



Accelerating FemTech:


Inspiring the improvement of women's experience of health through technology.

**Presented by
Health Innovation Network, Mills & Reeve, Health Innovation Manchester**

**Offices of Mills & Reeve
1 Circle Square, 3 Symphony Park, Oxford Rd, Manchester M1 7FS**

Tuesday 13 June - 14.00-17.45

Time	Topic	Speakers
14.00 - 14.20	Arrival and registration	
14.20 - 14.25	Welcome	Charlotte Lewis Principal Associate <i>Mills & Reeve LLP</i>
14.25 - 14.35	Introducing Accelerating Femtech	Anna King Commercial Director <i>Health Innovation Network, London</i> Sara Nelson Programme Director <i>DigitalHealth.London</i>
14.35 - 14.45	Empowering Women's Health Through Digital Solutions: Unleashing the Potential	Liz Ashall Payne Founding CEO <i>ORCHA</i>
14.45 - 15.00	Showcasing Academic-Industry Collaborations in Health Technology	Sarah Cordery Director <i>Kuppd</i>
15.00 - 15.20	<i>Panel Discussion: Digital Solutions for Improving Maternity Safety.</i>	Caroline Finch Registered Midwife and Programme Development Lead Patient Safety Collaborative,

		<p>Maternity and Neonatal Safety Improvement Programme <i>Health Innovation Manchester</i></p> <p>Zoe Wright Midwife and CEO <i>The Real Birth Company</i></p>
15.20 - 16.15	Structured networking activity	
16.15 - 16.25	Innovations and Progress Within Gynaecological Cancers	<p>Prof Richard Edmondson Clinical Professor in Gynaecological Oncology <i>The University of Manchester</i></p>
16.25 - 16.35	Health Innovation Ecosystem in Manchester and the AHSN Network	<p>Vicky Bertenshaw Research Operations Manager <i>Health Innovation Manchester</i></p>
16.35 - 16:55	<i>Panel discussion:</i> Digital Innovations in Menopause Services	<p>Prof Carol Atkinson Director of Research for the Faculty of Business and Law <i>Manchester Metropolitan University</i></p> <p>Dr Laura Clark GPSI Women's Health and Lifestyle Medicine <i>Archwood Medical Practice, Stockport</i></p> <p>Gaele Lalahey COO <i>Balance Menopause App</i></p>
16:55 - 17:05	Closing remarks	Health Innovation Network South London Team
17.05 - 17.45	Drinks and networking	
 <p style="text-align: center;">Accelerating FemTech delivered by hin</p>		



Accelerating FemTech:

Inspiring the improvement of women's experience of health through technology.

Speaker Biographies

Welcome



Charlotte Lewis
Principal Associate
Mills & Reeve LLP

An award winning commercial and technology lawyer specialising in the health and care sector, Charlotte advises health and care organisations on legal, commercial, and strategic issues relating to commissioning, contracting and collaborating. Having worked on a range of health and social care projects from system and place-based integration and provider collaboration to electronic patient record procurements and digital health platform development, Charlotte works in partnership with clients to help them to navigate complex issues in order to deliver the desired outcome.

Charlotte is an advocate for innovation and transformation in the sector and in addition to her legal role at Mills & Reeve she proudly chairs pro-Manchester's healthcare committee, co-leads One HealthTech's Manchester hub and is an elected member of techUK's Health and Social Care Council.

Introducing Accelerating Femtech



Anna King
Commercial Director
Health Innovation Network, London

Originally qualified as a Chartered Accountant with PricewaterhouseCoopers, where she advised health and social care clients such as GSK, Roche and Aventis; Anna has previously held number of senior NHS regional commercial and improvement roles, including Commercial Programme Director at the London Commercial Support Unit. Joining HIN in 2013, Anna's focus has been building relationships between NHS and industry.

A founder of DigitalHealth.London, she also developed the DigitalHealth.London Accelerator Programme.



Sara Nelson

Programme Director
DigitalHealth.London

Sara has worked in the NHS for over 30 years in both clinical and site management roles. As a senior nurse for digital at Guy's and St Thomas' (GSTT), her work centred on "bridging the gap" to support the cultural change needed for digital transformation, and more recently she was Deputy Chief Nursing Information Officer at NHS England, with responsibility for strategy, education leadership and innovation. She is passionate about bringing the benefits of new technologies to patients and professionals from across health and care quickly and safely.

Empowering Women's Health Through Digital Solutions: Unleashing the Potential



Liz Ashall Payne

Founding CEO
ORCHA

Liz Ashall-Payne is the Founding CEO of ORCHA, a global leader in digital health accreditation and distribution services. With a background as a trained NHS Clinician, Liz has led healthcare transformation programs, unlocking the potential of digital technology for improved patient outcomes and economic opportunities.

In 2015, Liz established ORCHA. The organization has experienced exponential growth, providing digital health assessment and distribution services in twelve countries and serving organizations in 70% of NHS regions in the UK.

Under Liz's leadership, ORCHA has been the recipient of numerous awards, cementing its position as an industry leader. Liz herself has been recognized as a Tech Trailblazer by the BIMA 100, a Healthcare IT Leader in the HIMSS Future 50, and Entrepreneur of the Year by esteemed organizations including the British Chamber of Commerce, Norther Powerhouse, and EY.

In addition to her role at ORCHA, Liz Ashall-Payne is an NHS England NIA alumni fellow, a coach for the NHS England Clinical Entrepreneur program, and serves as the Vice Chair on the Tech UK Health and Social Care Council.

Liz's visionary leadership, healthcare expertise, and recognition through various awards position her as a driving force in the field of digital health, pioneering innovation for the betterment of patients and healthcare systems globally.

Showcasing Academic-Industry Collaborations in health Technology



Sarah Cordery

Director
Kuppd

KUPPD® are a new breast prosthesis brand, who are collaborating with researchers in the Manchester Fashion Institute at Manchester Metropolitan University to bring innovative 3D body scanning to help understand more about the shape of the area of the body affected by breast cancer surgery.

Speaking with health care professionals and those affected by breast surgery, experimenting with 3d printing technology, and researching sustainable materials led founder Sarah Cordery to set up KUPPD®, a customisable breast prosthesis brand to help people feel better in their own bodies.

Kuppd was selected by Health Innovation Manchester to receive funding for ongoing research with MMU and PrintCity, and was recently nominated for Medilink Start up of the year award.

Conversation: Digital Solutions for improving maternity safety.



Caroline Finch

Registered Midwife and
Programme Development Lead
Patient Safety Collaborative,
Maternity and Neonatal Safety
Improvement Programme
Health Innovation Manchester

I am Programme Development Lead for the Maternity and Neonatal Patient Safety Improvement Programme at Health Innovation Manchester. I work with maternity and neonatal providers across Greater Manchester and Eastern Cheshire to look at quality improvement initiatives to improve safety and outcomes. England's 15 Patient Safety Collaboratives (PSCs) play an essential role in identifying and spreading safer care initiatives from within the NHS and industry, ensuring these are shared and implemented throughout the health and care system.

I commenced my NHS career in 1987 as a student nurse at a local trust within Greater Manchester and on qualification I worked within the fields of medicine and cardiology. After having my first child and seeing first-hand the role of the midwife I felt that I could make a difference to women, birthing people, babies, and families and thus started my midwifery journey at Salford University in 1997. In 2012 I commenced my Master of Science in Advanced Practice (Health and Social Care) and was one of a team of five advanced midwifery practitioners working at a local trust within Greater Manchester. I left clinical practice in 2021 and worked for a short period as a midwifery lecturer at Manchester University.



Zoe Wright

Midwife and CEO

The Real Birth Company

Zoe is founder and CEO of The Real Birth Company, gaining her Registered Midwife status in 2009. With a passion for antenatal education Zoe has led developments in antenatal education services within the NHS and lectured at several further education settings about the positive links between good quality education and maternal health.

She believes that all women should have access to evidence-based antenatal education, that enhances understanding and provides a positive approach to birth preparation. She developed a multilingual digital birth preparation solution to help improve access for more women from various nationalities, using her specific model of birth planning.

The Real Birth Digital Workshop™ is interactive, user friendly, animated, and easily accessible. It has audio guides in several languages, taking women through 119 lessons over 11 modules on the various stages of labour, caesarean and preterm birth. This birth preparation resource provides a deeper understanding using current evidenced-base information shared positively and factually and supports midwifery practice by help to enhance conversations between clinicians and maternity service users.

Innovations and progress within gynaecological cancers



Prof Richard Edmondson

Clinical Professor in Gynaecological Oncology

The University of Manchester

Richard Edmondson qualified in medicine from Newcastle University in 1992 and after a year of surgical training in New Zealand undertook speciality training in the Northern Deanery in Obstetrics and Gynaecology with subspecialty training in Gynaecological Oncology at the Queen Elizabeth Hospital, Gateshead. He was awarded an MD from Newcastle University in 2002 for his work investigating the biology of the ovarian surface epithelium, which led to his interest in ovarian cancer.

He was appointed as a Consultant in Gateshead and Honorary Senior Lecturer in Newcastle in 2005 and in January 2014, he took up the chair of Gynaecological Oncology at the University of Manchester.

His research focuses on developing personalised treatments for patients with advanced ovarian cancer. In addition to developing personalised treatment algorithms to predict outcomes to surgery, he leads a translational programme of research using ex vivo modelling of ovarian cancer to investigate how the DNA damage response can be used to develop potential therapeutic biomarkers. His group has developed techniques to

establish real time models for ex vivo testing of drug sensitivity alongside functional assessment of the tumour and this has led to exciting developments in the ability to predict response to novel agents including PARP inhibitors as well as conventional chemotherapy agents such as carboplatin.

Health Innovation Ecosystem in Manchester and the AHSN Network



Vicky Bertenshaw

Research Operations Manager
Health Innovation Manchester

Vicky Bertenshaw is an experienced innovation professional, specialising in innovation partnerships, industry engagement, research and operations management. Based at Health Innovation Manchester (part of the NHS), Vicky works closely with the region's NHS trusts, universities, policy partners, infrastructure support and industry talent to discover and develop innovative solutions, applying them to today's healthcare challenges.

With a background in psychology and cognitive behavioural therapy, Vicky advises SMEs on their development journey from business pitching and scaling to funding, research design and collaborations. Vicky is a keen advocate for FemTech and the patient/public voice, supporting industry, clinicians and academics by shining a spotlight on female health issues.

Panel discussion: Digital innovations in Menopause Services



Prof Carol Atkinson

Director of Research for the Faculty of Business and Law
Manchester Metropolitan University

Carol is Professor of Human Resource Management, based in Manchester Metropolitan University Business School's Centre for Decent Work and Productivity. Carol's research interests centre on creating decent work, including the intersection of gender, age and careers, and employment in the adult social care and small- and medium-sized enterprise sectors.

Her work on SMEs comprises various projects, including one for Chartered Institute of Personnel and Development evaluating People Skills, a project that delivered HR support to small firms. She is currently working on a project on women's health, including menopause transition, in a large NHS Trust in the north of England and has previously undertaken work on menopause transition in the police service.

Carol was a co-author of the Department of Health and Social Care's (2020) Gender Pay Gap in Medicine project. In adult social care, she is leading an NIHR/DHSC-funded project on pay variation and has recently completed an ESRC Good Employment Learning Lab project where she led the adult social care learning lab exploring employment quality in the sector. She

has undertaken similar work for Greater Manchester's Independent Prosperity Review and Welsh Government.



Dr Laura Clark

GPSI Women's Health and Lifestyle
Medicine
*Archwood Medical Practice,
Stockport*

Dr Clark is a GP and Women's Health and Lifestyle Medicine Specialist. She shares her time between working in an NHS GP practice providing general medical care and a large proportion of women's health care. She is also the Co-Founder and Medical Director of The Lifestyle Health Clinic - an independent medical service that is passionate about delivering preventative health whilst treating current illness.



Gaele Lalahey

COO
Balance Menopause App

COO of the Femtech start-up balance menopause app, Gaele is also a non-executive director for the National Paralympic Heritage Trust, and was previously marketing communications director and board member at Panasonic.

A multi-lingual French-British dual national Gaele has studied and worked in the UK, France, Japan, Germany and Ireland.

After her successful corporate career in digital innovations, brand and marketing stretching 20 years, including running Panasonic's global digital campaign for the London 2012 Olympic Games, Gaele jumped from consumer electronics to the health tech world to run the balance app - founded by Dr Louise Newson - offering free support for perimenopausal and menopausal women globally. In less than 3 years the menopause app has grown organically to over 1 million downloads over 200 territories, the largest in the world, and gained unparalleled credibility from women and healthcare professionals alike.

With a mission to make menopause support accessible and inclusive, the balance app empowers women with unbiased, evidence-based information to instigate a faster diagnosis and demand themselves access to the appropriate treatment and thrive in their lives. Gaele is passionate about empowering women so they can thrive in their lives and careers, and is fighting to ensure better parity

in the workplace for women talents, and especially in senior positions.



**Accelerating
FemTech**
delivered by **hin**

The Health Innovation Network

We help health and care teams in south London benefit from innovation faster.

We're one of 15 Academic Health Science Networks (AHSNs) across England. AHSNs were established to connect NHS and academic organisations, local authorities, the third sector and industry to increase the spread and adoption of innovation across large populations, at pace and scale.

Our Members

Our membership is made up of 55 health and care organisations across 12 south London boroughs, including NHS providers, clinical commissioning groups, local authorities, care homes and academic institutions from across south London's academic, local government and health and social care landscape. [Find out more about our members.](#)

Our Projects

We're always working on a wide range of exciting projects across the healthcare sector. [Find out more.](#)

What do we do?

Expert advice

We advise clinical teams on evidence-based innovations and products, and how to adapt them for their own environment.

Practical support

We provide practical support to health and care teams to implement and evaluate new ways of working.

Connections

We connect people with great ideas, whether it's a health and care team in need of an innovator who can solve their problem, an academic searching for a collaborator or simply connecting one part of the NHS to another. This includes learning communities, innovation challenges, communities of practice, co-production and events.

Innovation Clinics and Signposting

We provide innovation clinics for commercial innovators seeking to work with the health and care sector. We help them understand where the challenges are and the financial and clinical evidence required to solve them. We signpost innovators to additional funding and programme support, such as the [National Innovation Accelerator](#) and

the [DigitalHealth.London Accelerator programme.](#)

Innovation Exchange

We give innovators opportunities to meet clinicians and others within the health and care system to help understand their requirements. As part of the AHSN Network, we also support the national [AHSN Innovation Exchange.](#)

Evaluation

Our passionate team of evaluators, analysts, senior health and care managers and clinical staff undertake bespoke evaluations to build knowledge and evidence bases for innovations. This covers service evaluations, digital health technology, social return on investment and other mixed-method evaluations.

Accelerating FemTech

[Accelerating FemTech](#) is supporting innovators to boost the development of technology solutions to address current challenges in women's health. It is divided into two programmes. **Inspire**: engage innovators (clinicians, companies and academics) around this challenge. **Accelerate**: deliver a targeted 10-week accelerator programme is for small / medium-sized companies from across the UK.

[Find out more about how we can help](#)

Health Innovation Manchester

Working at the forefront of healthcare innovation to discover, develop & deploy new healthcare solutions at pace & scale.

About us:

We are Health Innovation Manchester, an academic health science and innovation system, at the forefront of transforming the health and wellbeing of Greater Manchester's 2.8 million citizens.

Health Innovation Manchester has developed over the last five and a half years to create a world-leading integrated health science and innovation system. Formed in October 2017, HInM brought together the former Greater Manchester academic health science network (GM AHSN) and Manchester Academic Health Science Centre (MAHSC) under a single umbrella.

In October 2019, the [NIHR Applied Research Collaboration Greater Manchester \(ARC-GM\)](#) joined us, conducting pivotal research into new and better ways of promoting health, delivering care, and supporting the economic sustainability of the system. We harness these capabilities, alongside digital and industry expertise, through an innovation pipeline and delivery method to accelerate at scale, with projects directly aligned to Greater Manchester's transformation priorities.

Our mission is to become a recognised international leader in accelerating innovation that transforms the health and wellbeing of our citizens. We work with innovators to discover, develop, and deploy new solutions, harnessing the transformative power of health and care, industry and academia working together to address major challenges and tackle inequalities.

Our work:

We operate with a dynamic network of partners from across the NHS, councils, industry and research and academia to find and deliver innovations into frontline care.

Partnership working is the foundation on which our work is built, and collaborative approaches to responding to health and care challenges are at the forefront of the national and global agenda in discovery science, innovation into practice and population health.

Devolution has been our catalyst for change since 2016, when Greater Manchester became the first place in the country to take charge of its £6bn healthcare budget and be granted powers to make decisions about how to best to meet the needs of local people.

All of these factors combined build on Greater Manchester's global reputation as a pioneer and partner of choice, allowing us to work with our partners on a variety of projects across the health and care system.

How to find us:

Find us online via our website; <https://healthinnovationmanchester.com/> and connect with us on social media:

- Twitter [@HealthInnovMcr](#)
- LinkedIn [Health Innovation Manchester](#)
- YouTube [@HealthInnovationManchester](#)

Digital healthtech



What can we do for you?

Our multi-disciplinary team of digital healthtech lawyers combines the expertise of our technology and life sciences teams with experts from our health and care sector. This combined experience means we can support you on a broad range of legal and strategic issues including commercial, IP, regulatory, corporate, IT, data protection, cyber security and employment related issues.

We work with organisations from across digital healthtech, including enterprising start-ups, established technology companies, investors, NHS bodies and independent sector providers.

Just some examples of our work:

- Providing legal support to app based companies including **Wellola**, **Patients Know Best** and **EMIS (Patient Access)**
- Supporting innovation in primary care by advising **Medicalchain (MyClinic.com)** and the investors in **Push Doctor (Draper Esprit)**
- Advising central bodies including **NHS England** and the **Department of Health and Social Care** on technology contracting across the whole NHS and within primary care
- Supporting a **high-profile US hospital group** on data protection issues relating to the planned opening of its London hospital
- Corporate transactions such as the investment by **Synova Capital** in **Preventx** and the sale of **The Clinical Trials Company**
- Delivering new EHR and connected IT systems at NHS Trusts including **Guy's and St Thomas' NHS Foundation Trust** and **Great Ormond Street**

Don't take our word for it – see what our clients have said

“Working with Mills and Reeve has been a refreshing experience. The team made it easy for us to understand what we needed to know and enable us to be confident in taking the next steps in building the services and products we provide, including Myclinic.com.”

Dr Abdullah Albeyatti, Chief Executive Officer and Co-founder (Medicalchain)

“Working with the Mills & Reeve team was a huge benefit to us. The team's experience of the health sector meant that the deal progressed smoothly leaving us much time as possible to get on with our day to day operations.”

Tim Alston, Co-founder and Chief Technology Officer (Preventx)

Want to find out more? Get in touch, we'd love to hear from you!



Charlotte Lewis
Principal Associate

T: +44 (0) 161 234 8725

E: charlotte.lewis@mills-reeve.com

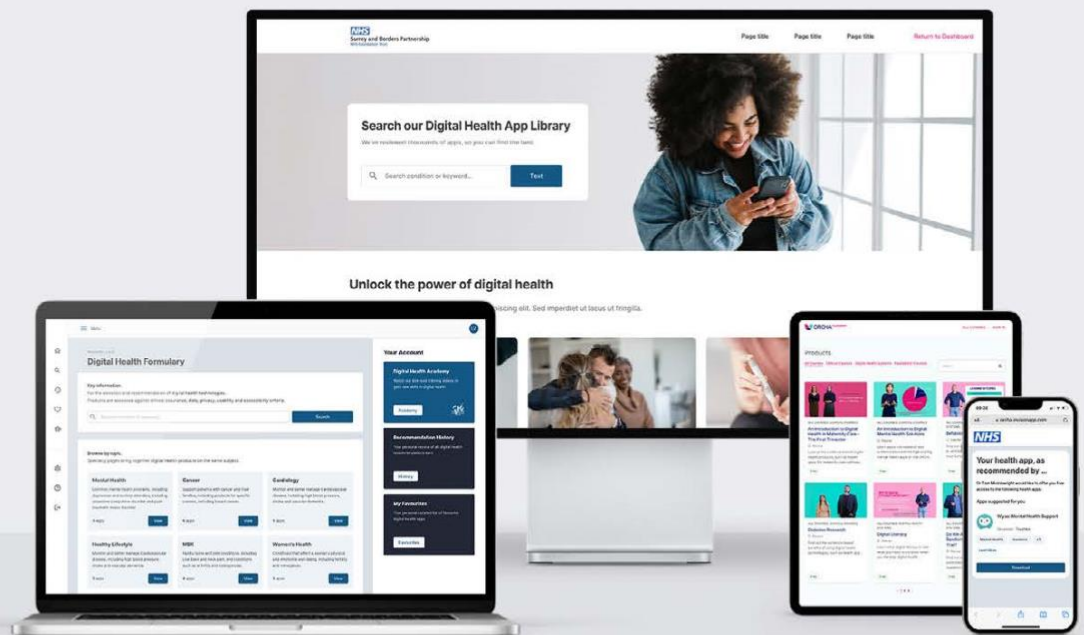
DELIVERING SAFE DIGITAL HEALTH

Digital healthcare holds the power to revolutionise how we treat patients. But this revolution comes with risk. Right now, there are over 350,000 health apps out there and only 20% meet safety standards. How do you get the right products, to the right people, at the right time?

If digital health truly has the power to revolutionise healthcare, then we have to be just as responsible with it as we are with any other aspect of medical practice.

Organisation for the Review of Health and Care Apps (ORCHA) suite of products, delivers the end-to-end core infrastructure needed to deliver digital health safely in healthcare services.

- Independent, accurate and continuous assessments of products against the DTAC.
- Health app libraries to empower the public with safe digital health.
- Digital health formularies to give professionals the tools to prescribe with governance.
- Free CPD online Digital Health Academy to give professionals skills in digital health.





Real Birth Company[®]

KNOWLEDGE • CONFIDENCE • EMPOWER

WHO ARE WE?

Your antenatal education solution

Supporting Digital Transformation

WHAT DO WE PROVIDE?

- 105 Lessons
- 10 Different Languages
- Multiple Accessibility Features
- Audio Guides
- User Data Reporting
- Post Birth Data Collected
- Clinical Review Bi Annually

An average of **92.25%** engagement rate



- ✓ DPIA
- ✓ DTAC
- ✓ ISO27001
- ✓ Cloud Essentials



Accessible via EHPR



www.therealbirthcompanyltd.com