

# DigitalHealth.London Accelerator 2020-21

## Meet Cohort 5

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# Contents

03	Introduction
04	Advice and insights for the next 12 months
06	About DigitalHealth.London Accelerator
07	NHS Long Term Plan Priorities
08	Meet Cohort 5
15	Our Alumni
20	Case Study: Sweatcoin and NHS Partnerships
21	Case Study: Birdie and Evidence Generation
22	Meet the Team
23	Our Partners

# Introduction

This year has become a defining moment for digital as it has been at the forefront of the response to the pandemic. We are immensely proud of the way many DigitalHealth.London supported companies stepped up to meet NHS and social care challenges. Several have grown significantly in the last 12 months, increasing their impact, improving pathways and supporting NHS staff and patients.

There has been a cultural shift within many NHS organisations and a greater interest in digital health than ever before. The COVID-19 response has kick-started digital transformation in many areas. The success is largely down to the amazing and creative way NHS staff and health tech companies have adapted and problem solved.



The value of digital health is more evident now and the sector is dynamic and diverse. The Accelerator programme experienced an increase in applications this year and competition to secure a place was at an all-time high. Over the next 12 months there will continue to be a need for greater evaluation of digital products and services, with consideration given to digital inclusion; patients will continue to have more of a focus on managing their own health and the pandemic will continue to impact all aspects of health and social care.

The work of DigitalHealth.London Generator programme in facilitating real world evidence of digital health products is growing rapidly. Our Digital Pioneer Fellowship is currently supporting 37 NHS staff to deliver digital transformation on the ground across London and the South East. We will also continue to support earlier stage start-ups through our intensive three-month Launchpad programme. DigitalHealth.London is growing and building on our five-year record of delivering change. Our expert network, including our Alumni and our partners, represents all aspects of digital transformation and places us at the heart of digital health in London and beyond.

There remains huge potential to truly reimagine care pathways that will deliver better patient outcomes and better support our NHS and social care staff. I am in no doubt that every single one of our cohort 5 Accelerator companies have a significant contribution to make to the future of digital health. To realise that potential, we will continue to work together with our partners and our extensive DigitalHealth.London network to innovate, collaborate and drive digital health transformation.

**Jenny Thomas, Programme Director, DigitalHealth.London**

Click here to watch insights and advice from NHS digital leaders in London 



**Tara Donnelly, Chief Digital Officer, NHSX, said:**

“ The DigitalHealth.London Accelerator is part of a digital revolution in the NHS that continues rapidly to develop, and we will continue to support innovative organisations delivering ground-breaking work.

This programme has established itself as an important player in supporting the NHS and social care to make the most of the opportunities digital healthtech offers. ”

**Theo Blackwell, Chief Digital Officer for London, said:**

“ The DigitalHealth.London Accelerator ensures that London is at the forefront of digital innovation in health and social care. Many of the digital health technologies and products that are currently supporting our NHS staff and patients have come through the Accelerator. It has become vital to a future where Londoners benefit from the latest technologies to support their health. The pandemic has brought many challenges and pressures on London, the Accelerator is fast tracking digital health innovations and supporting this dynamic and crucial sector to grow. ”

# The DigitalHealth.London Accelerator

Now in its fifth consecutive year, the Accelerator works with up to 20 high potential digital health small and medium sized enterprises (SMEs) over a 12-month period. The programme includes bespoke support and advice, expert-led workshops and events and the brokering of meaningful connections between innovators and NHS organisations with specific challenges.

In April 2020 DigitalHealth.London commissioned an independent evaluation of the Accelerator and the impact it has. Key findings of the evaluation include:



**What SMEs said...**

- "It definitely helped our business be recognised as a player in healthcare in London"
- "It unlocked access to lots of other contract opportunities"
- "It got us through the doors, we wouldn't have got through without this programme."
- "The Accelerator acted like a badge of approval"

**Diversity of the programme**

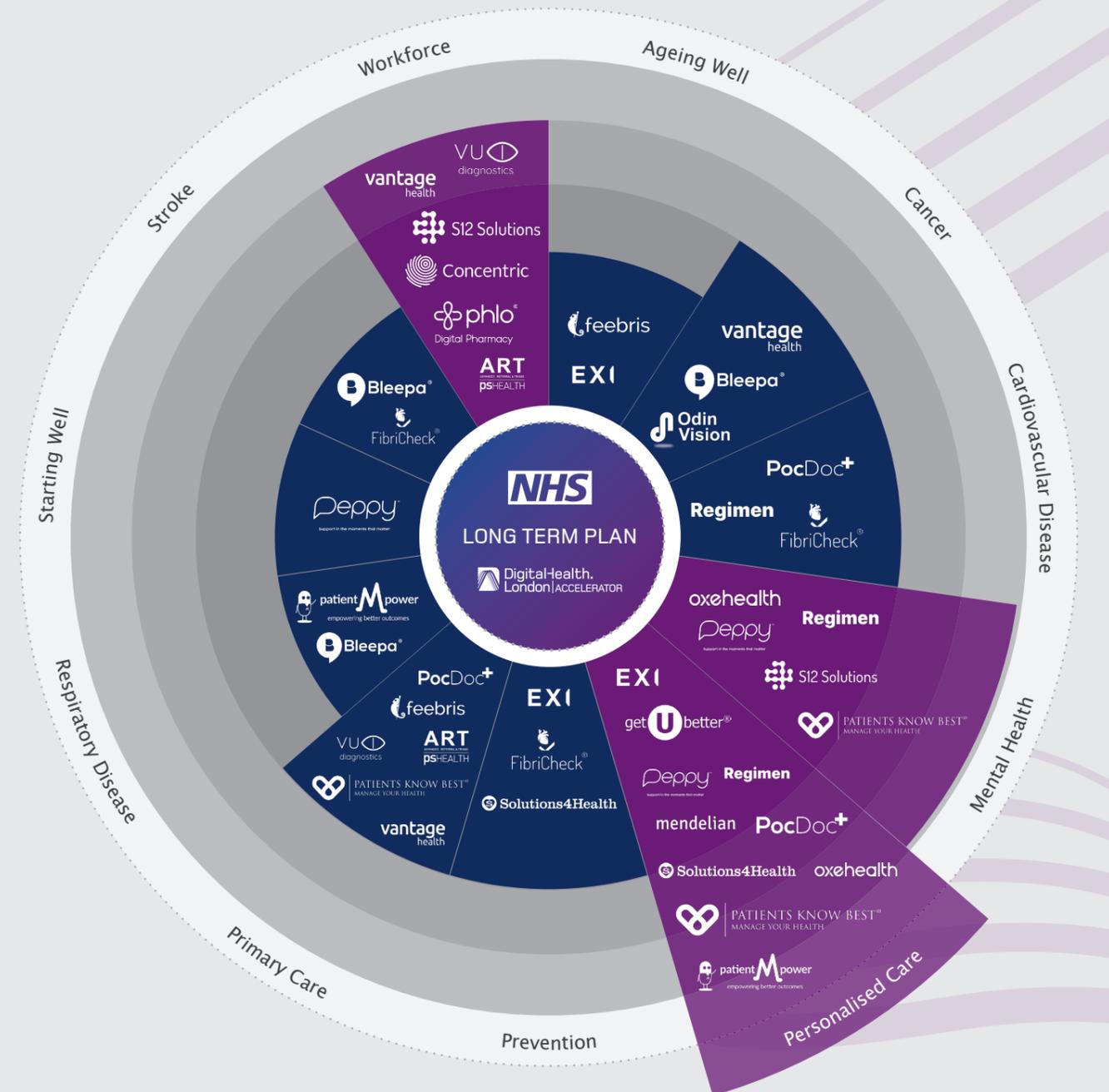
- 15% founded by women
- 22% BAME majority owned
- 2% by person with a disability



\*statistics are from an independent evaluation of cohorts 1-3. To view the full report Please click [here](#)

# NHS Long Term Plan Priorities

We select companies for the Accelerator that address the challenges faced by NHS organisations in London today. The below diagram shows how this year's Accelerator participants map against the NHS Long Term Plan priorities.



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## psHealth

-  [pshealth.co.uk](https://pshealth.co.uk)
-  [@pshealth](https://twitter.com/pshealth)
-  [linkedin.com/company/pshealth](https://linkedin.com/company/pshealth)



The NHS spends ~£280m per annum, manually processing referrals that are often inappropriate or missing information. This means errors, backlogs and delays in care (exacerbated by COVID-19).

psHealth automates the referral process and supports clinical triage and patient communication in a single platform, enabling efficient processing of referrals and supporting improved capacity planning and patient access.

## Concentric Health

-  [concentric.health](https://concentric.health)
-  [@Concentric\\_Hlth](https://twitter.com/Concentric_Hlth)
-  [linkedin.com/company/concentrichealth](https://linkedin.com/company/concentrichealth)



Concentric Health's mission is to transform how decisions are made about our health.

It is a digital consent application, with remote consent functionality, which makes it easy to share personalised information, and leads to informed, shared decisions.

## Feebris

-  [feebris.com](https://feebris.com)
-  [@feebris](https://twitter.com/feebris)
-  [linkedin.com/company/feebris](https://linkedin.com/company/feebris)



Feebris extends clinical decision making into care homes to provide health systems with a safer and more accurate way of delivering high quality remote consultations.

Their AI-powered platform enables carers to conduct high quality check-ups in communities, triage health issues proactively, and escalate concerns to clinicians.

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## Bleepa

-  [fbkmed.com/bleepa](https://fbkmed.com/bleepa)
-  [@BleepaMe](https://twitter.com/BleepaMe)
-  [linkedin.com/company/bleepa](https://linkedin.com/company/bleepa)



Bleepa is the essential tool to enable remote and secure communications between clinicians and teams – designed by clinicians for clinicians, it is an easy-to-use, CE marked digital medical imaging communications tool that enables clinicians to view and discuss patient cases at the touch of a button.

## FibriCheck

-  [fibrichck.com](https://fibrichck.com)
-  [@fibrichck](https://twitter.com/fibrichck)
-  [linkedin.com/company/qompium](https://linkedin.com/company/qompium)



FibriCheck is a certified solution for symptomatic / known-Atrial Fibrillation (AF) patients, and a cost-effective, scalable detection tool for asymptomatic / intermittent patients.

Equitable remote self-monitoring facilitates better case-finding, intervention and management of worsening CVD. Real-time data analytics improves patient outcomes by enabling care-continuity, efficient service delivery / resource allocation, shortened diagnostic and referral wait-times.

## getUBetter

-  [getubetter.com](https://getubetter.com)
-  [@getubetter](https://twitter.com/getubetter)
-  -



getUBetter is an evidence-based, CE marked, digital self-management platform for all common musculoskeletal injuries and conditions.

They help organisations, such as CCG's, to provide a digital first approach for their Musculoskeletal (MSK) pathways. Each element of the pathway is configured to the local health system and delivered to their population.

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## EXI

- [exi.life](http://exi.life)
- [@EXIapp](https://twitter.com/EXIapp)
- [linkedin.com/company/iprescribe-exercise](https://linkedin.com/company/iprescribe-exercise)



Developed by physiotherapists, EXi analyses user's health and prescribes a personalised physical activity plan, which is set to each individual's needs.

It can also specifically target any number of 23 chronic health conditions, helping to both prevent and manage these conditions whilst following medical guidelines.

## Mendelian

- [mendelian.co](http://mendelian.co)
- [@mendelian\\_co](https://twitter.com/mendelian_co)
- [linkedin.com/company/mendelian](https://linkedin.com/company/mendelian)



Mendelian's software solution MendelScan supports earlier diagnosis of rare diseases – the first tool that addresses rare diseases as a whole and integrates diagnosis into a healthcare system.

Using MendelScan, plus their team of international rare disease experts, they support doctors to refer patients to the right specialist, enabling faster diagnosis and treatment.

## Odin Vision

- [odin-vision.com](http://odin-vision.com)
- [@odin\\_vision](https://twitter.com/odin_vision)
- [linkedin.com/company/odin-vision](https://linkedin.com/company/odin-vision)



Odin Vision is an award-winning spin-out from UCL, founded by a team of eminent clinicians and artificial intelligence experts with the mission of creating the next generation of AI-enabled enabled applications for endoscopy.

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## Oxehealth

- [oxehealth.com](http://oxehealth.com)
- [@Oxehealth](https://twitter.com/Oxehealth)
- [linkedin.com/company/Oxehealth](https://linkedin.com/company/Oxehealth)



Oxehealth's Oxevision is a contact-free vision-based patient monitoring platform for use across inpatient and residential care facilities.

It gives ward teams the clinical insights they require to plan patient care and proactively intervene to help their patients. This results in fewer incidents and injuries, improved quality and operational savings.

## patientMpower

- [info.patientmpower.com](http://info.patientmpower.com)
- [@patientMpower](https://twitter.com/patientMpower)
- [linkedin.com/company/patientmpower](https://linkedin.com/company/patientmpower)



patientMpower provides digital care solutions across a range of pulmonary conditions, including pulmonary fibrosis, cystic fibrosis, lung transplantation and COVID-19.

The patientMpower application enables remote monitoring of patients with chronic or acute respiratory conditions to manage their illness from home and avoid unnecessary hospital visits.

## Patients Know Best

- [patientsknowbest.com](http://patientsknowbest.com)
- [@patientsco](https://twitter.com/patientsco)
- [linkedin.com/company/patients-know-best](https://linkedin.com/company/patients-know-best)



Patients Know Best (PKB) is the only personal held record that allows patients and professionals to access healthcare records – anytime, anywhere.

With real-time patient generated and provider data, PKB has evidenced improvements in clinical care with workflows for remote management and monitoring. This has proven to increase patient-activation and create NHS capacity.

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## Peppy

-  [peppy.health](https://peppy.health)
-  [@peppy\\_health](https://twitter.com/@peppy_health)
-  [linkedin.com/company/getpeppy](https://linkedin.com/company/getpeppy)



Peppy provides health support through life's big transitions, such as becoming a parent, going through the menopause or going through a fertility journey.

Peppy connects you with experienced practitioners via their mobile app, so that you get the personalised support you need, in the moments that matter.

## Phlo

-  [wearephlo.com](https://wearephlo.com)
-  [@wearephlo](https://twitter.com/@wearephlo)
-  [linkedin.com/company/wearephlo](https://linkedin.com/company/wearephlo)



Phlo is the UK's first rapid on-demand same-day pharmacy delivery service empowering patients to better manage their healthcare.

Patients can book 4-hour slots to receive their medication and track their orders from Phlo's Pharmacy to their door in real-time.

## PocDoc

-  [mypocdoc.co.uk](https://mypocdoc.co.uk)
-  [@mypocdoc](https://twitter.com/@mypocdoc)
-  [linkedin.com/company/vital-signs-solutions-ltd](https://linkedin.com/company/vital-signs-solutions-ltd)



The PocDoc digital platform and associated tests allow individuals to test themselves for major diseases using their smartphone, with results available immediately in the PocDoc app, see a full health assessment and have access to follow-on care where required.

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## Regimen

-  [joinregimen.com](https://joinregimen.com)
-  [@joinregimen](https://twitter.com/@joinregimen)
-  [linkedin.com/company/joinregimen](https://linkedin.com/company/joinregimen)



Regimen is the first effective digital therapy for the 30% of men struggling with erectile dysfunction.

The programme is a guided subscription-based health programme that includes targeted exercise and nutrition plans, lifestyle advice, patient education, risk factor management, mindfulness, and tracking of erectile function and general health.

## S12 Solutions

-  [s12solutions.com](https://s12solutions.com)
-  [@s12solutions](https://twitter.com/@s12solutions)
-  [linkedin.com/company/s12-solutions](https://linkedin.com/company/s12-solutions)



S12 Solutions is an app and website which helps Approved Mental Health Professionals (AMHPs) and s.12 doctors to efficiently complete Mental Health Act (MHA) processes.

The aim is to remove preventable delays assessments and to allow for collaboration with the practitioner users.

## Solutions 4 Health

-  [solutions4health.co.uk](https://solutions4health.co.uk)
-  [@solutions4h](https://twitter.com/@solutions4h)
-  [linkedin.com/company/solutions4health](https://linkedin.com/company/solutions4health)



A pioneering AI, digital health and clinical healthcare services company.

Passionate about making a difference to the health and wellbeing of society especially those who are disadvantaged – addressing the considerable challenge of health inequalities. They are a CQC registered provider of both lifestyle and clinical services.

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## Vantage Health

 [vantage.health](https://vantage.health)

 [@VantageHealthUK](https://twitter.com/VantageHealthUK)

 [linkedin.com/company/vantagehealth](https://linkedin.com/company/vantagehealth)



Vantage Health provides technology-driven solutions to the NHS as part of its mission to help transform the way healthcare is delivered.

Their latest solution, the AI platform Rego Care Navigator, transforms the referral process by helping clinicians to direct patients to the best care based on pathway guidance.

## VUI Diagnostics

 [vuidiagnostics.com](https://vuidiagnostics.com)

 [@DiagnosticsVui](https://twitter.com/DiagnosticsVui)

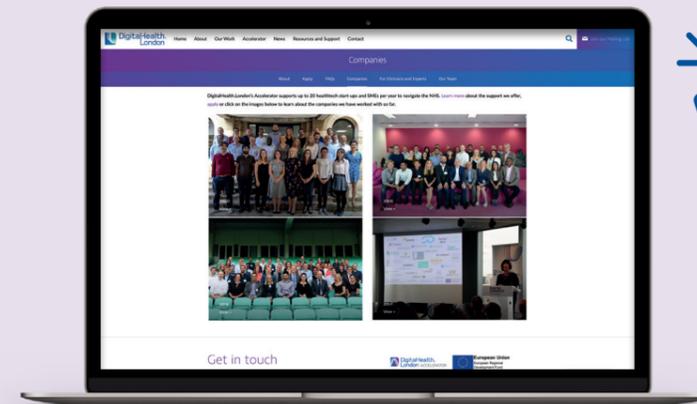
 [linkedin.com/company/vui-diagnostics](https://linkedin.com/company/vui-diagnostics)



VUI Diagnostics helps doctors detect eye diseases earlier by providing a plug and play retinal screening device and companion software for simple, affordable and accurate retinal screening in the community

# Our Alumni

Our alumni contribute to the vibrant and growing digital health ecosystem during their time on the programme, and beyond. Their growth supports economic growth in the capital and contributes to the future sustainability of the NHS. We are proud of the achievements of our alumni and their impact.



You can view all of our previous cohorts on the programme by clicking on the image on the left.

**Anas Nader, Co-Founder, Patchwork Health, Accelerator programme 2019–20, said:**

“ We’re so proud of how widely our technology has already been embraced across the NHS and the impact we’re having on the lives of thousands of clinicians. We were delighted to join the 2019–20 cohort of DigitalHealth.London’s Accelerator, a brilliant programme speeding up adoption of digital health innovations in the NHS. The programme has provided us with opportunities to connect with industry experts as well as other healthtech innovators. ”

**Joachim Werr, CEO, Health Navigator, Accelerator programme 2018–19, said:**

“ The most valuable thing we experienced on the DigitalHealth.London Accelerator programme was the connections made with executives and decision makers within NHS organisations, and with central NHS policy makers, for example in NHS England and NHS improvement. Our NHS Navigator, combined with the expertise within the Accelerator’s network, have helped us reach the people that can make change happen in the NHS. ”

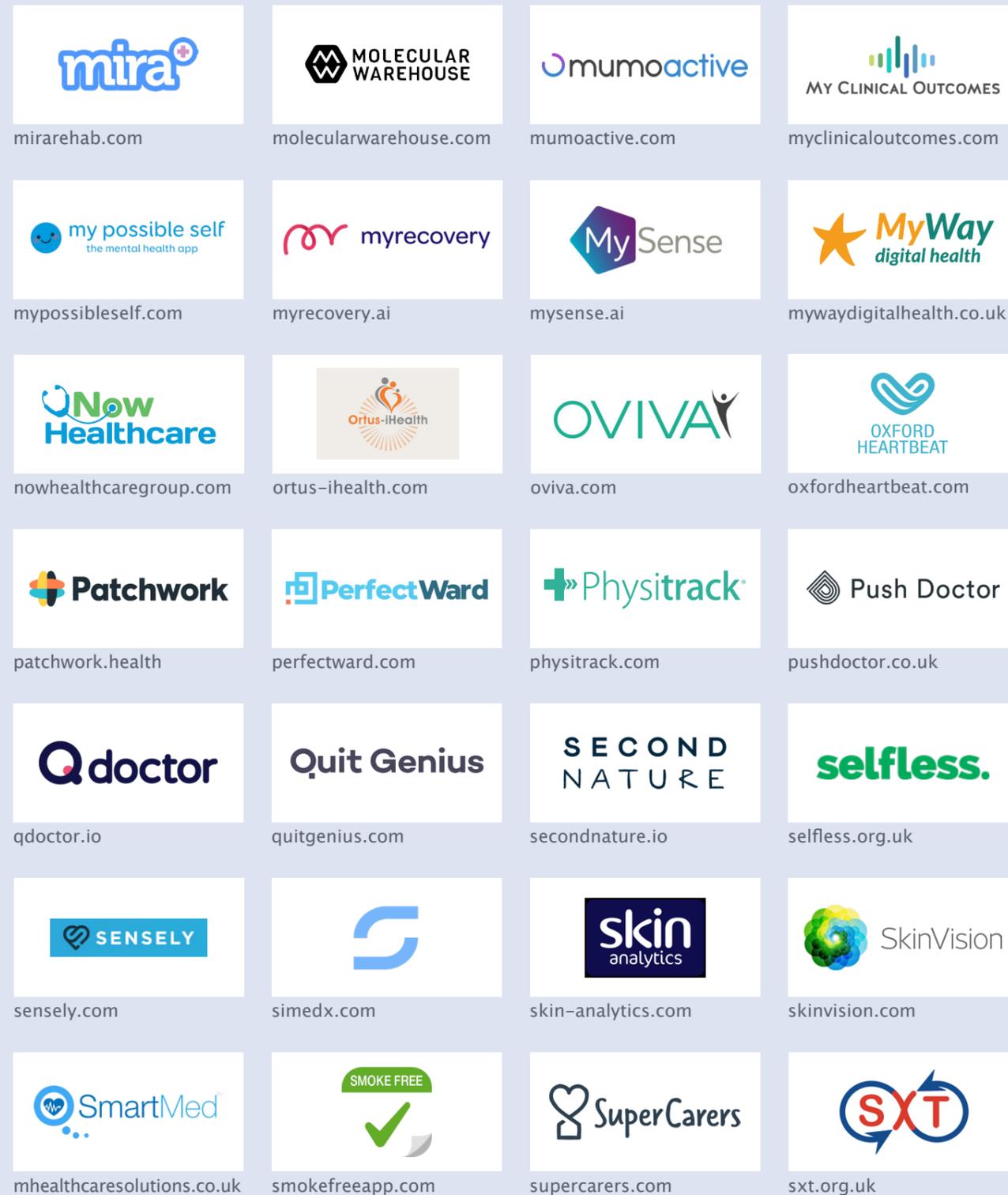
## Our Alumni



## Our Alumni



## Our Alumni



## Our Alumni



Kerstyn Comley, Co-CEO, MeeToo, Accelerator programme 2018-19, said:

“ We are still realising many of the benefits of the DigitalHealth.London Accelerator programme two years after completing it and becoming a member of the Alumni. Connections we made while on the programme have developed into partnerships with the NHS such as our collaboration with Somerset CCG. As a direct result we are helping young people who are in desperate need of mental health support in the South West. ”

# Casestudy: Sweatcoin and NHS Partnerships



Sweatcoin incentivises physical activity behaviour change through a mobile app. It does this by tracking the number of outdoor and indoor steps a person takes and converting these into points, or Sweatcoins, which can then be redeemed for products, goods and services.

One of the leading causes of obesity is physical inactivity and in 2015, 63% of adults in the UK were overweight or obese. Through promoting and incentivising physical activity, Sweatcoin has the potential to have a big impact on public health. Over 7 trillion steps have been converted so far and the app reached number 1 in the UK App Store.



**Shaun Azam, CEFO at Sweatcoin, said:**

“ We’ve made some great connections on the DigitalHealth.London Accelerator programme including partnering with the Diabetes Prevention Decathlon following a pitch we gave at the launch event for the 2019/20 cohort. We went on to co-develop a bespoke product with the team that is now being piloted in South West London. It has the potential to stand alongside the NDPP as a highly engaging national prevention programme. The national programme has a 20% completion rate, whilst over 90% of our participants are still engaged four weeks in, so early signs are very positive. Our business is growing and developing, and we are happy with the opportunities and connections we’ve had since being on the Accelerator programme. ”

As a result of a pitching opportunity at the Accelerator cohort 4 launch event, Sweatcoin were introduced to the Diabetes Prevention Decathlon team and went on to partner with the project (funded by the Health Innovation Network’s Innovation Grant) to create a digital solution for people at risk of developing diabetes.

- An academic study published in the British Journal of Sports Medicine found that with the use of Sweatcoin, users walked 20% more steps per day.
- Sweatcoin had 20 million downloads as of October 2018, just 20 months after launching, with 5 million monthly users.
- Sweatcoin has created a bespoke version of the app with the Diabetes Prevention Decathlon.
- 26 out of 29 participants on the Diabetes Prevention Decathlon signed up for the app. In their first week, the average participant step count was 5984 steps, compared to 2772 before the programme.

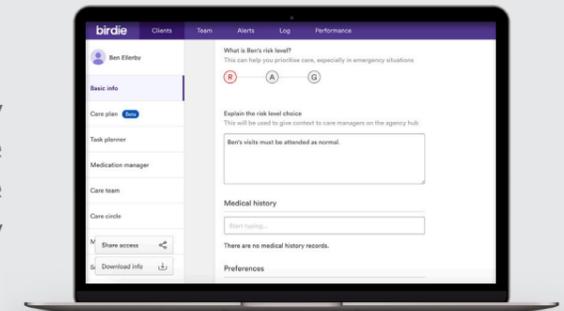
Read about this partnership from Chris Gumble, the Diabetes Project Manager at the South West London Health and Care Partnership and a DigitalHealth.London 2020–2021 Digital Pioneer Fellow



# Casestudy: Birdie and Evidence Generation



Birdie is a digital care management platform offering an Agency Hub to set up care plans, a Care Worker app to record care delivered, a Family app to share information about a loved one and connected sensor devices to monitor activity and safety within the home.



Prior to joining the Accelerator, Birdie had started to write up some marketing-based case studies from their partnerships with care agencies, and whilst these demonstrated the value of their product from the perspective of cost savings and care quality, these were not formalised evaluations.

During their 12 months on the Accelerator, Birdie benefited from attending the evidence generation workshops. These enabled the Birdie team to develop a research proposal to take to a group of MBA students at Warwick Business School. This proposal focussed on demonstrating the value of shared care records in the community setting as well as conducting a qualitative review of usage and user experience of the Birdie app for caring for the elderly in their own homes. They were able to set up a successful SME-academic collaboration. This collaboration has resulted in the writing of two dissertations, with Birdie now determining how they can incorporate their main findings into their product development and marketing strategy. In addition, the Accelerator was able to set up conversations between Birdie and the University of West London about a potential academic collaboration with students on their MSc person-centred health and social care course.



Over the course of the Accelerator programme year, Birdie had pursued clinical pilot studies with NHS Trusts and Local Authorities partnering them with agencies using their platform. This had included supporting discharge from acute care, monitoring a person’s needs in the community and evaluating the benefits of using sensor technology in the home to create a proactive approach to care. For one project this involved a university and the NIHR.

In the summer of 2020, Birdie presented their current research activities and future research plans to the London Clinical Research Networks (CRNs) Leads and the London Research Design Service (RDS).

**Kath Middleton, Clinical AI Lead Birdie, said:**

“ Generating an evidence base to support and guide a product roadmap and business strategy, especially within the health and social care sector, can be difficult and slow. Working with the Accelerator equipped us with knowledge on research techniques and connected us to an impressive network of academic and health institutions which has led to impactful projects. Importantly, they made sure to listen to what we needed, and to advise where our needs or expectations could be refined. The Accelerator team were incredibly helpful and accommodating, and by the end of the program it felt like they were part of the Birdie team.” ”

# Meet the Team



**Anna King**  
Executive Director Commercial  
Health Innovation Network



**Jenny Thomas**  
Programme Director



**Sara Nelson**  
Deputy Programme  
Director



**Katya Masconi-Yule**  
Programme Manager



**Natalie Savage**  
Project Manager



**Rasheed Adekunle**  
Compliance Manager



**Claire-Frances Fuller**  
Communication Manager



**Tom Carlisle**  
NHS Navigator



**Ruth Bradbury**  
NHS Navigator



**Sean Buttner**  
NHS Navigator



**Yasmin Stinchcombe**  
NHS Navigator



**Mike Wright**  
NHS Navigator



**Kate Toms**  
Project Support Officer



**Megan Truman**  
Communication Officer



**Paul Wallace**  
Adviser and Clinical Director Digital,  
Health Innovation Network

For more information  
on our team, please  
click here to visit  
our website.



# Our Partners

## Thank you to our founding and strategic partners

We are grateful for the support of our partners, supporters, and funders who make running this programme possible.

Our particular thanks to our founding partners – the Health Innovation Network, UCLPartners, Imperial College Health Partners, MedCity, and CW+, without whom this programme would not be possible. Additionally, funding from the Office of Life Sciences that supports our AHSN partners' work around Innovation Exchanges, is vital for their impact, and the support of NHS England and NHSX has been instrumental in getting digital firmly onto the agenda. Thank you also to the European Regional Development Fund that provides our funding, the European Management Unit at the Greater London Authority that manages it, and the plethora of NHS organisations across London that work with us to ensure that digital technologies get into the hands of patients and staff more quickly.



## European Regional Development Fund

The project is receiving up to £3.8 million of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014–2020. The Ministry of Housing, Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit [gov.uk/european-growth-funding](http://gov.uk/european-growth-funding)

**Katerina Spranger, founder of Oxford Heartbeat, Accelerator programme 2019–20, said:**

“ The DigitalHealth.London Accelerator introduced us to an invaluable network of experts, who gave us guidance in understanding the NHS and how it works. The Accelerator also assisted us in setting up a clinical pilot to test our product, which is something we have never done before. Their efforts have been immensely helpful because ultimately, we want our product to make complex surgeries safer, and reduce the burden on the NHS. ”

## Follow us

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