

Market insight briefings: bridging the gap between industry and the NHS

Do you have a new product or service intended for use in the NHS?

Do you understand the NHS well enough to plan your engagement?

Do you know how AHSNs can support you through to scaling up?

Market insight briefings:

- May 7
- June 4
- July 2

"I learnt a lot about the way we need to present ourselves... it was refreshing to get such clear and candid advice"

Director of Strategy,
Digital data company

"I would recommend this briefing to any company trying to introduce products in the NHS. The critical issues were explained very well."

Director, diagnostic company

We can help you engage more effectively with the NHS, from developing and testing your value proposition to scaling up across England.

Designed for companies at any stage of readiness, our market insight briefing is a 90 minute approx interactive session. It covers topics such as:

- why your value proposition and budget impact model are key to a successful engagement with the NHS

- how the NHS and wider health system works and how to identify and mitigate risks that will impact on your business
- how AHSNs and other organisations can support you.

These market insight briefings will take place as webinars, delivered jointly by KSS AHSN and UCLPartners.



To find out more, or to book,
please email kssahsn.bridgingthegap@nhs.net