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Foreword

Now, more than ever, the development and adoption of innovative solutions is critical for delivering better health, wellbeing and economic value in Wales. To achieve this, innovators with bright ideas need an understanding of the life sciences sector and access to the right facilities and expertise.

This is where the Accelerate programme can help, supporting these actions by facilitating meaningful collaboration across industry, academia and health and social care. So far, the programme has already significantly impacted the innovation landscape by assisting in the manufacture of new health care products and improved medical devices, as well as transforming health care processes and improving a wide range of important services. At Life Sciences Hub Wales, we are proud to be leading on the Accelerate programme in collaboration with our partners. By supporting innovators in rapidly translating their ideas into new technologies, products and services, the programme is playing an important role in making Wales become the place of choice for health, care and wellbeing innovation. In turn, this is strengthening the Welsh economy by creating new business, supporting existing businesses expansion and attracting organisations to work in Wales.



The Accelerate programme has the capacity, network and expertise to support a range of different innovation projects. Perhaps you have an idea for a healthcare innovation but aren't sure what the next step is? Maybe you work for a business wanting to expand their offering? Or are you an allied health professional who has identified how to improve a process? If so, we want to work with you. Don't hesitate to [get in contact](#) with the Accelerate team and learn more about the programme.

Cari-Anne Quinn, CEO

1. What is the Accelerate programme?

Accelerate is led by Life Sciences Hub Wales, in partnership with Cardiff University (CIA), Swansea University (HTC) and University of Wales Trinity Saint David. (ATiC). Rather than providing funding or grants, the programme helps to translate ideas into solutions by offering the opportunity to tap into academic expertise, a thorough understanding of the life sciences ecosystem and the latest facilities needed by innovators and entrepreneurs.

Co-funded by the European Regional Development Fund, the Welsh European Funding Office, Welsh Government's Health and Social Services group, universities, Life Sciences Hub Wales, and the health boards, the ultimate aim of Accelerate is to create lasting economic value for Wales.

66 *Developing innovative new ways of preventing, treating and improving illnesses and diseases is a vital part of Welsh Government's vision for the future of the NHS in Wales. The Accelerate programme and the new Health Innovation Centres Fund will help to develop new ideas for health products and services more quickly for us to use in our NHS and across the world.*

Vaughan Gething AM

Minister for Health and Social Services, Welsh Government

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Explore some of the innovative and ground breaking work the Accelerate programme has supported:

- The development of [safer VR experiences in healthcare](#)
- The development of a [high tech dementia aid](#)
- Collaboration on a new [life saving ventilator](#)
- Working in partnership on a [tracheostomy tube support vest](#)



Who can work with Accelerate?

We collaborate with innovators to help turn ideas into new products, services and processes. We want to hear from you if you're an entrepreneur, working in industry, the NHS, academia or the third sector, and you're developing healthcare innovations that will benefit patients, improve NHS Wales, and boost the Welsh economy.

Who is involved in Accelerate?

Accelerate is a partnership between four organisations, each bringing unique expertise. Our partners can help you tackle a wide range of research, development and innovation challenges.

Life Sciences Hub Wales

We provide strategic oversight with extensive knowledge of the demands of health and care services in Wales. We also orchestrate valuable networks with the broader Welsh life sciences ecosystem and Welsh universities. Our remit additionally includes, but is not limited to; market analysis, signposting to external support and helping identify research and development collaboration opportunities.

Cardiff University's Clinical Innovation Accelerator



The Clinical Innovation Accelerator is based at the Cardiff and Vale University Health Board and can provide innovators with access to doctors, patients, and clinical researchers. It can also help foster collaboration with researchers from across Cardiff University.

University of Wales Trinity Saint David's Assistive Technologies Innovation Centre (ATiC)

Their extensive expertise and experience includes user-centred design, user-experience evaluation and behavioural analysis, 3D data, motion capture and prototyping in a range of materials.

Swansea University's Health Technology Centre



They have dedicated research capabilities, from cell biology to nanotechnology to data science, and strong links throughout Swansea University.

Can Accelerate fund my project?

Accelerate does not offer funding or grants. Instead, the programme focuses on supporting collaborative research, development and innovation, which is aided by a team of specialist colleagues. Accelerate offers access to the academic expertise, in-depth understanding of the life sciences eco-system, and cutting-edge facilities to help get ideas off the ground.

What's the process



How can Accelerate help me?

Our four partner organisations have the depth and breadth of expertise to help you develop your innovation. We can tailor our support to your evolving needs through a flexible approach.

You could benefit from:



Expertise

The opportunity to work with experts in research and development, user experience, clinical engagement and technology transfer.



Introductions to potential collaborators

Including industry, academic and clinical partners.



Clinical input

Working with NHS Wales to enhance your research and development.



Advice, access and guidance

Orchestrating relationships with leading Welsh Universities, University Health Boards and Trusts, patients, facilities, personnel, and wider connections across the life sciences sector, as well as a multidisciplinary team of experts who work at Life Science Hub Wales.



Help navigate the life sciences support ecosystem.

Learn [how to apply](#)

2. How Life Sciences Hub Wales' Accelerate team can help you

The Accelerate team at Life Sciences Hub Wales is uniquely equipped to engage with small, medium and large organisations and identify potential collaborators.

Life Sciences Hub Wales have expertise in sourcing potential research and development opportunities and supporting ground-breaking innovation in Wales. Our unparalleled knowledge of the Welsh life sciences sector allows us to offer bespoke guidance and support. Moreover, our extensive and growing network of contacts from across the sector can also be used to help support your business's specific needs. We can also undertake market analysis to support your businesses in understanding all aspects of a product, project or plan;

- | | |
|--|-----------------------|
| 1. Engagement | 4. Project submission |
| 2. Initial business or product scoping | 5. Project sign off |
| 3. Market Analysis | 6. Continued support |



Engagement

The Accelerate team at Life Sciences Hub Wales is proactive in staying up to date with sector developments. This helps ensure that novel ideas and innovative solutions can be channelled into helping to meet the evolving needs of our health and care services.

Life Sciences Hub Wales acts as a convenor across the wider life science community – engaging and fostering relationships with key stakeholders spanning industry, academia and the health and social care profession. Moreover, we also help to influence the sector through our extensive knowledge, expertise and resources.

We maintain our cross-sector influence, engagement and expertise through:

Internal collaboration

Working across the organisation to identify opportunities from other colleagues as well as engaging with external organisations and programmes.

Events

Ensuring a digital and physical presence at events and conferences so that the team:

- Engages with the sector and listens to the challenges facing the life sciences
- Continues developing relationships with other key stakeholders
- Is visible as a reliable and proactive voice within the sector
- Remains up to date with the latest developments and breakthroughs

Find out more about our events

Communications team

Having a dedicated team to help shine a light on your innovation. They support

Accelerate and its projects by regularly crafting engaging and meaningful website content. They also have a strong social media presence with thousands of followers and a monthly newsletter distributed to an engaged and influential audience.

Internal database

Maintaining and regularly updating an expanding database of organisations. This features organisations who Life Sciences Hub Wales Hub regularly engage with.

Global database

We have invested in a new global database tool that gives an in-depth breakdown of global and national businesses within the life science sector. This also enables market analysis and forecasts to help you navigate this dynamic landscape.

Clinical input

Leveraging our contacts within NHS Wales to help you to enhance your research and development requirements in a medical setting.

Initial business or product scoping

To ensure that your business is suitable for collaborating with the Accelerate programme, our team will perform background research and initial due diligence.

We will also:

- Organise and facilitate initial meetings to provide a better understanding of the process and to discuss your innovation
- Work to fully understand your product or business, identifying which of the three expert university partners is the most suitable for helping to achieve your goals
- Identify areas of support and signpost accordingly to not only Accelerate partners, but to their experienced internal Innovation and Adoption (I & A) team and external programmes.
- Ask you to complete a scoping document and sign a non-disclosure agreement. This document helps capture the details of your challenge, which are then discussed with Accelerate partners before assigning your project to the most suitable one.



Market Analysis

Life Sciences Hub Wales can offer a market analysis of your sector, which will assist in understanding the market, obstacles and opportunities for your project. Their global sector database provides in depth analysis, with the study typically including:

- Potential target markets, their advantages and disadvantages and assigned characteristics (such as size, business type, demographics or user attitudes). Followed by desk research into commercial opportunities and potential segmentation
- Competitor analysis, including information on the most related state-of-the-art technology or system and their limitations
- Potential routes to market and adoption, including business model options and potential barriers to market entry
- Regulatory requirements
- Conclusions and recommendations

Project submission

Prior to submitting for consideration, our team will offer the business support and guidance for creating the project proposal, ensuring it clearly describes the idea in detail. After reviewing the project, we will identify the most appropriate partner(s) with the expertise and resources to support your initiative's progression. Once submitted, the team will represent the business during partner discussions to fully articulate the project idea prior to the invitation of a partner meeting.

Continued support

If the submission is unsuccessful, we can continue to offer the business support where appropriate, drawing from a multidisciplinary team of commercial and clinical experts.

Once the project has resulted in a meaningful outcome, the team will support the client in understanding and navigating market opportunities and supporting the right products to successful market access.

Project sign off

Following agreement between the academic partners to progress the project, a partner will be assigned to take the lead role and responsibility for moving the project forward.

3. Meet the team



Sherrie Methuen

Head of Innovation Adoption

Leading on Precision Medicine, Advanced Therapeutic Medicinal Products and Healthy Ageing & Social Care

sheridan.methuen@lshubwales.com

Sherrie enjoyed a successful and fulfilling career within the NHS working mostly in the primary care, surgical operating theatres environment.

Sherrie's responsibilities included managing the training and education needs of departmental employees and in addition, combined her clinical commitments within the NHS, working as a lecturer for the Southbank University.

In 2006, Sherrie took a career move to work with a market leading, orthopaedic medical device company. There, she supported a variety of clients with project and change management strategies to coordinate the design, implementation and development of streamlined operational and clinical processes and procedures to effect sustainable operational and cultural change.

In March 2020, Sherrie was delighted to take up her new role as Head of Innovation Adoption and is leading three of the five strategic impact areas of the Life Sciences Hub Wales; Precision Medicine, Advanced

Therapeutic Medicinal Products, and Healthy Ageing and Social Care.

Her role is to lead a team of professionals, working alongside health and social care to identify and promote a pipeline of innovative, targeted opportunities and solutions from industry and convene stakeholders to accelerate the adoption of innovation. Sherrie works collaboratively with industry across the full cycle of engagement, from research and development to market ready solutions, scoping and enquiry to delivery – driving economic growth and improved health outcomes for the people of Wales.

Sherrie brings extensive experience in strategy development, with a strong emphasis on translating strategic aspirations into realistic programmes that are designed to achieve sustainable change.

**Chris Jones****Business Engagement Manager**

christopher.jones@lshubwales.com

Chris is an experienced business development professional with a demonstrated history of achieving results in the public and private sectors.

Chris has crafted his skills in customer relationship management, stakeholder management, customer satisfaction and business development.

He works directly with organisations to scope out R&D projects, develop project proposals and inspire innovation and collaboration between industry, health and social care and research organisations.

Debbie Harvey**Industry Engagement Manager**

debbie.harvey@lshubwales.com

Debbie's role is to work directly with organisations to scope out R&D projects, develop project proposals and inspire innovation and collaboration between industry, health and social care and research organisations.

Debbie started her career as a nurse before joining the pharmaceutical industry. In 2010 she moved into digital healthcare start ups where she worked across all areas of the business, helping to develop and bring new products to market.





Chris Rolls

Business Engagement Manager

christopher.rolls@lshubwales.com

Chris's role is to work directly with organisations to scope out R&D projects, develop project proposals and inspire innovation and collaboration between industry, health and social care and research organisations. Chris has over 20 years' experience working in the public, private and third sectors and has first-hand knowledge of manufacturing products for health services in Wales and internationally.

Helen-Eva McCamley

Accelerate Programme Support

helen-eva.mccamley@lshubwales.com

Helen is responsible for the coordination of Board, project and operational meetings, as well as providing support to all four programme partners (ATiC, CIA, HTC and LSHW). The aim of Helen's role is to provide streamlined processes that assist the project delivery teams.





Ria Buckley

Finance and Administration Manager

ria.buckley@lshubwales.com

Ria is responsible for maintaining the complex financial records of the Accelerate operation. Ria manages the day to day aspects of the ERDF operation to ensure that the operation is in accordance with the agreed budget and output profile. Ria has worked in the finance sector for 14 years. During this time, she worked as a Commercial Analyst and Financial Modeller, where Ria designed and built strategic models, representing commercial and business activity with comprehensive scenario functionality. Other roles included Group Financial Accountant and Systems Accountant where Ria developed, maintained and upgraded numerous financial systems.

Jayne Nantel

Programme Executive

jayne.nantel@lshubwales.com

With over 20 years' experience in forward-facing administrative roles in both public and private sectors, Jayne looks after all the data compliance and other related administration duties for Life Sciences Hub Wales. Jayne's responsibilities include document file structure development, programme compliance monitoring, preparing reports and programme stats for governance meetings.

Before joining Life Sciences Hub Wales, Jayne previously worked in law enforcement (as an Emergency Call Handler), civil service (DVLA), and she also has over 10 years' experience working administratively in Higher Education. Jayne is also experienced in the life sciences sector as a Customer Care Administrator for a medical device company.



4. How to apply

Accelerate has launched two new call to action portals:

1. A Covid-19 related idea, business or product portal
2. A non-Covid-19 related idea, business or product portal

We want to hear your ideas, products or business for:

- Improving or developing a medical device
- Creating a new healthcare product
- Launching a new digital device or app to support the health care sector
- Improving hospital processes or service provisions
- Enhancing patient experience or healthcare professionals experience

You can also give us a call on 02920 467030, where we are on hand to help you understand your suitability for this programme.

We want to
work with you



Please be prepared to talk about the following in our initial discussions:

1. Your idea and the problem you are trying to solve

2. The challenges you face in developing this idea

3. Overview of the project to date

Submit your ideas by emailing us on accelerate@lshubwales.com

5. Events with Life Sciences Hub Wales

As one of the four partners that make up the Accelerate programme, clients who collaborate with Accelerate can also access the vast array of events Life Sciences Hub Wales is involved with.

Life Sciences Hub Wales has a prominent reputation for holding digital and physical events that spark conversation, strengthen relationships and create meaningful opportunities for businesses to evolve their products and innovative ideas.

Our dedicated events team can organise:

- Purposeful networking opportunities
- World-class speakers and presenters
- The cultivation of engaged and appropriate audiences



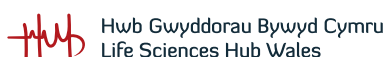
Explore some of the events that we have proudly contributed to:

Health Hack

Life Sciences Hub Wales was delighted to support the Welsh Health Hack in its second virtual iteration. The online event attracted a range of talented professionals from across industry and health and social care to compete for the opportunity of funding, provided by Welsh Government and AgorIP, and non-financial support from the events delivery partners.

The event aimed to encourage cross-sector collaboration and shine a spotlight on innovative ideas, providing exposure to experts and resources often difficult to find from a challenge and solution perspective.

The Health Hack comprised of two separate events held over two consecutive weeks. It kicked off on Tuesday 10 November with innovators from health and social care first presenting the challenges they wanted to address (totalling 37 challenges), followed by the opportunity for all attendees to network and discuss potential solutions.



In the concluding meeting on Tuesday 17 November, five winners were selected by two expert panels from 22 proposals developed in the intervening week.

Speaking before the Hack, previous winner **Simon Burnell** commented on the impact of participating in the Welsh Health Hack:

“ We won the Health Hack in the spring and now there is a group collaborating to bring our project, Mask Comms to fruition and develop our prototype to bring it into production. I'd recommend that anyone with a problem that they see in their work in the NHS to get involved. Who knows you may find someone with the perfect solution and you can work towards developing it for the NHS as a whole. **”**

Chris Martin, Acting Chair of the Board, Life Sciences Hub Wales said:

“ I was delighted to see such a vast array of project solutions from across Wales being presented at the Welsh Health Hack. I want to congratulate the winning pitches and encourage all those who joined the Hack to continue innovating and working to make such a positive difference to the people of Wales. **”**

Spread and scale

Life Sciences Hub Wales launched The Spread and Scale Academy in July 2019. The Academy is a unique and innovative programme developed in collaboration with Cardiff and Vale University Health Board and the Bevan Commission.

The four-day programme ran between Monday September and October 2019 and was delivered in partnership with South West Alliance Health Science Network and internationally recognised trainers from the Billions Institute.

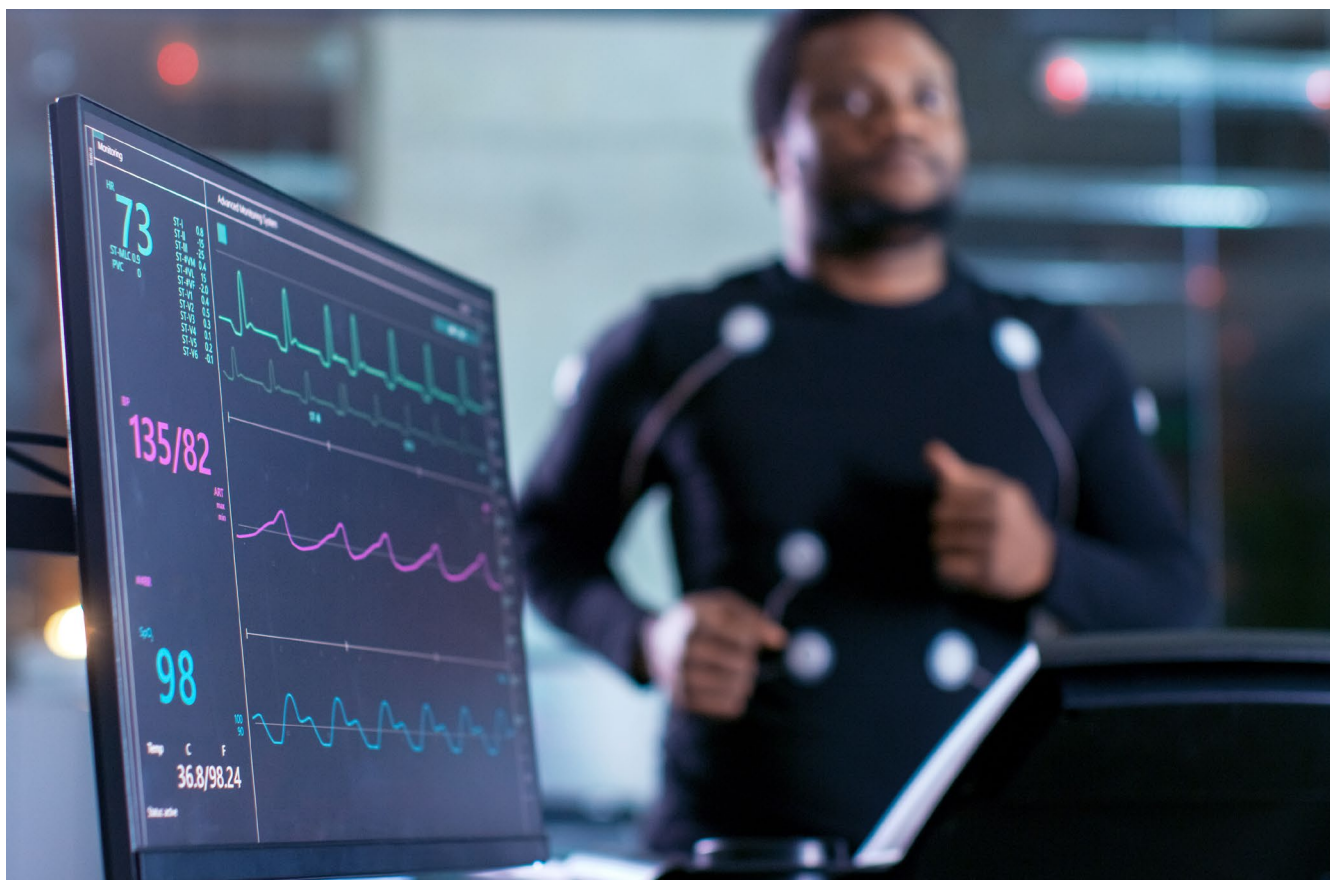
With a passionate and motivated NHS workforce, Wales is seeing more innovation and improvement projects than ever. The Spread and Scale Academy focused on widening the reach of these projects and providing individuals and teams with the tools needed to scale up projects across organisations, regions and Wales.

Cari-Anne Quinn, CEO of the Life Sciences Hub Wales, said

“ *This is an amazing opportunity to build on the inspiring work already taking place Wales, with the aim of encouraging good practice and innovation to spread as widely and as quickly as possible. It was a packed four days which will provide an approach to ensure that what's making a difference in one place can be scaled up and benefit patients and citizens across Wales.* **”**

Rebecca Thomas, a Senior Nurse at Cwm Taf Health Board who is leading a project to improve the hydration for vulnerable patients said:

“ *One of the first things they asked us to do was a life-map ...being pushed to think about myself and what I do or don't do to be able to spread that change.* **”**



Becky Margiotta, co-founder of US-based company, the Billions Institute, says there are several things that impede innovators.

“We see the fear of open conflict, transactional relationships, perfectionism, and overwork as the stated norm. These things are rampant... so that you can't really be as creative as you'd like.”

Dr Clea Atkinson, a Palliative Care Consultant at UHW Cardiff, another Spread & Scale Academy delegate said:

“It has totally dawned on me to stop thinking so small, and start thinking much, much bigger, the huge benefits that we've seen in our small project could be spread across the whole of Wales, the whole of the UK and who knows where else.”

For further details visit: [The Spread and Scale Academy](#)

Or listen to the [How to Spread and Scale Health Thinking](#) podcast episode.

Value in Health Week

#VIHWALES

Value in Health Week

12.10.2020 – 16.10.2020

IN PARTNERSHIP WITH



Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales



Value in Health Week was a series of online events celebrating value-based healthcare adoption in Wales.

Life Science Hub Wales was a leading figure in organising the week-long event, which offered free sessions that ranged from an introduction to Value-Based Health Care, training sessions tailored to specific audiences, panel discussions on topical issues and case studies from the field; all expertly delivered by clinical teams, policy leads, academic colleagues and industry partners.

Read about our [Guest Speakers](#) or review the [Programme Page](#) to learn more about [Specific Sessions](#).

Value in Health Week 2020 Programme

Mon 12 Oct

08.30 – 09.30

Value in Health - What does it mean for Wales

13.00 – 13.45

Using outcomes to improve Access for Patients, Based on Greatest Need

15.00 – 16.30

Health Technology Wales Health Economic Training (Part 1)

19.00 – 20.00

Value-based Health Care and Industry

Tues 13 Oct

09.00 – 10.00

Using Technology to Implement Value Based Healthcare in NHS Wales

11.00 – 11.30

Bringing Data to Life, Lung Cancer

12.30 – 13.30

Value in Health in Primary Care

14.00 – 15.00

Cardiac Data Dashboard Launch

15.30 – 16.30

Value in Health and Finance

17.00 – 18.00

Patient Perspectives
– Why Better Data is Key To Patient – Centered Care

Weds 14 Oct

10.00 – 10.30

PROM Development in Lymphoedemas

11.00 – 11.45

Standardising PROMs - Insight into the ViH data standard work for PROMs

12.00 – 12.45

Optimising Outcomes for Diabetic Patients

13.30 – 14.30

Natioanl Approach to Value in Health Learning in Wales

15.00 – 16.30

Health technology Appraisal Training Session (Part 2)

16.30 – 17.30

Value in Health and The COVID Recovery

Thurs 15 Oct

09.30 – 10.00

Value in Health Procurement

12.30 – 13.00

Social Prescribing in Primary Care – A Case Study

13.00 – 13.45

Digital Services for Patients and the Public: Creating a Core Platform

14.00 – 14.45

Swansea Bay Heart Function Service – Not Accepting Failure

15.30 – 16.00

OECD Patient Reported Programme Indicator Survey (PaRIS)

19.00 – 20.00

Procurement for Value

Fri 16 Oct

11.00 – 11.45

Analysing PROMS - An Introduction

13.00 – 14.00

Knee Dashboard Launch

14.30 – 15.00

What Next? – Meet the Value in Health and The Life Sciences Hub Wales team

6. Collaborative partners

[Assistive Technologies Innovation Centre \(ATIC\)](#)

[Health Technology Centre \(HTC\)](#)

[Clinical Innovation Accelerator \(CIA\)](#)

[University of Wales Trinity Saint David](#)

[Cardiff University](#)

[Swansea University](#)

[Welsh Government](#)

[Digital Health Ecosystem Wales](#)

[Business Wales](#)

[AgorIP](#)

[Data Innovation Accelerator](#)

[Small Business Research Initiative
– Centre of Excellence](#)

[Health Technology Wales](#)

[MediWales](#)

[Bevan Commission](#)

[Mspark](#)





