

# Accelerating FemTech: Manchester

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

Tuesday 13 June



MILLS & REEVE

Achieve more. Together.



**Accelerating  
FemTech**

Welcome

Charlotte Lewis

Principal Associate

Mills & Reeve LLP



## Introducing Accelerating Femtech

**Anna King**

Commercial Director  
Health Innovation Network, London

**Sara Nelson**

Programme Director  
[DigitalHealth.London](https://www.digitalhealth.london)



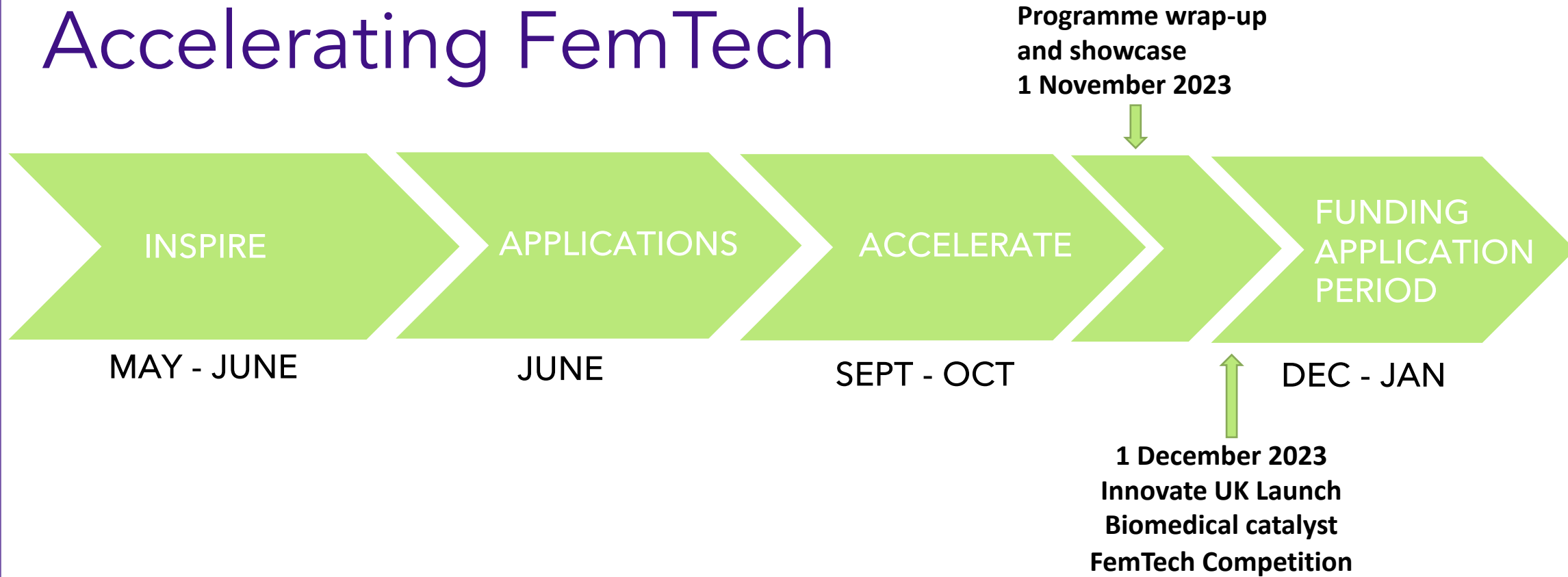


# Supported by



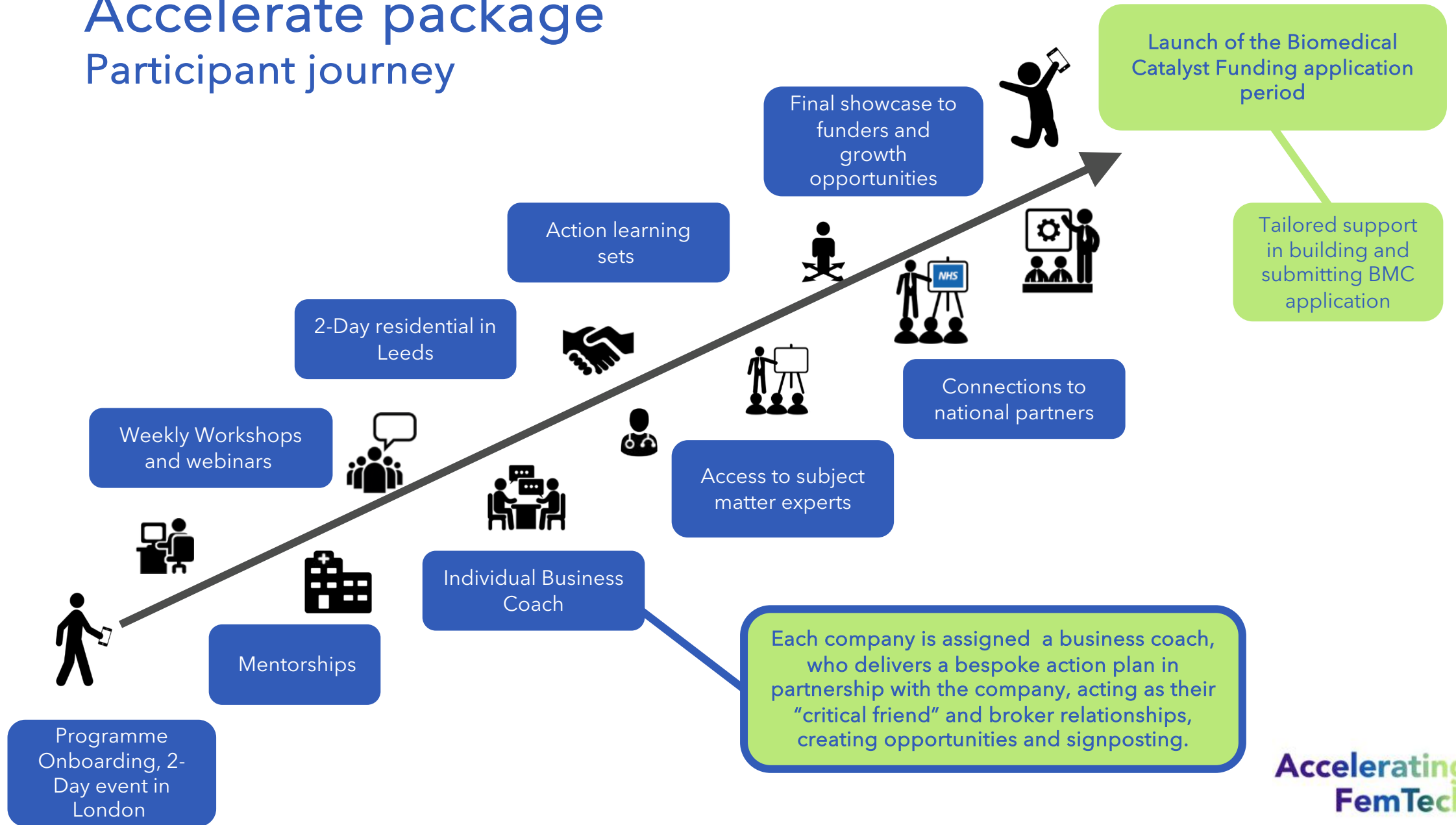
**Accelerating  
FemTech**

# Accelerating FemTech



# Accelerate package

## Participant journey



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

Liz Ashall Payne  
Founding CEO  
ORCHA





ORCHA is the world leading Organization  
for the Review of Care and Health Apps

# ***EMPOWERING WOMEN'S HEALTH THROUGH DIGITAL SOLUTIONS: UNLEASHING THE POTENTIAL***

Liz Ashall-Payne, CEO, ORCHA





# THE DIGITAL HEALTH OPPORTUNITY

There is a demand for digital health from the population, policy makers and professionals and supply from clinical entrepreneurs and digital health suppliers.



**5m**

5 million downloads every day



**93%**

93% of clinicians believe digital technologies can help.



**350,000**

350,000 digital health technologies to choose from.



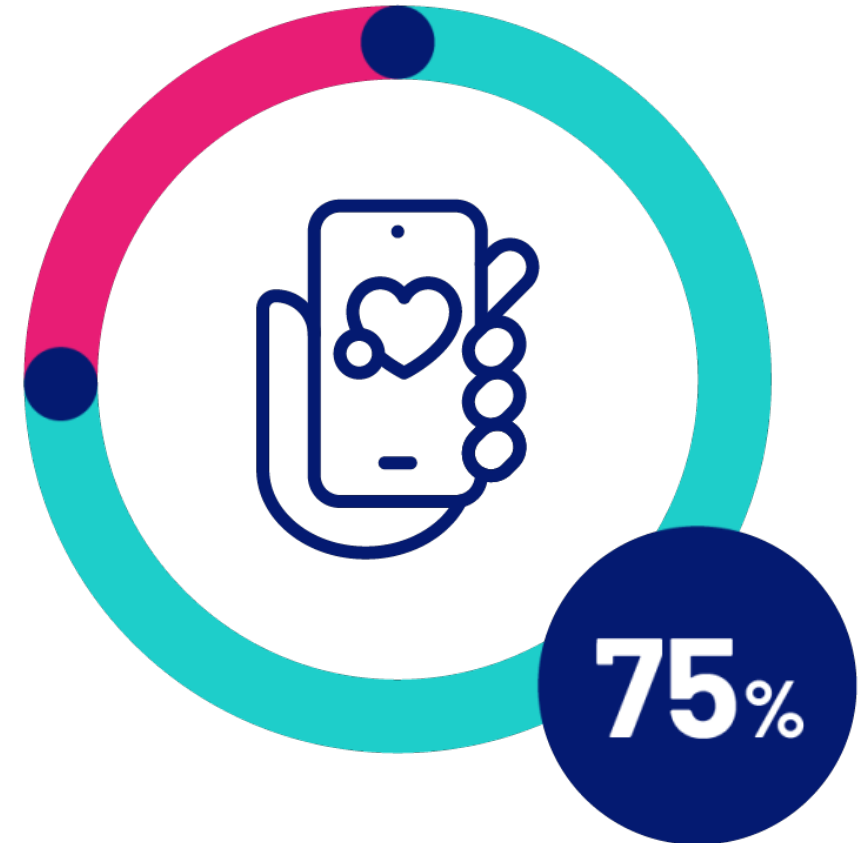
**£553M**

Digital Health can save the NHS ~ £553M annually.

# THE FEMTECH OPPORTUNITY

There is huge demand for digital health amongst women.

- **68%** of women in the UK are advocates for digital health.
- **44%** have used a health app.
- **75%** find their health app helped them improve their health and wellbeing.
- There are **over 12,000** searches for period trackers every month.



# THE DIGITAL HEALTH OPPORTUNITY

There is good supply from clinical entrepreneurs and digital health suppliers

**There are nearly 5,000 digital health technologies available for women's health.**

There are some fantastic ones:



**Balance**

For pre and post menopause support



**LatchAid**

Helpful for breastfeeding



**Mush**

To meet with mums in your local area



**Uvi**

Supports you with PCOS



**Pelvina**

Helps you build your strength in your pelvic muscles



**Baby buddy**

Support during pregnancy and looking after your child

**YET ONLY 16% OF WOMEN HAVE BEEN RECOMMENDED A DIGITAL HEALTH TOOL BY A HEALTH OR CARE PROVIDER.**

*Why have we not yet seen wholesale adoption across health and care, payers and providers to get the benefit from these solutions?*





# ***THE DIGITAL PROBLEM***

But alongside trust, there are **four major challenges** when looking to introduce digital health safely.

**1. TRUST**

**2. AWARENESS**

**3. ACCESSIBILITY**

**4. GOVERNANCE & PAYMENT**

# THE DIGITAL PROBLEM

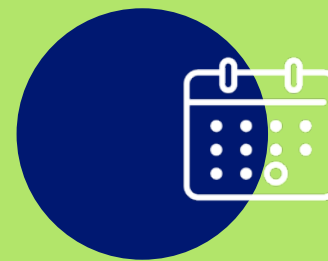
## TRUST

20%

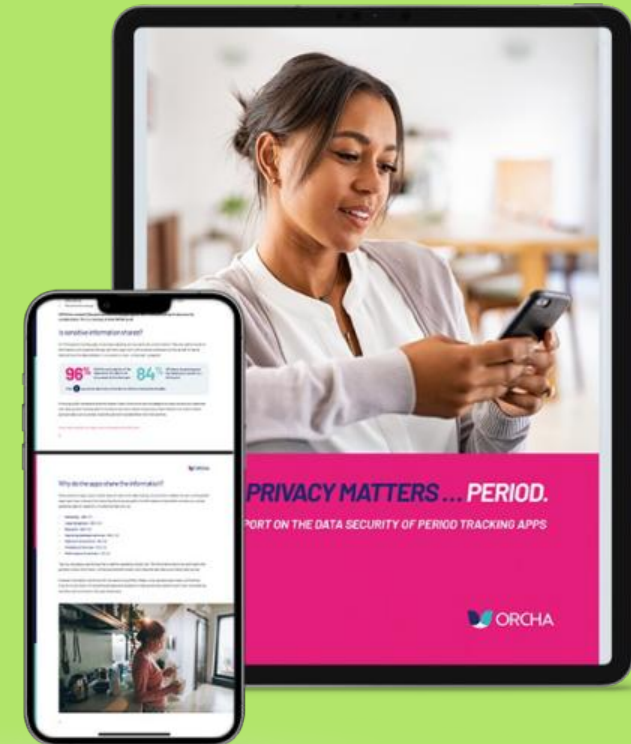
only 20% of 350,000 DHTs meet the quality criteria needed.



35% of people worry about how safe their personal data will be when using an app.



There have been significant privacy flaws and implications amongst period tracking app.



# HOW DO WE OVERCOME THE PROBLEMS?

*Why have we not yet seen wholesale adoption across health and care, payers and providers to get the benefit from these solutions?*

We need to establish the quality assurance procedures long followed by other areas of medical practice.



# **LEARNING FROM OTHER PARTS OF HEALTH**

We need to establish the quality assurance procedures long followed by other areas of medical practice.


Without this, health systems face four major challenges when looking to introduce digital health safely.

## **1. AWARENESS**


## **2. TRUST**

## **3. ACCESS**


## **4. GOVERNANCE**



- The BNF lists approved drugs and training in prescribing for professionals



- MHRA approves and licenses drugs & NICE assesses impact and effectiveness.



- E-prescribing distributes and tracks medicines.



- Prescription drug monitoring Programs & DATIX for untoward events.



# BUILDING A SOLUTION

To address this issue, there are multiple digital health frameworks, pulling together the standards needed to assure health systems on the quality of digital health products.

But these frameworks need to be part of a bigger system that addresses all four barriers.



The DTAC



ISO-82304-2



Mindex



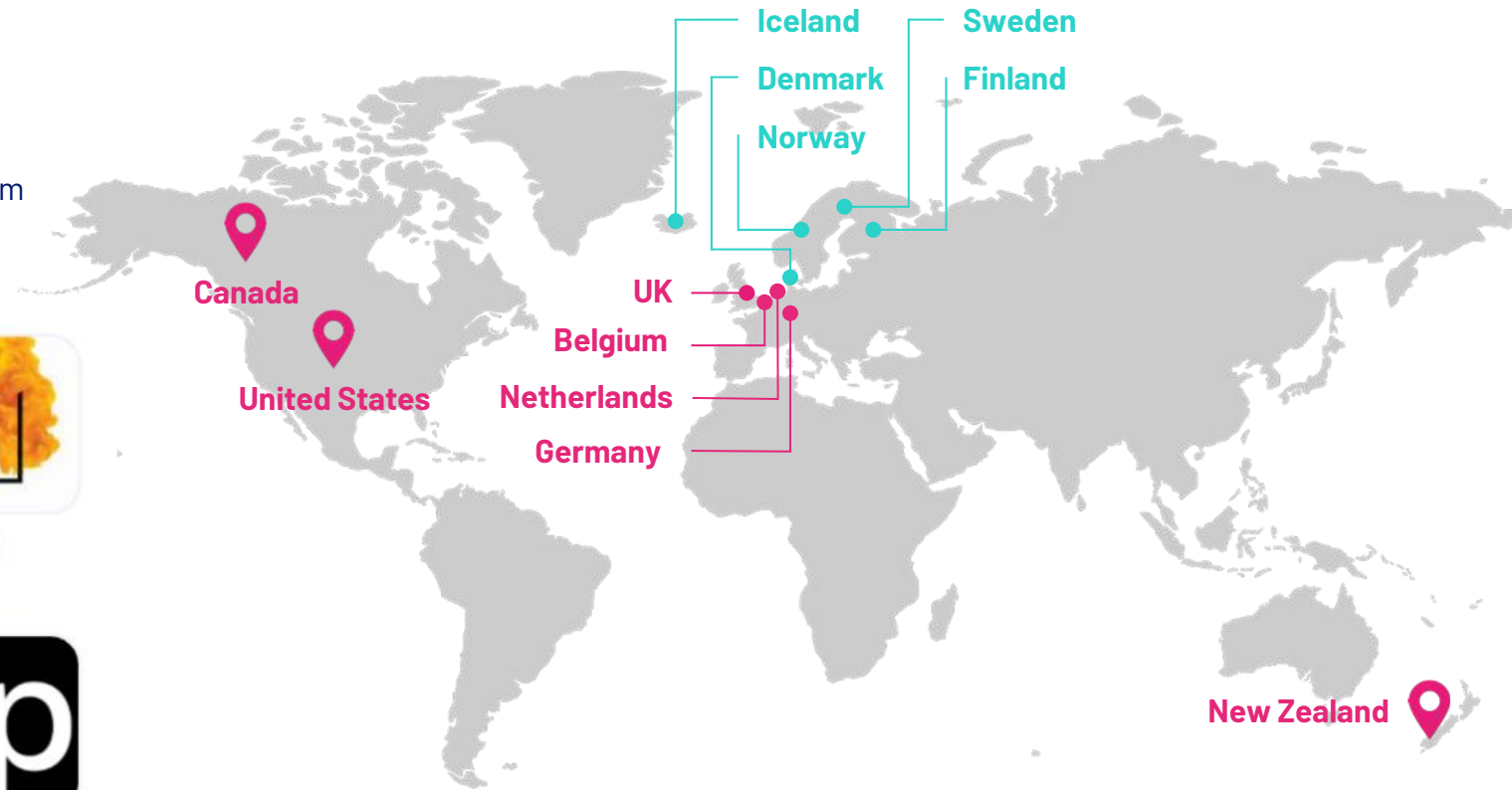
DiGA



mHealth Belgium -  
Validation Pyramid



NORDIC Baseline  
Review

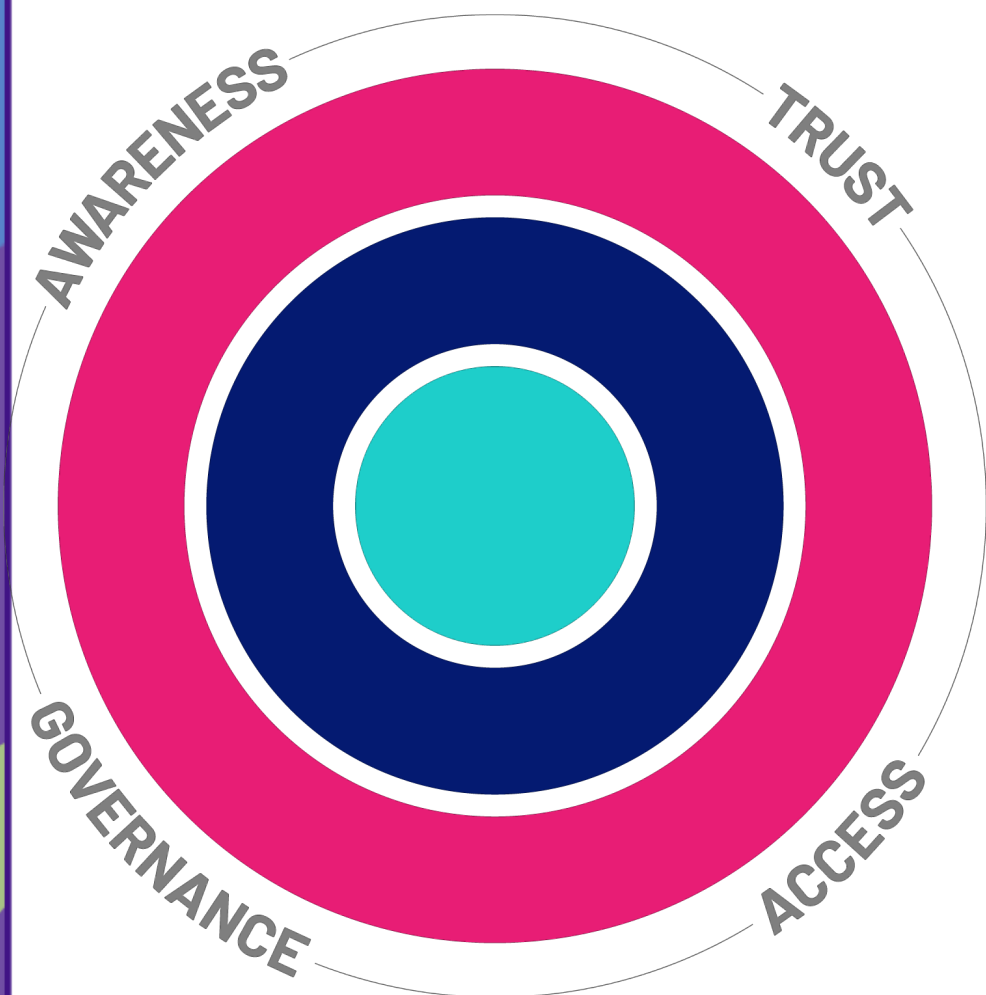


# **THE DIGITAL *PROBLEM***

***Unlocking the power of digital health is not about a standard. It's about a system."***

Anders Tunold-Hanssen

# THE DIGITAL CORE INFRASTRUCTURE



-  **ORCHA ASSURE**

Our cloud-based digital health assessment platform allows assessment teams to conduct accurate reviews of digital health technologies at scale and at pace.

-  **ORCHA ACTIVATE**

ORCHA activate provides you with infrastructure to enable awareness, distribution and activation tools so you can search for, find, distribute and govern Digital Health in a coordinated safe way.

-  **ORCHA INSIGHT**

ORCHA continuously scan the market on a global basis and hold the world's largest live database of compliance data to produce unique insight reports or dashboards.





# THANK YOU

## **Daresbury, UK (Head Office)**

SciTech Daresbury, V2,  
Keckwick Lane, Daresbury, WA4 4AB

### **Email:**

hello@orchahealth.com



@ORCHAHealth



@ORCHA



@ORCHA

# Showcasing Academic- Industry Collaborations in Health Technology

Sarah Cordery  
Director  
Kuppd





Sarah Cordery

DIRECTOR & DESIGNER



sarah@kuppd.com



@kuppdintimates





# Current Breast Forms



Front



Back



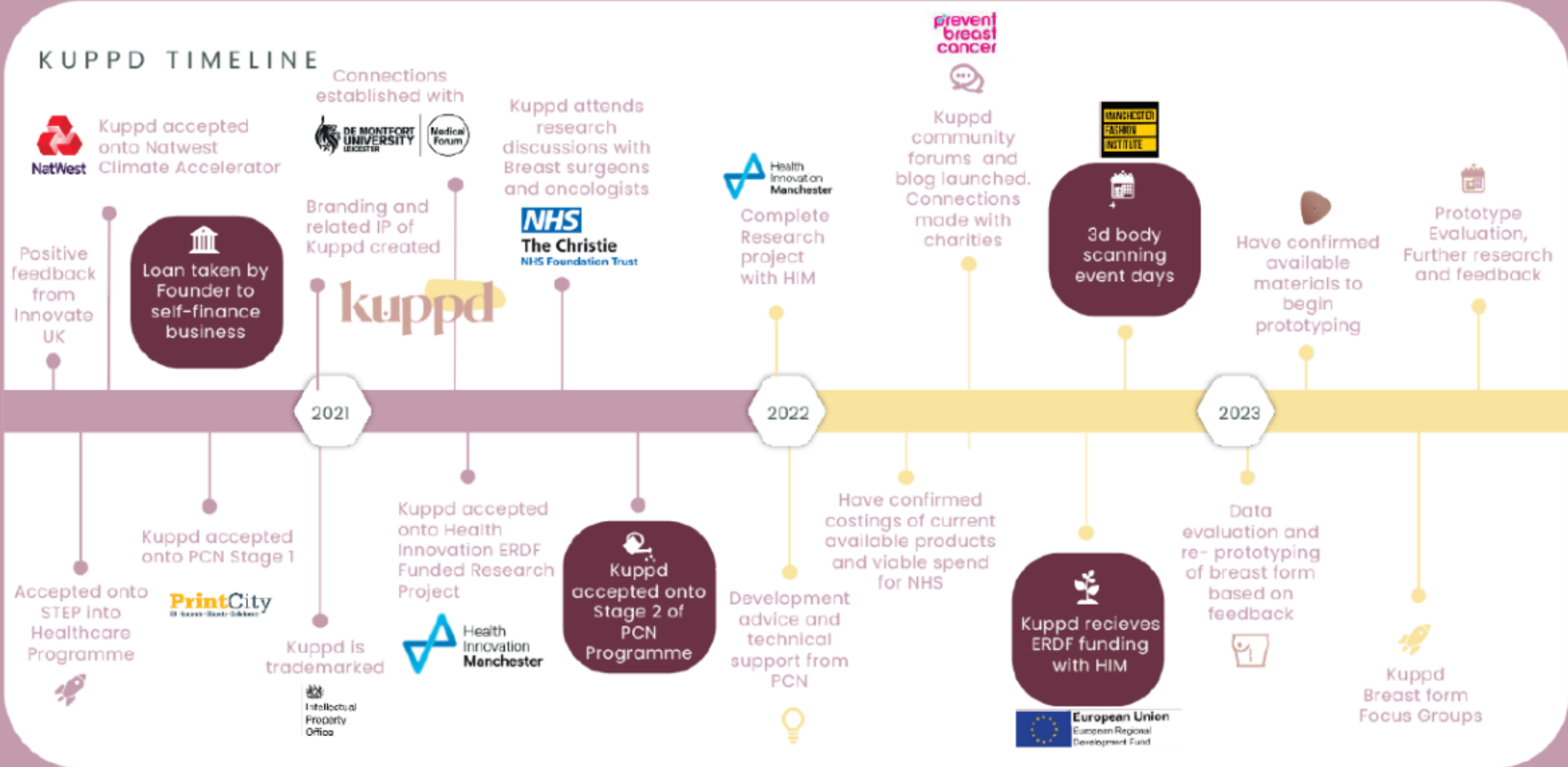


# **Welcome to Kuppd**

**Supporting You After  
Breast Surgery**

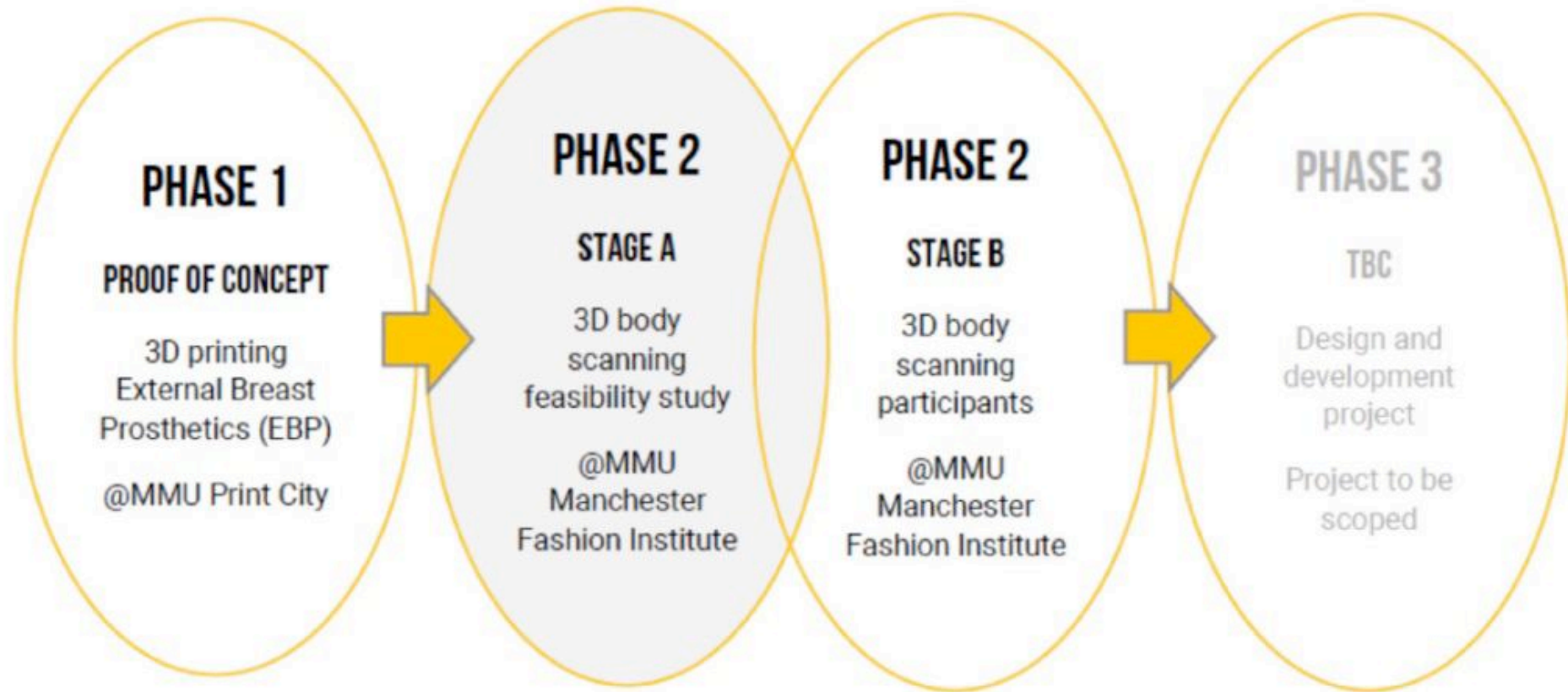
**want to get involved?**

# KUPPD TIMELINE





Intimates Redefined  
**kuppd**



*Figure 1 - Project Phases and Stages*

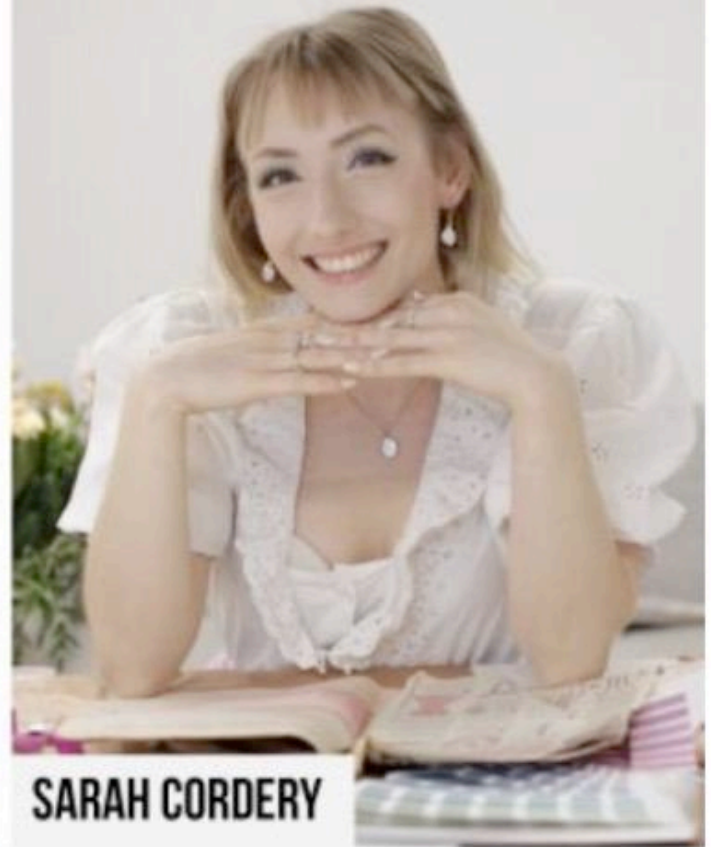




**WILLOW DILL-RUSSELL**



**JAYNE MECHAN**



**SARAH CORDERY**

This Project Study is funded by



with part funding from



**WE LOOK FORWARD TO WELCOMING YOU**



Kuppd® accepted onto business accelerator programmes with:









Figure 7 size Stream scan image example (front/back)

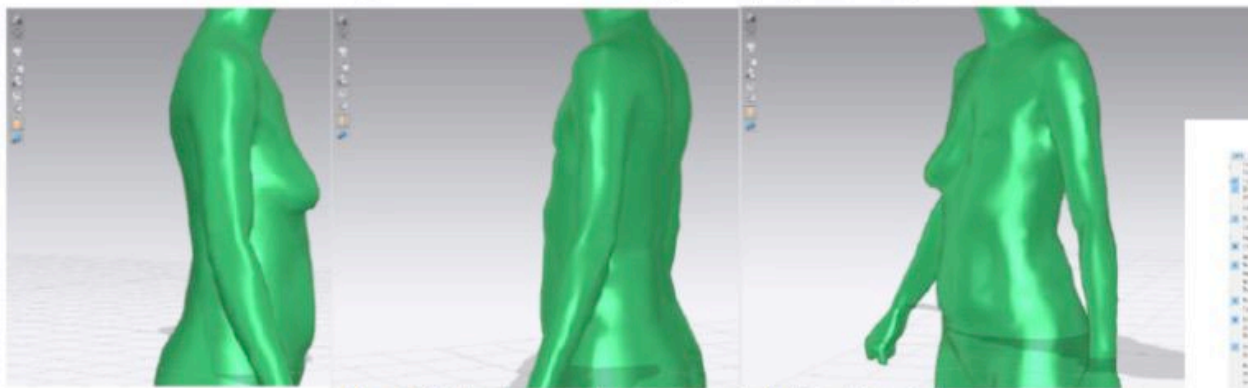


Figure 8 Artec Leo scan image example (rotated views)

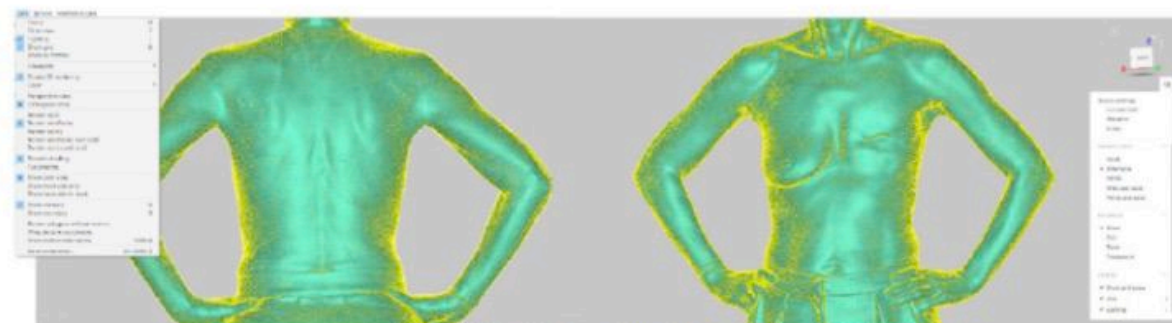


Figure 5 Artec Leo scan image example (front/back)

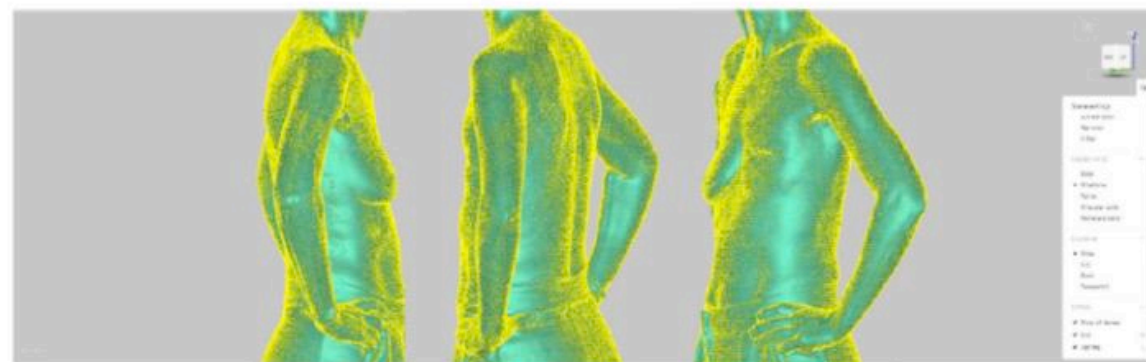


Figure 6 Artec Leo scan image example (rotated views)





“I just want to say how great the whole process was.”

“The environment was perfect.

I mentioned to Jayne that it's nice to have a non-medical scan!”

“Thank you for the session earlier –

I really think it's set up in a lovely way & I enjoyed it.”

# What's next?



Secure IP and Patents



Tech collaborations



Provider connections





Sarah Cordery

DIRECTOR & DESIGNER



[sarah@kuppd.com](mailto:sarah@kuppd.com)



[@kuppdintimates](#)

# 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

**Zoe Wright**

Midwife and CEO  
The Real Birth Company



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**Accelerating  
FemTech**

# Structured Networking Activity



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FemTech

# Innovations and Progress Within Gynaecological Cancers

Prof Richard Edmondson  
Clinical Professor in  
Gynaecological  
Oncology  
The University of Manchester



# Innovations in Gynae Cancer Treatment

Richard Edmondson

Professor of Gynaecological Oncology

Academic Lead, Women & Children's domain MAHSC



# Disclosures

## **Honoraria**

Roche  
AZ  
Tesarro

## **Consultancy**

Smith and Nephew

## **Research funding**

Pfizer  
Clovis  
Tesarro

## **Guideline development**

NICE  
BGCS

June 2023

# Five examples of innovations

1. Flashy, shiny, expensive
2. Clever, evidence based, cheap
3. Complex, uncertain use
4. Unexciting, challenging, game changing
5. Left field, truly innovative

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# Robotic surgery



- 2019
- No RCTs
- 51 observational studies including 10,800 cases
- Existing literature is limited by selection and confounding bias and randomised trials are needed

Systematic Reviews

ajog.org

## Laparoscopic and robotic hysterectomy in endometrial cancer patients with obesity: a systematic review and meta-analysis of conversions and complications

 Check for updates

Maria C. Cusimano, MD; Andrea N. Simpson, MD MSc; Fahima Dossa, MD; Valentina Liani, BSc; Yuvreet Kaur, BSc; Sergio A. Acuna, MD PhD; Deborah Robertson, MD; Abheha Satkunaratnam, MD; Marcus Q. Bernardini, MD, MSc; Sarah E. Ferguson, MD; Nancy N. Baxter, MD, PhD



# Five examples of innovations

1. Flashy, shiny, expensive
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# Sentinel nodes

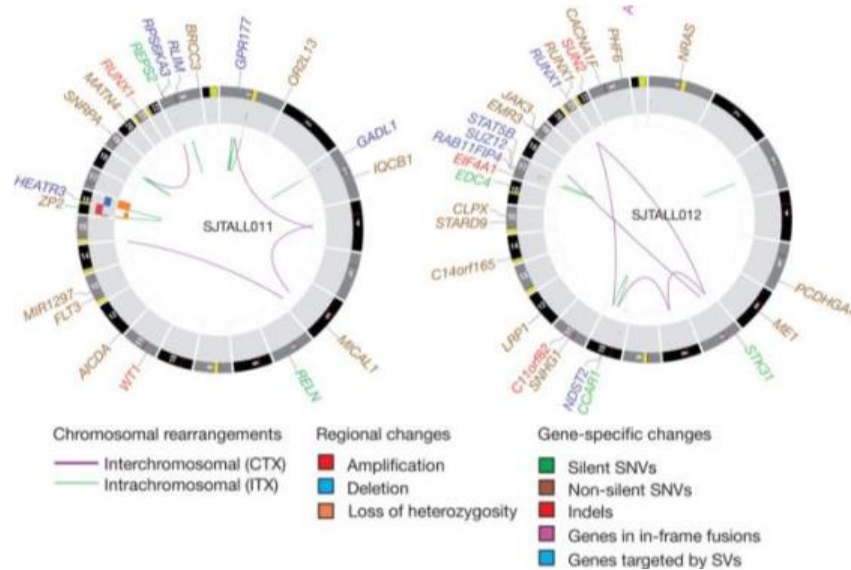
- Removal of lymph nodes is an important part of many cancer operations
- But can cause significant morbidity
- Sentinel node surgery, to remove just the lymph node at risk reduces morbidity and is a safe and evidenced based technique

# Five examples of innovations

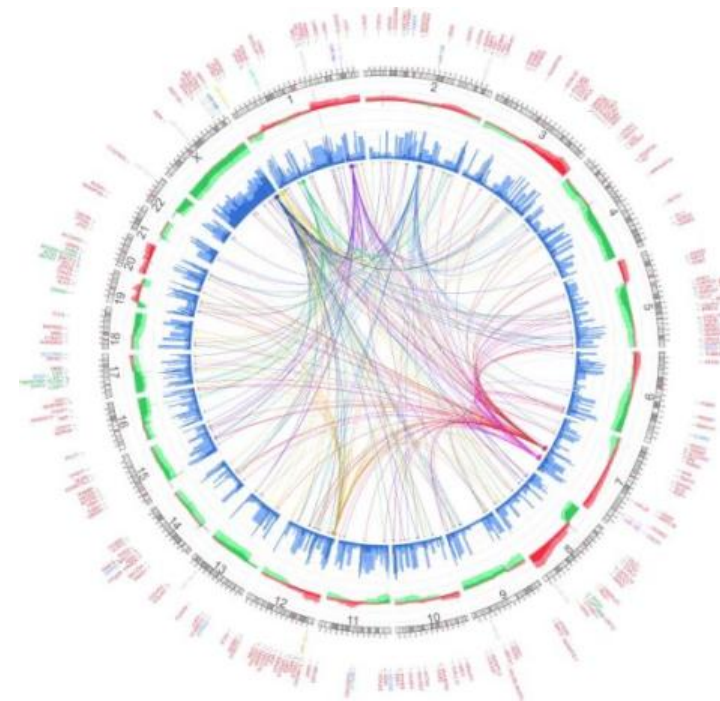
1. Flashy, shiny, expensive
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# Cancer is a disease of DNA

Acute lymphoblastic leukaemia



High Grade Serous Ovarian Cancer





Reading the genome is the easy bit



# Genomic Literacy



- Patients



- Clinicians

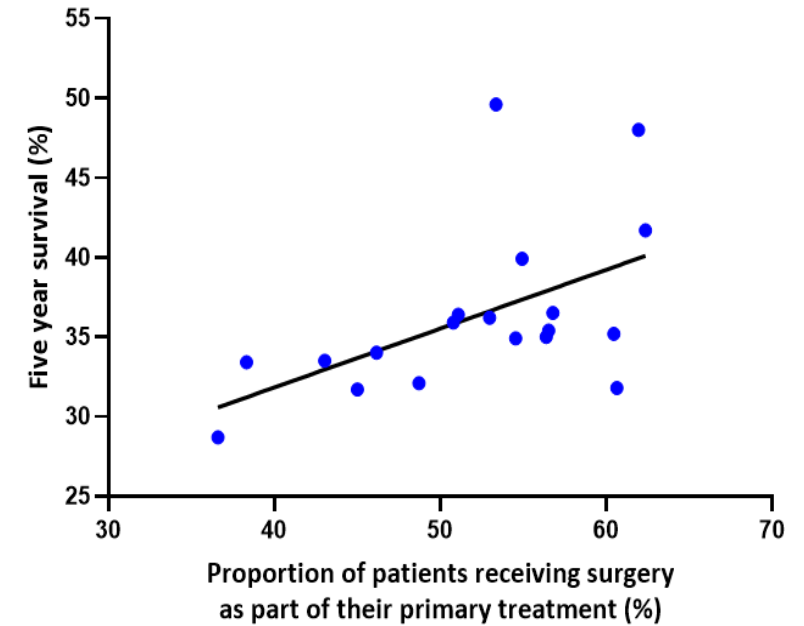
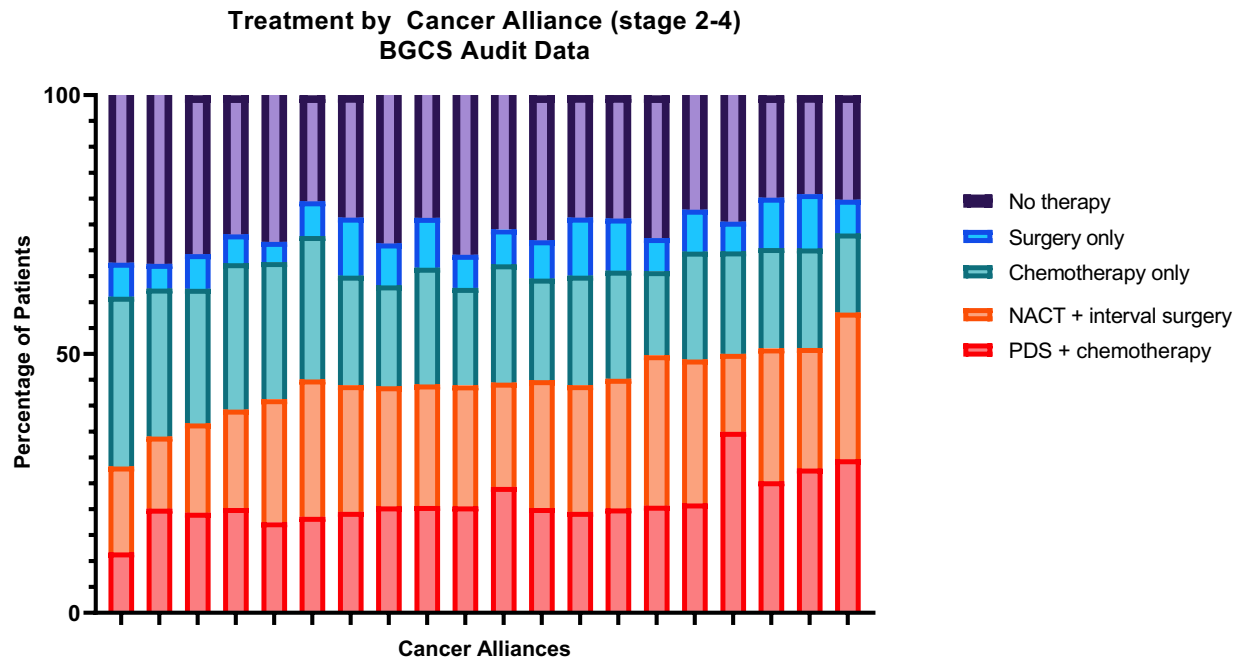


- Geneticists/scientists

# Five examples of innovations

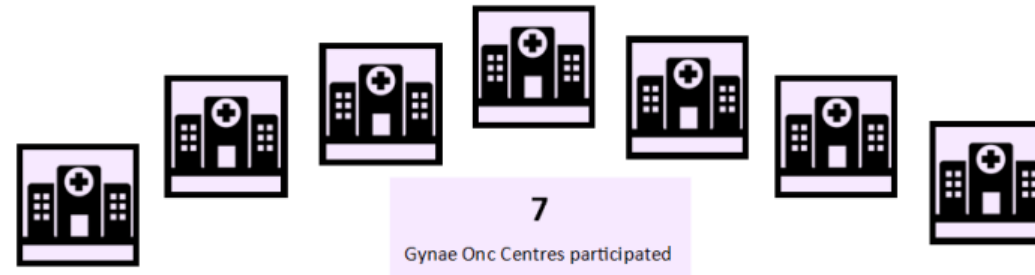
1. Flashy, shiny, expensive
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# Treatment of advanced ovarian cancer varies between Cancer Alliances and determines outcomes





# Overall aims of IMPRESS



Manchester  
Preston  
Sheffield  
Imperial  
Taunton  
Birmingham  
Belfast

## **Aim1**

How do we currently  
make treatment  
decisions?

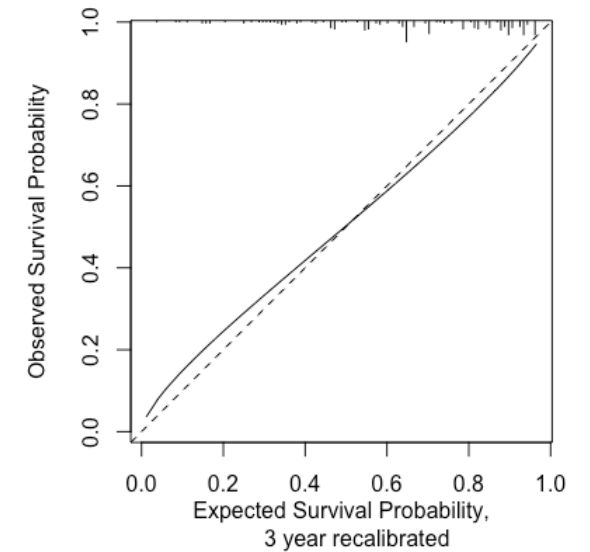
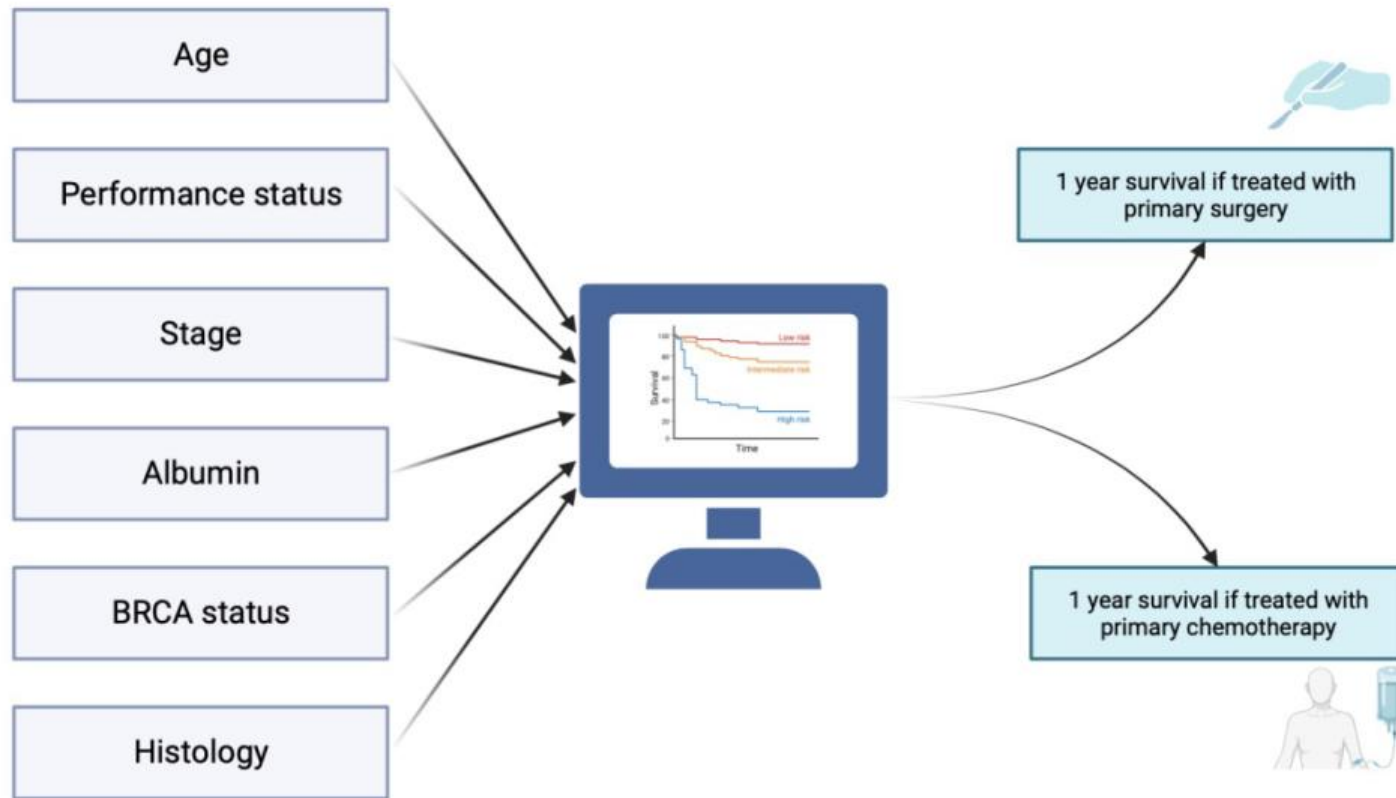
## **Aim2**

What information do patients  
need to help them make a  
treatment decision?

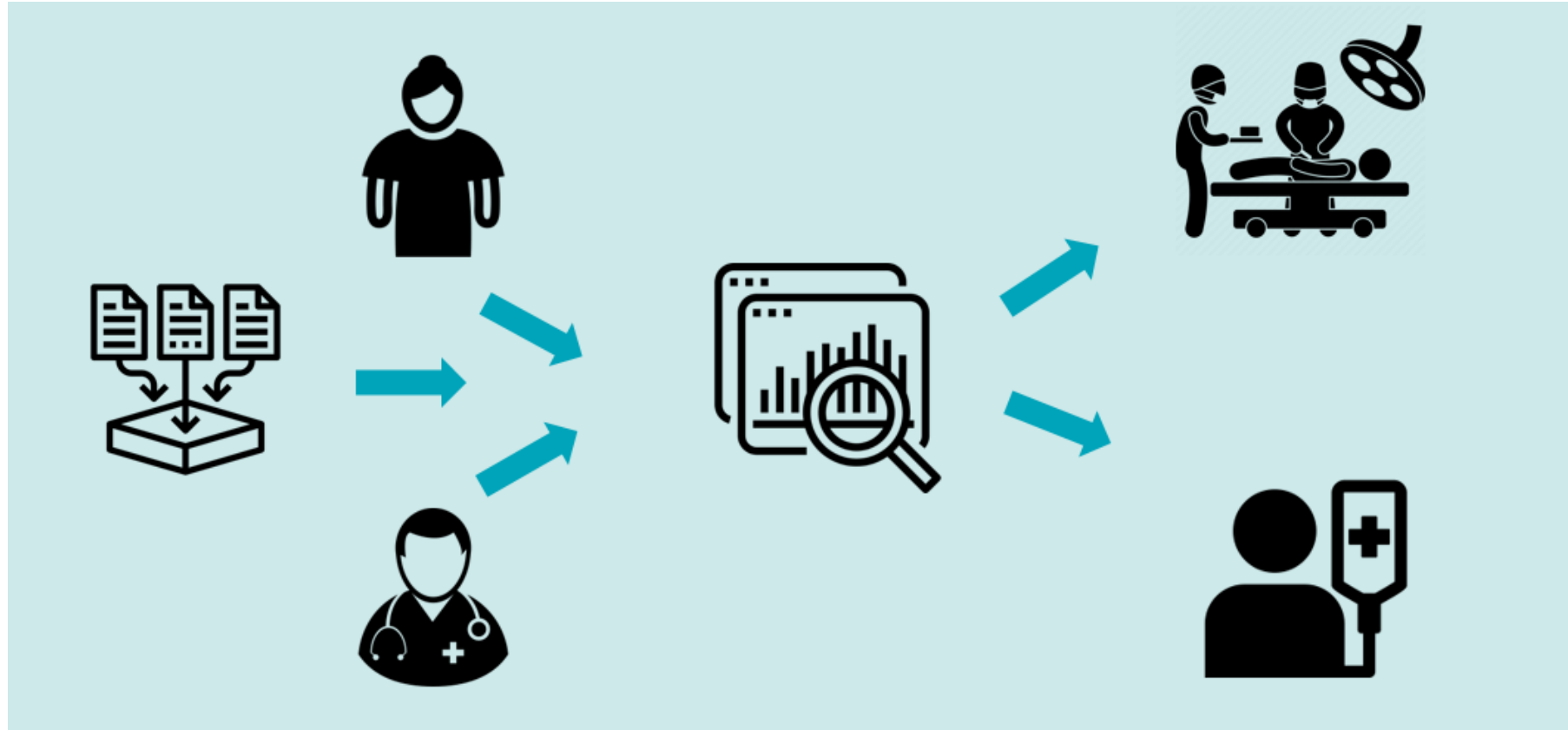
## **Aim3**

Can clinical data be  
used to generate  
accurate predictions?

# Current work... Predicting individual outcomes



Our goal...personalised therapy

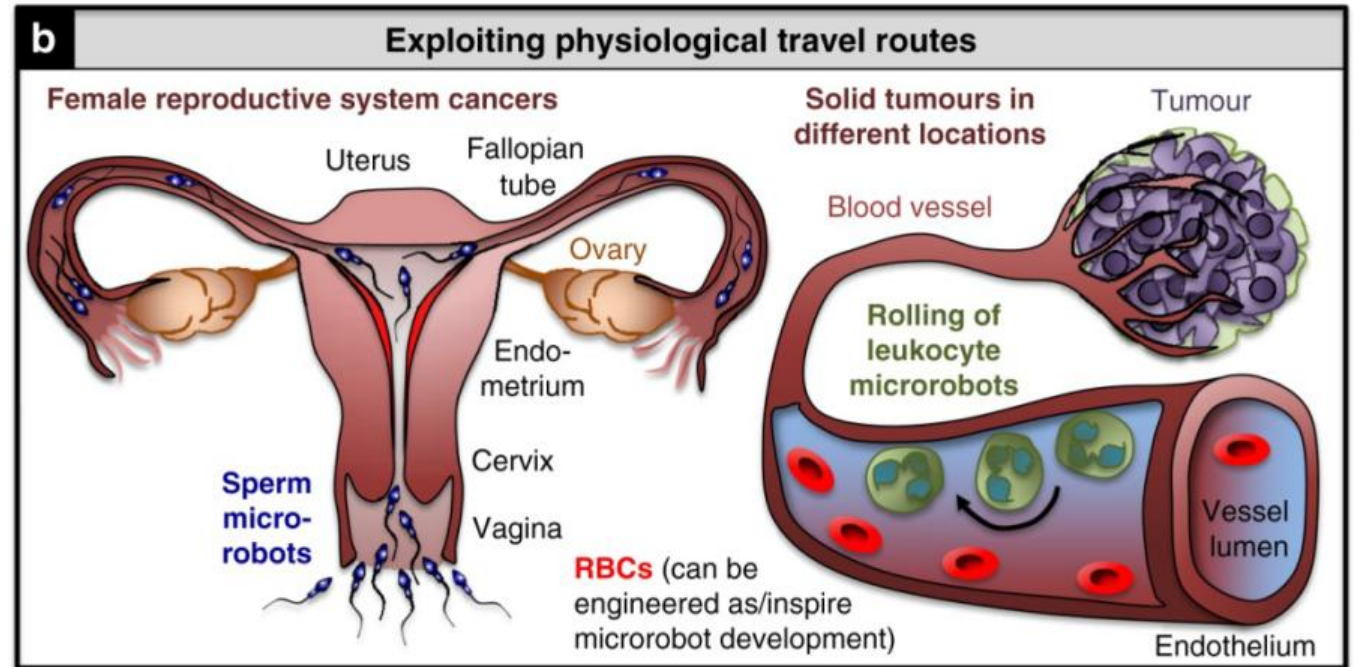
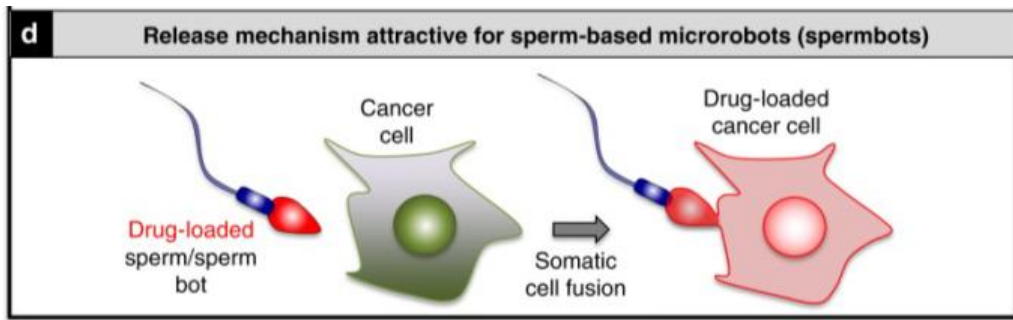


# Five examples of innovations

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# Could nanobots be used to target (pre)cancer?



# Innovations

- High tech bits of kit are exciting
- Digital is just as much an innovation as shiny new toys
- Championing is really important

# Health Innovation Ecosystem in Manchester and the AHSN Network

**Vicky Bertenshaw**

Research Operations

Manager Health Innovation

Manchester







Health  
Innovation  
Manchester

# Health Innovation Manchester

Vicky Bertenshaw

Femtech Support, Trends and  
Funding Landscape

13<sup>th</sup> June 2023





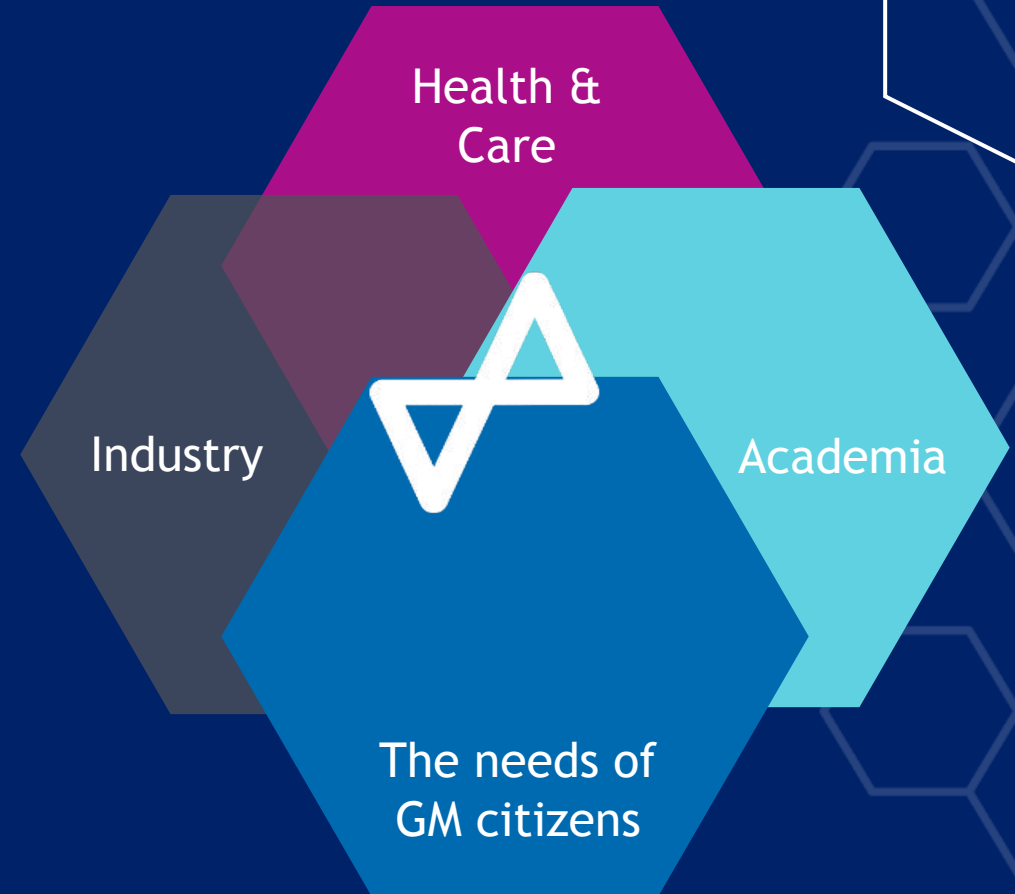
# The role of Health Innovation Manchester

Our vision 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 that improve the health and wellbeing of Greater Manchester's citizens

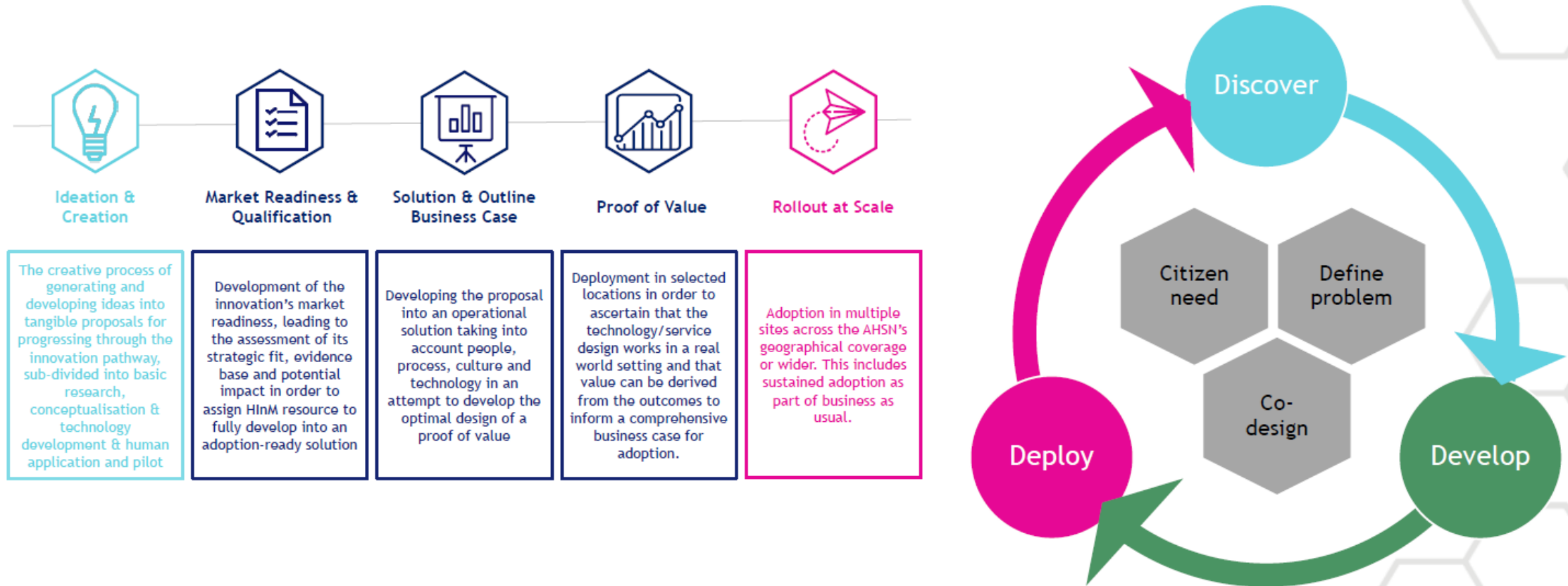






# The pipeline & portfolio approach enables innovations to be identified, assessed, prioritised & supported


Our transformation method and innovation pipeline is how we combine our unique skills and capabilities to develop a deep understanding of citizen need, clearly define problems and co-design innovative solutions.







[www.healthinnovationmanchester.com/the-innovation/nexus](http://www.healthinnovationmanchester.com/the-innovation/nexus)

 Search the site ... [News](#) [Events](#) [Blog](#) [Contact](#)

[ABOUT US](#) [OUR WORK](#) [OUR ACTIVE PROJECTS](#) [THE INNOVATION NEXUS](#)

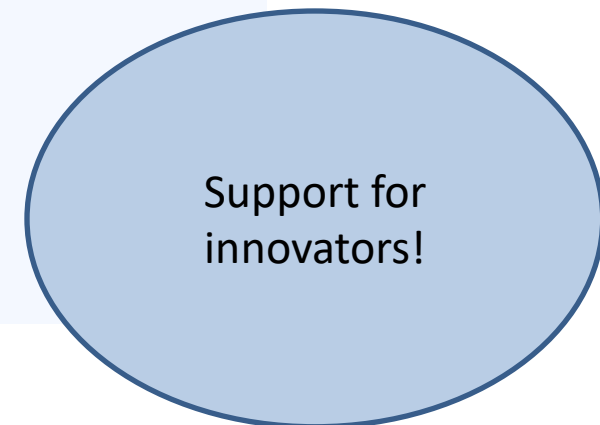
# Welcome to the Innovation Nexus

Support to bringing innovative products and services to the NHS

The Health Innovation Manchester team of advisors brings together expertise across all aspects of working with the NHS and innovation, from trials, evaluation and market needs analysis to procurement and adoption.

If you are a business with an innovation or a product, service or technology that you believe has the potential to benefit the NHS, our team will be delighted to hear about your innovation and will provide bespoke advice and analysis on the steps you should be taking to progress your innovation and engage with the NHS.

If you have been signposted to the Innovation Nexus service as part of a support programme (ERDF R&I Health Accelerator, STEP Into Healthcare) please indicate this on the webform.



Support for  
innovators!

# FEMHEALTH VERTICALS

- ABORTION
- BREAST HEALTH
- BREAST FEEDING
- CARDIOVASCULAR
- CHRONIC CONDITIONS
- CONTRACEPTION
- FERTILITY
- FITNESS
- GENERAL HEALTH
- HAIR
- HORMONAL HEALTH
- MATERNAL HEALTH
- MENOPAUSE
- MENSTRUATION
- MENTAL HEALTH
- OVARIAN HEALTH
- PELVIC FLOOR HEALTH
- REPRODUCTIVE HEALTH
- SAFETY
- SEXUAL WELLNESS
- SKIN HEALTH
- URINARY HEALTH
- UTERINE HEALTH
- VAGINAL HEALTH

Women's health is not a niche market but a TRILLION dollar industry

Maternal health, menstrual health, and fertility solutions account for one-third of women's health startups today

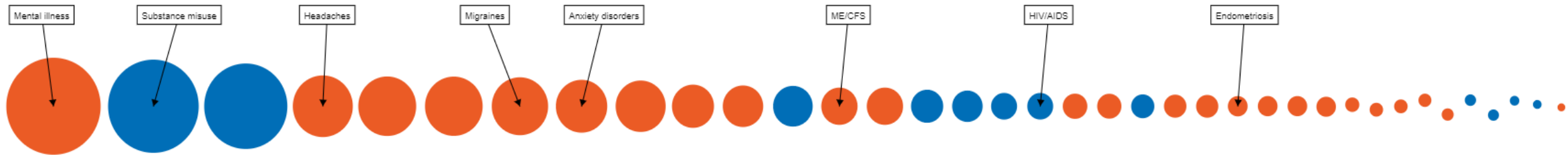
# FEMHEALTH PRODUCT TYPES

- APPAREL
- BIOTECH
- CONSUMER DIGITAL PRODUCT
- CPG
- DIAGNOSTICS
- DIGITAL COMMUNITY
- DIGITAL HEALTH
- EDUCATIONAL PLATFORM
- FINTECH
- HEALTHCARE SOFTWARE
- INSURTECH
- LOGISTICS
- MARKETPLACE
- MEDICAL DEVICE
- MEDICAL PROCEDURE
- SUPPLEMENTS
- TELEHEALTH
- THERAPEUTIC DRUG



# FUNDING

● Women ● Men



Of the conditions that are dominant in one sex, those that create the highest burden, such as depression and headaches, tend to affect women more



Now let's look at funding data from the US National Institutes of Health (NIH), which spent US\$45 billion on biomedical research in 2022. If NIH funding were determined only by the burden of disease, these bubbles would remain in the same size order. Except, high incidence and high prevalence in women are at the end of the scale...





## Funding issues, 'errors' and conundrums...



Jennifer Gunter

@DrJenGunter · Follow



Every day there is another useless product for the vagina.  
Every. Damn. Day.

5:32 AM · Apr 14, 2021

2.1K Reply Share



Shop

Pinky

### Pinky – Die Lösung für unterwegs

Kein Mülleimer? Kein Problem: Mit den Einmal-Handschuhen von Pinky lassen sich Tampons & Binden unterwegs entsorgen

No trash can? No problem: with the disposable Pinky Gloves tampons and pads can be disposed of while you are out and about,' the company's website says

- Investors currently putting capital into Femtech are bound to make some poor investments (as is usual for any relatively 'new' or unfamiliar area)
- It is theorised that, in Femtech, rather than accepting these as investment 'mistakes' that inevitably happen, they are used as evidence that Femtech does not 'work' or is a poor investment.
- The area is then branded as an industry that was always suspected to be 'too niche'



## FUNDING – THE AMAZING NEWS!!

- Menopause is expected to be one of the fastest growing markets in the Femtech space with a projected revenue of \$24 billion/£19 billion by 2030 globally

This makes sense with the aging population, more women in leadership roles, a reduction in stigma, and more discussions around menopause

- 2022 saw more Femtech exits than ever before and Femtech was one sector that did not revert to pre-pandemic levels of investment, it grew

- Femtech exits are, on average, significantly more than the average tech exit and in half the time

- Basic healthcare assumptions are changing. Events such as the overturning of Roe v. Wade taking away women's rights and decisions regarding their own bodies has created, in response, an upturn in investment across the world in female healthcare companies

- Increase in Femtech Accelerators (e.g. Innovate UK) to support success and progress!





<https://www.youtube.com/watch?v=j6z1jftOddo&pp=ygUic2FzaGVlciB6YW1hdGEgcGVyaW9kIGhIYXJ0IGF0dGFjaw%3D%3D>

Sasheer Zamata

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## FemTech: Controversial or necessary?



### Investors are waking up to the value of FemTech

Rashmi Dube

**T**here has been a significant increase in the number of FemTech startups in the last few years. This is a result of the growing awareness of the need for technology solutions that address the unique challenges of women. Investors are waking up to the value of FemTech and are beginning to invest in these startups. This is a positive sign for the industry and for the women who are using these solutions. The growth of FemTech is a testament to the power of technology to create positive change in the world.



WEEKEND ANALYSIS

Do we really need 'femtech'?



# Panel Discussion: Digital Innovations in Menopause Services.

**Prof Carol Atkinson**

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

**Dr Laura Clark**

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

**Gaele Lalahey**

COO  
Balance Menopause App



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# Find out more

Applications for the *accelerate* programme close 23:59 Sunday June 25.

Find out about other Accelerating FemTech events and apply to the Accelerator:



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FemTech



# Thank you for joining us!

Please fill out the feedback form and hand it to one of the team.

Join us for drinks and networking next door.



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FemTech