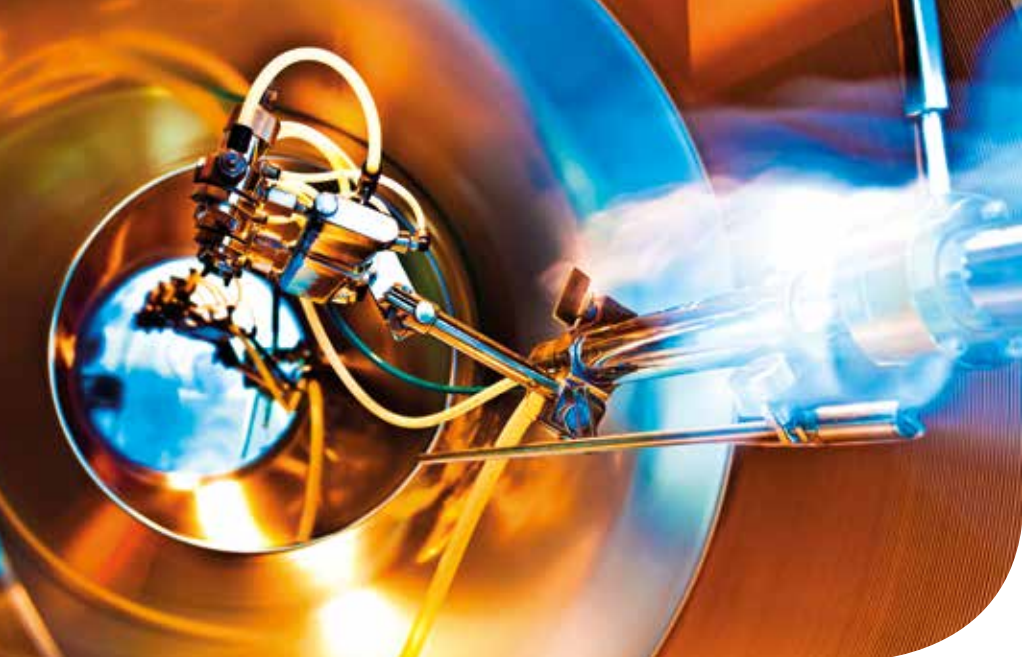


# Professional business and innovation management services to industry and the NHS



Health Enterprise East  
Realising Innovation



Health Enterprise East (HEE) delivers professional business and innovation management services. Services are tailored to meet each client's needs, from strategic analysis to practical advice and insight. HEE's experienced team works alongside NHS organisations nationally and with medtech globally. With a track record of success, HEE is a trusted partner in realising innovation.

# HEE at a glance... the last 10 years

**£40m+**  
projects  
managed

**200**  
innovation  
disclosures  
a year

**120+**  
commercial  
licences  
agreed



**125+**  
companies given  
advisory support



**30+**  
years combined  
consultancy  
experience



**1500+**  
ideas evaluated



How can we help you?

Tel: 01223 928040

Email: [enquiries@hee.co.uk](mailto:enquiries@hee.co.uk)

[www.hee.co.uk](http://www.hee.co.uk)

# Delivering professional business and innovation management services

HEE can help answer questions and address challenges faced along the product development process, tailoring the project to meet each client's specific needs and aims.



## Define Markets

Understand market dynamics, relevant players and emerging opportunities. Define needs and specify requirements

- Market analysis and opportunity definition
- Stakeholder profiling
- Needs analysis



## Explore Solutions

Identify relevant technology solutions, explore market context, and validate opportunities and solutions

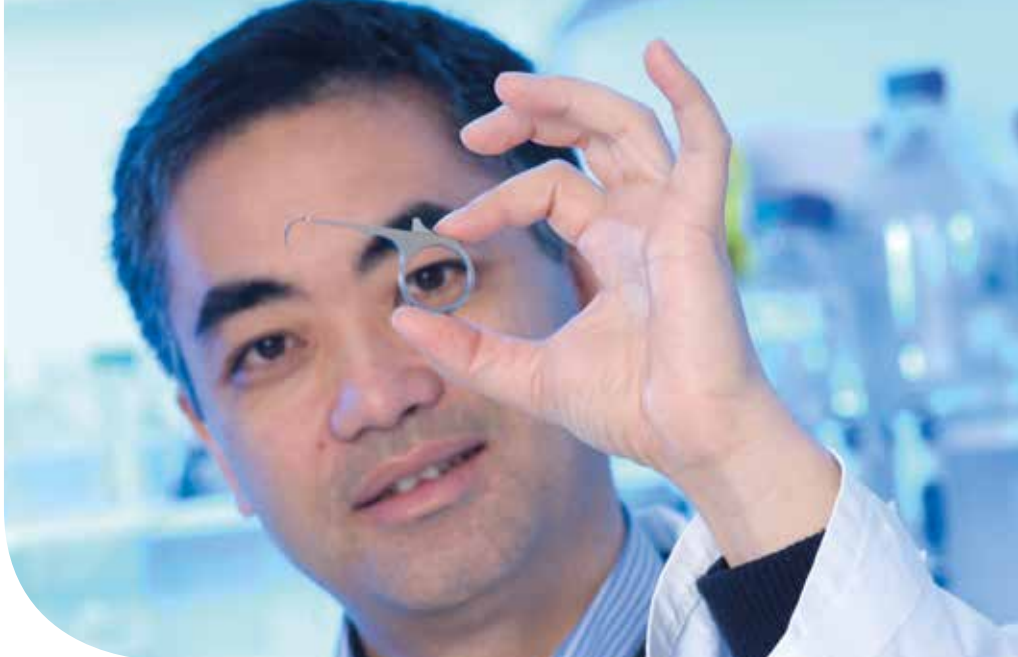
- Intellectual property (IP) landscaping
- Technology scouting
- Stakeholder research
- Market and product validation



## Realise Opportunities

Strategically plan to fully realise opportunities, map and manage the processes to achieve them

- IP strategy and management
- Technology commercialisation
- Commercial strategy



## Realising innovation from within the NHS

HEE offers a full range of professional innovation management services to the NHS nationally. Through its member services, HEE ensures that pioneering innovations from staff across the NHS are identified, developed and commercialised for the benefit of patients, staff and society. Closely affiliated with founding member Papworth Hospital NHS Foundation Trust, HEE currently serves over 30 NHS organisations in the East of England, East Midlands and North London.

Trusts can opt to sign up as members of HEE and access the following:

- 10 year track record of successful innovation management
- Expert team with a wide range of IP protection, management and commercialisation skills
- Proof of concept resources for the development of NHS ideas
- CPD accredited training for staff interested in learning more about innovation through the innovation scouts network

Typically a project supported by HEE could include:

- Protection of IP
- Development of prototypes
- Proof of concept feasibility studies
- Identification of potential commercial partners
- License negotiation to commercialise the idea

For information on becoming a member, or if you've got an idea to discuss visit

[www.hee.co.uk/nhsmembership](http://www.hee.co.uk/nhsmembership)



Milton Hall, Ely Road, Milton, Cambridge CB24 6WZ

Tel: 01223 928040 Email: [enquiries@hee.co.uk](mailto:enquiries@hee.co.uk)

[www.hee.co.uk](http://www.hee.co.uk)



@healthenterpris