detailed case studies on similar technologies** that were successfully commercialized and secured reimbursement.
- **Interviewed 14 leading experts**, including key buyers at provider organizations, and public and private payers, to gather insights.
- **Developed a clear, robust reimbursement strategy**, with comprehensive guidance on navigating the complex reimbursement system and go-to-market journey.

Impact

- **Advised which tools would/would not be eligible for reimbursement.** For those eligible, advised on relevant CPT codes and coverage policies from major payers.
- **Identified and mapped two additional routes to market** for clinical decision support tools in the US, including timeline, evidence requirements, and regulatory requirements for each.



Developed global GTM strategy for a suite of algorithm-based clinical decision support tools for a multinational diagnostics company

What we did

- Conducted **in-depth interviews with five business product leaders** to identify global priorities and challenges
- **Conducted regional interviews (US, EMEA LATAM, APAC)** to identify critical GTM requirements and knowledge gaps
- **Synthesised internal resources** including GTM decks, business cases, and ROI calculators
- **Identified critical strategic challenges** and knowledge gaps
- **Developed an evidence-based GTM action plan** for key therapeutic portfolios

Impact

- Our advice **informed millions of dollars worth of investment in GTM activities** across the globe.
- Equipped the client with **a prioritised action plan linking R&D investment to market access opportunities and commercial goals**
- **Highlighted critical knowledge gaps** across geographies enabling targeted capability building and research investment
- **Strengthened internal alignment** on commercial strategy and resource allocation



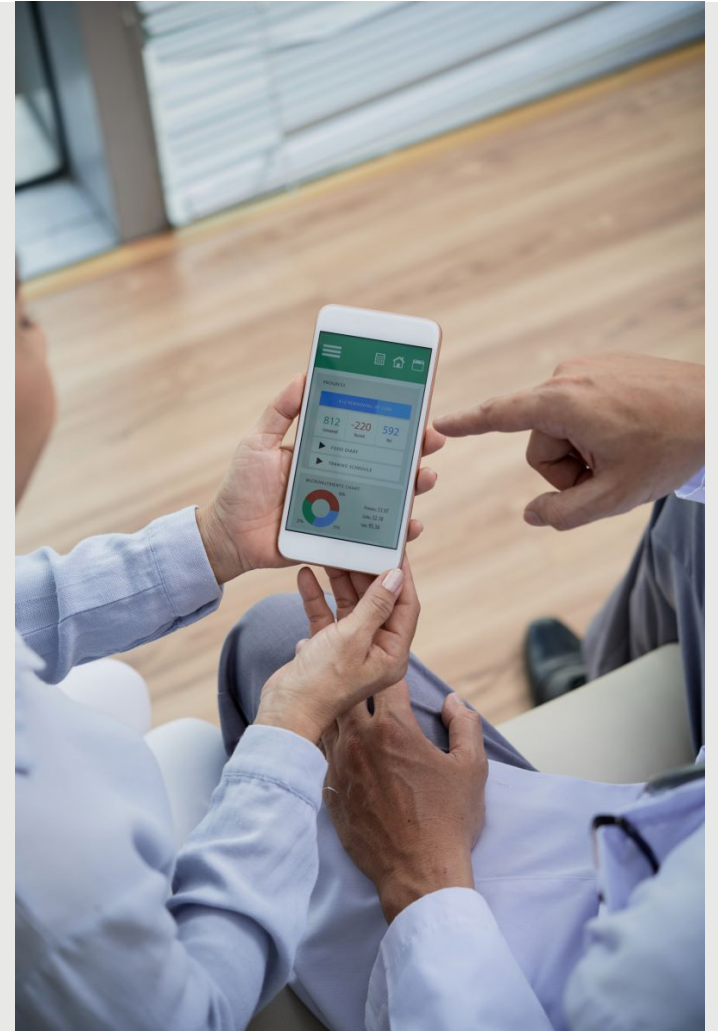
We helped a remote patient management (RPM) technology provider to optimise reimbursement of remote care services in the US

What we did

- Assessed a remote monitoring solution designed to enable reimbursement of **remote physiologic monitoring (RPM)** and **chronic care management (CCM)** services in the US.
- Helped our client to understand how their solution could enable providers to deliver reimbursable services, as per the **CPT Professional codebook**, published by the American Medical Association (AMA).
- Worked with a **reimbursement specialist and a certified coder** to understand common reasons for claims denials and advised how to mitigate against these.

Impact

- **Directly informed new product features** to more reliably bill for reimbursable services and to minimise the likelihood of claims denials.



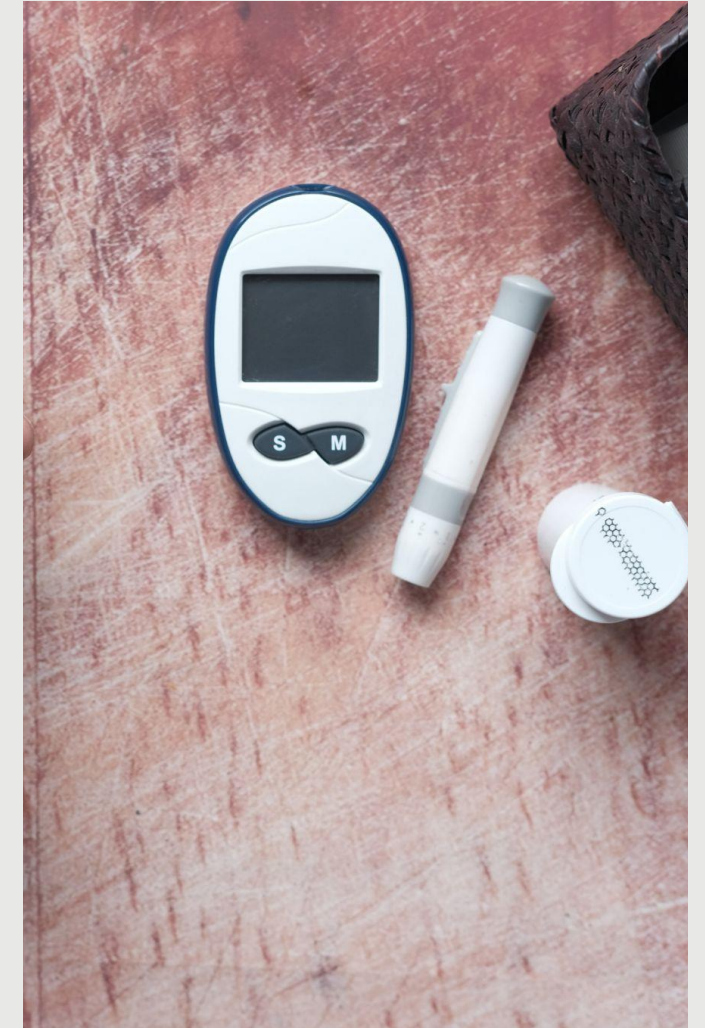
We developed a go-to-market strategy for the German and UK markets for a digital therapeutic in diabetes care

What we did

- **Developed a comprehensive evidence generation strategy** to support reimbursement of the digital therapeutic.
- **Interviewed leading HCS experts (academics, payors, regulators)** across key markets to define evidence required for successful app adoption.
- **Reviewed existing evidence for analogous technologies** that had successfully achieved reimbursement in digitally mature markets including **Germany** and the **UK**.

Impact

- **Provided clear, actionable guidance** enabling the client to plan and execute evidence generation, **enhancing their competitive position**.
- **Equipped the client with a robust, market-specific evidence strategy**, de-risking the reimbursement path for their digital therapeutic.



Contact us

hello@provahealth.com

