



*Yorkshire  
& Humber*  
**AHSN**



# **Health Innovation Exchange:** **Using digital solutions across** **the MSK pathway**

**14:00 – 16:15 | 8 September, 2021**



## Joining Instructions

- The event is being hosted on Microsoft Teams
- Please join the webinar 5-10 minutes before the start time (14:00) so that we can ensure that we can begin promptly
- You will join the webinar in the Main Auditorium for the keynote speakers and will later be able to join various Break Out Rooms which are themed by areas of interest
- Please use the following agenda to determine which speakers and presentations you would like to listen to and follow the appropriate links to join each session. The links will also be made available in 'chat' during the event

# Event overview and links

Time	Room and link to join
14:00-14:35	<a href="#"><u>Main Auditorium</u></a>
14:40-15:50	<b>Virtual Marketplace</b> <ul style="list-style-type: none"><li>• <a href="#"><u>Room 1</u></a></li><li>• <a href="#"><u>Room 2</u></a></li><li>• <a href="#"><u>Room 3</u></a></li></ul>
16:00-16:15	<a href="#"><u>Final remarks and close</u></a>



# Agenda

## Main Auditorium

### 14:00-14:35

[Join](#)



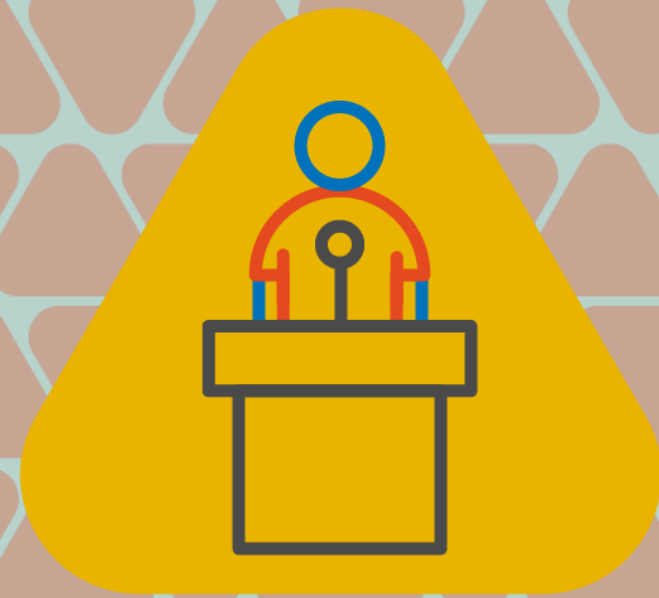
Time	Speaker
14:00-14:05	<b>Welcome and Introduction:</b> Pete Waddingham Programme Manager, Yorkshire & Humber AHSN   <a href="#">Email</a>   <a href="#">Twitter: @PeteWaddingham</a>   <a href="#">Linkedin</a>
14:05-14:15	<b>National digital MSK context</b> Andrew Bennett National Clinical Director for MSK (National MSK Programme), NHSX
14:15-14:30	<b>Benefits of digital across the MSK pathway</b> Graham Walsh CCIO and Knee Surgeon, Calderdale and Huddersfield NHS Foundation Trust   <a href="#">Twitter: @Kneesolutions</a>
14:30-14:35	<b>Break Out Room instructions:</b> Pete Waddingham Programme Manager, Yorkshire & Humber AHSN

# Agenda

## Break Out Rooms

### 14:40-15:50

**Please note:** Company profiles can be found on pages 8-23



Themes*
Digital triage
Patient Education / Self Care
Patient Communication / PIFU / PROMS / PREMS
Flow management / Operation efficiency
Automation / AI
Remote patient monitoring

Time	Room 1:	Room 2:	Room 3:
14:40-14:50	Phio	Alcidion	Klink
14:50-15:00	My Pathway	FLX	Healthcare Comms
15:00-15:10	Ufonia	PKB	PhysiTrack
15:10-15:20	Dr Doctor	Inhealthcare / Healthcall	Concentric Health
15:20-15:30	OpenMedical	PhysioBuddie	MedXnote
15:30-15:40	NGH Accelerator	B Braun	KiActive
15:40-15:50	Upstream (Brigit)	Aparito	GetUBetter
<b>Link:</b>	<b><u>Join</u></b>	<b><u>Join</u></b>	<b><u>Join</u></b>

\*Some organisations will address multiple themes

# Agenda

## Main Auditorium

### 16:00-16:15

[Join](#)



Time	Speaker
16:00-16:15	<b>Final Remarks</b> Melanie Martin Senior Delivery Manager, Innovation Team, NHSX
16:15	<b>Close</b>



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**Break Out Rooms**  
**Company Profiles A-Z**

# Speakers, profiles and useful links

Company/ Product name	Overview	Speaker	Useful Links
<p><b>Advanced Digital Innovation (UK) Ltd</b></p> <p><a href="#">@ADI Health LinkedIn</a></p>	<p>MyPathway is a secure, digital clinical management platform connecting patients to clinicians, empowering and engaging patients in their own healthcare journey.</p> <p>MyPathway enables a new, more personalised digital interaction between patient and clinician, increasing access to health and care services and providing greater insight at individual and population level. By creating digital pathways for essential health and care services,</p> <p>MyPathway is a platform for NHS organisations to redefine their patient engagement approach, improve the patient experience and deliver better clinical outcomes.</p>	<p>Judith Clarkson, Commercial Director</p>	<ul style="list-style-type: none"><li>• <a href="https://mypathway.healthcare/">https://mypathway.healthcare/</a></li><li>• <a href="https://mypathway.healthcare/pain-management/">https://mypathway.healthcare/pain-management/</a></li><li>• <a href="https://mypathway.healthcare/musculoskeletal/">https://mypathway.healthcare/musculoskeletal/</a></li></ul>



# Speakers, profiles and useful links

Company/ Product name	Overview	Speaker	Useful Links
<b>Alcidion</b>  <a href="#">@alcidion</a> <a href="#">LinkedIn</a>	Alcidion was founded on the simple belief that smart technology can drive meaningful change in care provision. Since 2000, we have worked hard to create not just world-leading health informatics and solutions, but a future that is smarter and safer for all. Where every point of care is personalised and precise. Where clinicians have insights at their fingertips to prevent clinical errors and intervene. Today, with Miya Precision we are on a mission to help even more healthcare organisations harness the power of their data to improve patient outcomes and we have only just begun.	Malcolm Pradhan, Chief Medical Officer  Dan Ridsdale, Account Director	<ul style="list-style-type: none"><li>• <a href="https://www.alcidion.com/uk/">https://www.alcidion.com/uk/</a></li></ul>

# Speakers, profiles and useful links

Company/ Product name	Overview	Speaker	Useful Links
<b>Aparito</b>  <a href="#">@aparitohealth</a> <a href="#">LinkedIn</a>	Aparito is a med tech company who specialise in capturing patient generated data and developing digital endpoints remotely. Aparito is a leader in innovative, patient-centric remote monitoring solutions, integrating specialist clinical and regulatory knowledge with the technology to gather highly relevant patient-generated data across all patient groups.	Gary McNamara, Head of Academic Partnerships – UK and Global	<ul style="list-style-type: none"><li>• <a href="http://www.aparito.com">www.aparito.com</a></li></ul>

# Speakers, profiles and useful links

Company/ Product name	Overview	Speaker	Useful Links
<p><b>B.Braun Medical Ltd – BPMpathway</b></p> <p><a href="#">@BBraunUK LinkedIn</a></p>	<p>BPMpathway leverages wearable and app technology to provide a digital platform to patient's rehabilitation following joint replacement surgery. Patients can track their progress, log pain during exercises and message the hospital team with questions.</p> <p>Through use of BPMpathway clinicians and physiotherapists can access real-time, continued data on individuals' rehabilitation progress remotely. Enabling prioritisation of patients who require more assistance through a face-to-face appointment.</p>	<p>Harriet Buck, Strategic Partnership Manager</p> <p><a href="#">@harribot LinkedIn</a></p>	<ul style="list-style-type: none"><li><a href="http://www.bbraun.com/en/products-and-therapies/services/aesculap-consulting/total-pathway/bpmpathway.html">www.bbraun.com/en/products-and-therapies/services/aesculap-consulting/total-pathway/bpmpathway.html</a></li></ul>

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<p><b>Bridgit Care</b></p> <p><a href="#">@BridgitCare</a> <a href="#">LinkedIn</a></p>	<p>Team Bridgit have created a movement underpinned by technology and stories from their carer community and supported by nearly £1M in NHS England grants. Bridgit's mission is to empower family carers and in doing so help relief some of the pressures on the health and social care system. They focus on ways to support preventative care delivery, recognizing a lot of our elderly generation can't use digital services themselves.</p> <p>Bridgit have developed a unique set of accessible technologies, that support family carers to look after their loves ones both in the home and while away. They also provide support for the carers themselves through their app, online care coach sessions, and have launched a complete eCommerce store for carers, which through a donation scheme helps fund charities.</p>	<p>Darren Crombie, Chief Executive Officer</p>	<ul style="list-style-type: none"><li>• <a href="https://bridgit.care/">https://bridgit.care/</a></li></ul>

# Speakers, profiles and useful links

Company/ Product name	Overview	Speaker	Useful Links
<b>Concentric Health</b> <a href="#">@Concentric Health</a>	Concentric is the market leading digital consent to treatment application. Say goodbye to frustrating paper consent forms. Say hello to an easy, reassuring consent process.	Dr Dafydd Loughran, Chief Executive Officer <a href="#">@dafyddloughran</a> <a href="#">LinkedIn</a>	<ul style="list-style-type: none"><li><a href="https://concentric.health/">https://concentric.health/</a></li></ul>
<b>DrDoctor</b> <a href="#">@wearedrdoctor</a> <a href="#">LinkedIn</a>	<p>Award-winning digital-first patient engagement to unlock more efficient care - the DrDoctor Patient Engagement Platform makes an instant impact by shifting clinically-relevant patient interactions online and by enabling the benefits of AI. Digitising patient access to care helps hospitals cut costs, see the right patients at the right time, improve management of risk, and engage patients across their healthcare journey.</p> <p>Over 10 million patients use the DrDoctor Patient Engagement Platform to manage their healthcare needs and with over 50 million appointments managed in more than 35 NHS Trusts and Health Boards to date.</p>	<p>Ally Haddow, Head of Commercial <a href="#">LinkedIn</a></p> <p>Ramzy Ross, Strategy &amp; Innovation Lead <a href="#">@drramzyross</a> <a href="#">LinkedIn</a></p>	<ul style="list-style-type: none"><li><a href="https://www.drdoctor.co.uk/platform">https://www.drdoctor.co.uk/platform</a></li></ul>

# Speakers, profiles and useful links

Company/ Product name	Overview	Speaker	Useful Links
<b>FLX Health</b>	Advanced biomechanical science creates personalised physical therapy routines to address the impacts of modern living on your body. With regular use, FLX improves biomechanics to protect your musculoskeletal health, and support healthy pain free movement.	Rob Lewis Founder <a href="#">@robdwlewis</a>	<ul style="list-style-type: none"><li><a href="https://www.flx.health/">https://www.flx.health/</a></li></ul>
<b>getUBetter</b>  <a href="#">@getubetter</a> <a href="#">LinkedIn</a>	<p>getUBetter is an evidence-based digital self-management platform for all common musculoskeletal injuries and conditions. We help organisations such as Integrated Care Systems (ICS) to provide a digital first approach to their musculoskeletal care pathways. Each element of the pathway is configured to the local health system and then delivered to their population via prescription or self-referral.</p> <p>We are already helping people to trust their recovery, effectively self-manage and utilise less healthcare resource. Transforming the way clinicians and health systems deliver musculoskeletal self-management.</p>	Dr Carey McCellan, Chief Executive Officer and Clinical Director <a href="#">LinkedIn</a>	<ul style="list-style-type: none"><li><a href="https://www.getubetter.com/">https://www.getubetter.com/</a></li></ul>

# Speakers, profiles and useful links

Company/ Product name	Overview	Speaker	Useful Links
<p><b>Healthcare Communications</b></p> <p><a href="#">@healthcommunications</a> <a href="#">LinkedIn</a></p>	<p>Healthcare Communications partner with 127 NHS Trusts to deliver digital first and inclusive patient communications across multiple engagement channels.</p> <p>Our multi award winning patient portal instantly delivers letters, test results and outcome summaries straight to smartphones and will automatically switch to another channel to reach those not digitally enabled, to ensure no patient is left behind.</p> <p>Patients can complete eTriage, waiting list validation and pre-assessment forms remotely and initiate personal follow ups via their channel preference.</p> <p>We empower patients to self-manage their health with AI powered technology that personalises communications, improves access to care and delivers exceptional operational efficiencies at scale.</p>	<p>Concepta Wayment, VP of Transformation <a href="#">LinkedIn</a></p> <p>Mark Broughton, Head of Patient Pathway <a href="#">LinkedIn</a></p>	<ul style="list-style-type: none"><li>• <a href="https://healthcare-communications.com/">https://healthcare-communications.com/</a></li></ul>

# Speakers, profiles and useful links

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<p><b>Inhealthcare and Health Call</b></p> <p><a href="#">@InhealthcareUK LinkedIn</a></p> <p><a href="#">@NHShealthcall LinkedIn</a></p>	<p>Digital Health platform and remote monitoring with more than 1,000,000 users and 100 clinically led digital health services purpose built for the NHS</p>	<p>Robert Everitt, Business Development Manager</p> <p>Nicola Emery, Professional Lead Adult Physiotherapy, County Durham and Darlington NHS Foundation Trust</p> <p>Catherine McShane, Engagement Lead, Health Call</p>	<ul style="list-style-type: none"><li>• <a href="https://www.inhealthcare.co.uk/">https://www.inhealthcare.co.uk/</a></li><li>• <a href="https://www.nhshealthcall.co.uk/">https://www.nhshealthcall.co.uk/</a></li></ul>



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<p><b>KiActiv</b></p> <p><a href="#">@KiActiv</a> <a href="#">LinkedIn</a></p>	<p>KiActiv® is a mentor-guided digital service that provides users with a personalised understanding of the value of movement in daily routines and how to find opportunities to move more. By optimising peoples' everyday physical activity, KiActiv® expands the therapy window from just 1-2 hours of exercise per week to include all ~112 waking hours, offering an accessible and effective medicine to improve health, long term condition management and rehabilitation.</p> <p>Our mentor-guided digital service empowers people to make sustainable behaviour change in the context of their health, capacity and environment. It is accessible to all, has no barriers to age or mobility and is proven to engage hard to reach groups and to be effective in areas of deprivation.</p>	<p>Tommy Parker, Chief Executive Officer</p> <p><a href="#">LinkedIn</a></p>	<ul style="list-style-type: none"><li>• <a href="https://kiactiv.com/">https://kiactiv.com/</a></li></ul>

# Speakers, profiles and useful links

Company/ Product name	Overview	Speaker	Useful Links
<b>Klinik Healthcare Solutions</b>  <a href="#">@KlinikUK</a> <a href="#">LinkedIn</a>	Klinik's total triage solution & patient flow management software that directs patients to the optimal resource in healthcare.	Ben Wood, Director of Sales and Operations	<ul style="list-style-type: none"><li>• <a href="https://klinikhealthcare.com/solutions.com/">https://klinikhealthcare.com/solutions.com/</a></li></ul>
<b>Medxnote</b>  <a href="#">@medxnote</a> <a href="#">LinkedIn</a>	<p>Medxnote is a specialist Microsoft Strategic Partner connecting Teams and Microsoft365 to clinical systems enabling rapid digital transformation.</p> <p>Our Teams app <a href="#">Medxnote MT (microsoft.com)</a> delivers Radiology and Pathology results in Teams and enables image upload to EPR and PACS. Our latest award-winning Teams app <a href="#">MedxPlanner (microsoft.com)</a> enables cross ICS communication and pager/bleep replacement.</p>	Niall Rafferty, Chief Executive Officer (Former NHS Radiographer)	<ul style="list-style-type: none"><li>• <a href="https://medxnote.com/">https://medxnote.com/</a></li><li>• <a href="#">Microsoft Teams for Healthcare Group, LinkedIn</a></li></ul>

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Company/ Product name	Overview	Speaker	Useful Links
<b>Northampton General Hospital NHS Trust (NGH Automation Accelerator)</b>  <a href="#">@NGHAutomation LinkedIn</a>	The NGH Automation Accelerator provide automation adoption + development support to NHS organisations, helping them to automate processes across a number of functions to increase staff efficiency + morale and reduce costs across the wider NHS.	Tremaine Richard-Noel, Head of Emerging Technology + Intelligent Automation Programme Director	
<b>Open Medical Ltd</b>  <a href="#">@OpenMedicalLtd LinkedIn</a>	Pathpoint™ is the leading integrated platform to synchronise, prioritise and visualise clinical workflows across regions, hospitals and departments. Enhance patient outcomes with effective pathways and optimise your productivity through digital transformation while keeping your workflow integrity with our seamlessly integrated system.	Mr Piyush Mahapatra, Director of Innovation, NHS Clinical Entrepreneur	<ul style="list-style-type: none"><li>• <a href="https://www.openmedical.co.uk/">https://www.openmedical.co.uk/</a></li></ul>

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Company/ Product name	Overview	Speaker	Useful Links
<b>Patients Know Best</b>  <a href="#">@patientsco</a> <a href="#">LinkedIn</a>	<p>Patients Know Best (PKB) is Europe's largest personal health record platform, enabling patients and healthcare professionals to access real-time health information - anytime, anywhere.</p> <p>As the world's first patient-controlled personal health records system, PKB facilitates borderless, integrated care wherever the patient needs it. The system connects information from primary, secondary, social and mental health care providers, to create a single, unified copy of patient data. Everything from test results, care plans, real-time monitoring data and discharge summaries, to the patient's own data - either uploaded from their journal, wearable devices or using symptom tracking, are all available in one patient record. This allows patients to access their data online to self-manage their health and wellbeing and reduces the need for professionals to request background information from the patient's regular healthcare team.</p>	Tom Gausden, Senior Business Manager <a href="#">@PkbTom</a> <a href="#">LinkedIn</a>	<ul style="list-style-type: none"><li>• <a href="https://patientsknowbest.com/">https://patientsknowbest.com/</a></li></ul>

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<b>Phio by EQL</b> <a href="#">@eql_ai</a> <a href="#">LinkedIn</a>	Phio, Your Health in Your Hands. Phio is your virtual partner in MSK health. Phio Access and Phio Engage empower you on your MSK healthcare journey by giving you the means and drive you need to manage your recovery	Peter Grinbergs, Co-Founder and Chief Medical Officer <a href="#">@petegrinbergs</a> <a href="#">LinkedIn</a>	<ul style="list-style-type: none"><li><a href="https://www.eql.ai/">https://www.eql.ai/</a></li></ul>
<b>PhysioBuddie</b> <a href="#">@physiobuddie1</a>	PhysioBuddie is an innovative online therapy service that provides its users with remote step-by-step progressive rehabilitation via the following mediums: expert help, video tutorials, written and picture-based descriptions and information sections.	Matt Booth, Director <a href="#">LinkedIn</a>	<ul style="list-style-type: none"><li><a href="https://physiobuddie.com/">https://physiobuddie.com/</a></li></ul>

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<p><b>Physitrack PLC</b></p> <p><a href="#">@physitrack</a> <a href="#">LinkedIn</a></p>	<p>Physitrack PLC is the World leader in remote patient engagement. We are a well-established evidence-based digital healthcare company born out of a desire to create a more effective way to prescribe exercise and patient education programs, with the aim of improving patient outcomes and reducing unnecessary time and resource wastage in the NHS.</p> <p>We also offer additional services to increase healthcare efficiency, including; Telehealth, auto-intake, and PhysiData, through which NHS departments can audit their service impact against recognised and validated patient reported outcome measures.</p> <p>Physitrack was part of the first cohort of the NHS's Digital London accelerator program, an effort that was founded in order to identify and promote digital solutions with the capability to help the UK public healthcare system improve care quality.</p>	<p>Tom Gray, NHS Physitrack Representative</p> <p>Frank Van Zon, Partner &amp; Head of Business Development</p>	<ul style="list-style-type: none"><li>• <a href="https://www.physitrack.com/">https://www.physitrack.com/</a></li></ul>

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<b>Ufonia</b> <a href="#">@ufoniahealth</a> <a href="#">LinkedIn</a>	Ufonia automates telemedicine conversations, freeing clinical staff from high-volume, low-complexity elements of outpatient care. This reduces costs, increases capacity and improves accessibility and reliability for patients.	Dr Nick de Pennington, Chief Executive Officer	<ul style="list-style-type: none"><li>• <a href="https://www.ufonia.co/">https://www.ufonia.co/</a></li></ul>



# Transforming Lives Through Innovation

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