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# US ACCELERATOR

GROW YOUR BUSINESS IN THE WORLD'S  
BIGGEST HEALTHTECH MARKET

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ABHI



The University of Texas at Austin  
Dell Medical School

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# FOREWORDS



**Business accelerators are booming globally as health and technology collide with one another. The US, with its pioneering institutions, is leading the charge and opportunities for innovative UK businesses are vast.**

The challenges the US faces are not unique. Ageing populations, a sharp rise in chronic conditions and increased demand are impacting countries the world over. However, the size of the US, its technology-driven cities and world-class academia, all mean one thing: it is the largest and most prized HealthTech market in the world.

Yet many excellent companies have tried and failed to access it. Often, they are not prepared, be it through a lack of clinical connections, regulatory hurdles or costly operating outlays. The drivers of innovation, typically SMEs, will often run out of steam and retreat from the market. With the right level of support, however, this need not be the case.

Over the past decade ABHI has grown its US activities to provide

tangible opportunities to UK companies seeking to increase their operations Stateside. Taking a State-by-State approach, we have gradually expanded our programme across the country, developing a network of connections within local health systems, that include clinical heads and c-suite leadership teams. Alongside that, we have cultivated relationships with Chambers of Commerce, key business groups and leading technology companies. This led, in 2017, to the establishment of the ABHI Innovation Hub, a physical presence in what we believe to be the ideal location for HealthTech companies, Texas.

The Texas attitude to innovation is very open, with a real willingness to collaborate. Adoption often means a springboard for the rest of the

USA and with regional headquarters of some of the country's largest healthcare providers located in the State, it makes sense to not only sell products, but conduct further R&D and develop strategies amongst the clinical ecosystem that companies will find themselves in.

Through the ABHI Innovation Hub at the Dell Medical School in Austin, companies can de-risk their market entry and drive operations within the US. Added to this comes the support from a cohort of in-market experts and access to ABHI's highly developed Texan network.

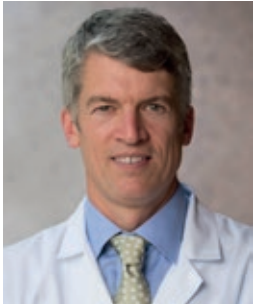
It is truly a comprehensive offer and one that I delighted to see that companies are taking advantage of.

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**Philip Kennedy, ABHI Chair**

**"ACTIONS SPEAK LOUDER THAN WORDS AND THIS COULDN'T BE MORE TRUE THAN IN THE CASE OF ABHI. AS A DIRECT RESULT OF THE EXECUTIVE INTRODUCTIONS MADE BY ABHI, LUMEON IS NOW PARTICIPATING IN A BUSINESS PROPOSAL WITH A MAJOR USA HEALTH SYSTEM."**

**Rick Halton, CMO, Lumeon, Inc.**



**Dell Medical School, founded in Austin, Texas in 2013, is taking advantage of its unique position to rethink the role of academic medicine to accelerate innovations better aligned with society's interest in health. As a new medical school created in partnership with our community and built on the foundation of a top-tier research university, Dell Medical School is redefining the academic health environment.**

For example, our Department of Population Health focuses on improving the overall health and well-being of residents of Central Texas, as well as creating a national model for population health research and policy. We created the Value Institute for Health & Care to rethink business models for sustainable, equitable healthcare. We formed the Design Institute for Health, a first-of-its-kind, to bring human-centered design to all the key facets of the health system.

Our team is rethinking everything. And because the best ideas don't have to originate within academic settings, we actively partner with like-minded individuals and organisations to accelerate the development and implementation of promising innovation. For example, Dell Medical

School established the Texas Health Catalyst program, a health product innovation engine that solicits, vets, and shapes value-focused solutions to critical unmet health needs. This programme draws on a diverse ecosystem of researchers, entrepreneurs and industry experts to reach a shared mission of better health for all. Over 170 consultants contribute expertise to the programme, creating powerful teams around promising ideas.

With these bold aspirations, we are delighted to partner with the Association of British HealthTech Industries, whose members are also ready to rethink innovation with a focus on health, not just healthcare. By co-locating with us, ABHI members have an opportunity to

work directly with our physicians and researchers to develop meaningful solutions to real unmet health needs, all in one of the world's hottest cities for innovation.

Utilising academic programmes to leverage private-public partnerships and translate promising technologies is not a new idea, but Dell Medical School and partners such as ABHI are uniquely positioned to create a valuable pipeline of healthcare innovation that help people get and stay healthy. We love having the ABHI companies as part of our ecosystem.

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**Clay Johnston, MD, PhD,  
Dean of Dell Medical School,  
The University of Texas at Austin**

**"THIS IS A GREAT OPPORTUNITY FOR US AS A COMPANY. BEING PART OF THE HUB ALLOWS US TO BE IN A WORLD-CLASS FACILITY, WITHIN AN ECOSYSTEM OF CLINICIANS, INVESTORS AND MENTORS WHILST WE GROW OUR AMERICAN BUSINESS."**

**Simon Talbot**, Managing Director, P3 Medical



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# THE OPPORTUNITY

**ABHI has developed a unique collaboration agreement with the Dell Medical School: one of the United States' most pioneering academic institutions. The partnership allows UK companies to work closely with leaders from The University of Texas, accessing Dell's full range of facilities, innovation teams and faculty, whilst being supported by ABHI's network of connections across Texas' four major cities. With strong relationships throughout the State's hospital systems and mentors on-hand to offer bespoke support, the ABHI US Accelerator is the ideal platform for companies looking to upscale their US business.**

**Members of the US Accelerator are entitled to:**

- › Inclusion in the ABHI Innovation Hub at the Dell Medical School in Austin, providing office space, use of the CoLab facilities and access to a powerful system of senior leaders within the University of Texas
- › Participate in the Texas Health Catalyst programme, designed by the Dell Medical School to bring together the healthcare community with researchers, venture capitalists and business leaders, for peer-to-peer collaboration
- › The ABHI US Mentors network, offering advice and expertise via an advanced collective of in-market HealthTech specialists
- › Two tailored trade missions across the State, with introductions to investors, hospital systems, chambers of commerce and key business groups
- › Honorary membership of the Austin Healthcare Council, designed to engage, educate, and foster leadership among Austin's healthcare community
- › Raise your profile through the multiple ABHI coordinated events across Texas, including partnering opportunities, thought leadership panels and networking receptions
- › Utilise ABHI's PR support to drive coverage of your business in the US and UK.

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**The US Accelerator is underpinned by ABHI's dedicated year-round support and introductions across the State**

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ABHI take part in a healthcare leader's seminar with key figures from NASA, McLaren Applied Technologies and the Dell Medical School in Austin, Texas

# TEXAS TRADE MISSIONS

**ABHI's week-long trade mission programmes provide companies with access to senior leaders, clinicians and procurement teams from Texas' world class hospital systems.**

By exploring new markets, missions allow companies to minimise risk, meet new customers and gain valuable market insight.

Appointed sales and distribution partners, dedicated warehouse facilities and new US customers are just some of the outcomes from ABHI-led missions across the State's key cities. In addition to strong commercial links, we are particularly proud that our work in Texas has also resulted in over 25 research collaborations.

"ADOPTION IN TEXAS WILL BE A SPRINGBOARD FOR THE REST OF THE USA; WITH REGIONAL HQS OF SOME OF THE LARGEST US HEALTHCARE PROVIDERS IN TEXAS, IT MAKES SENSE TO TEST-BED NOT ONLY OUR TECHNOLOGY, BUT STRATEGY FOR SALES, MARKETING AND FURTHER R&D HERE. ABHI'S UNIQUE INSIGHT INTO THE MARKET, AND ITS CONTACTS, HAVE BEEN INVALUABLE IN SUPPORTING OUR PENETRATION INTO THE US MARKET."

**Giovanna Forte**, CEO, Forte Medical





One of the many Dell Medical School thought leadership panels, featuring Dell's Chief Technology Innovation Officer Rick Peters, ABHI Chair Philip Kennedy, Executive Director of Cambridge Health Partners Malcolm Lowe-Lauri and Tony Corkett, Partnerships and Deployment Manager, DeepMind Health

# DELL MEDICAL SCHOOL

## The future of medical education, care and research is taking shape at the Dell Medical School at The University of Texas at Austin.

Created through an unprecedented partnership with local taxpayers, who in 2013 voted to support a vision for better health in Austin, the School had the unique opportunity to start from scratch. This made way for a new type of medical school, rethinking the role of academic medicine in improving health.

Positioned within the city of Austin's largest and most anticipated development projects, the Capital City Innovation District, the ABHI Innovation Hub is located on the Dell Medical School campus. With a focus on delivering population health and value-based care, Austin's economy is technology-led, and the Dell Medical School are focussed on delivering outcomes through this methodology.

Spearheaded by a world-class clinical faculty, the School is now integral to the Austin community, leading pioneering, value-based projects around mental health, telemedicine, neurology, and a range of other fields. The medical school is also affiliated with a new teaching hospital, Dell Seton Medical Center at The University of Texas, owned and operated by Ascension, one of the US' largest non-profit health systems.

Through location at the Dell Medical School, companies will find themselves amongst some of the world's leading medical professionals. It is unique to see an accelerator that is truly integrated within the system. Collaboration with groups not usually associated with healthcare are also common at the Dell Medical School, presenting opportunities for new partnerships around every corner.

### Dell Medical Schools Departments, Institutes & Centres

- > Dell Pediatric Research Institute
- > Design Institute for Health
- > Department of Diagnostic Medicine
- > Center for Health Communication
- > Department of Internal Medicine
- > LIVESTRONG Cancer Institutes
- > Department of Medical Education
- > Mulva Clinic for the Neurosciences
- > Department of Neurology
- > Department of Neurosurgery
- > Department of Oncology
- > Department of Ophthalmology
- > Department of Pediatrics
- > Center for Place-Based Initiatives
- > Department of Population Health
- > Department of Psychiatry
- > Department of Surgery and Perioperative Care
- > Value Institute for Health & Care
- > Department of Women's Health
- > Mitchel & Shannon Wong Eye Institute
- > Center for Youth Mental Health

# UNIVERSITY OF TEXAS AT AUSTIN

The Dell Medical School sits within the flagship of the University of Texas system, and is one of the largest public research universities in the country.



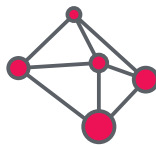
Ranking highly for research disciplines and global competitiveness.

Operating core facilities dedicated to providing latest equipment and knowledge to assist R&D.



From support services to advanced technical and consulting services, the facilities enhance the research conducted at the university and beyond.

The University of Texas has leading institutions right across the State, from Austin to Dallas, to San Antonio and Houston. Its network is unrivaled.



# TEXAS



Texas has the **second largest economy in the US** with a GDP of **\$1.648 trillion**



As a stand-alone country, Texas would be the **11th largest economy in the world**



The State is home to more than **3,900 Life Sciences and research firms**



In a list of America's 12 biggest cities, **four are located in Texas**





In 2014 alone, Texas public institutions of higher education spent nearly **\$2.5 billion** on medical and life sciences research



**28 million residents** make Texas the second most populous state in the country



# AUSTIN

Population: 950,715

**Austin's growing cluster of innovative life sciences companies embraces the area's technology infrastructure, creating a region of both established and emerging companies that are changing the face of healthcare.**

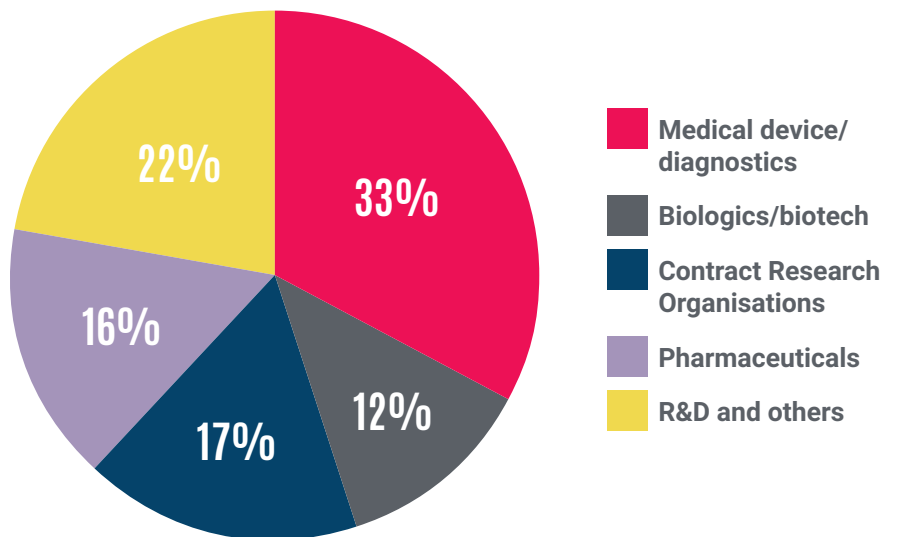
As the State capital, Austin is home to "best-in-class" research facilities and boasts one of the most educated populations in the U.S. The student population within 100 miles of Austin exceeds 414,000, providing one of the world's strongest talent pools.

In 2016, the Dell Medical School at the University of Texas at Austin, welcomed its first class, transforming the local economy as dramatically as the semiconductor and dotcom industries did in previous decades.

Over 200 life sciences companies are based in the region, and a workforce of nearly 12,300 is focused on the highest growth segments and research areas in the industry, including medical devices, diagnostics, and R&D.

With its exceptional workforce, highly rated quality of place, and welcoming business climate, it is no surprise that a wide range of medical device and diagnostics companies call the Austin region home.

**Austin's life sciences Industry sector prevalence:**



## ABHI IN AUSTIN

**Austin is home to the ABHI Innovation Hub at the Dell Medical School, the heart of ABHI's US Accelerator.**

# DALLAS-FORT WORTH

**Population: 7,400,000**

**Dallas-Fort Worth boasts one of the largest medical schools in the country: The University of Texas Southwestern Medical Center, treating more than 60 subspecialties. With a wealth of skilled workers located in the city, many HealthTech companies call Dallas-Fort Worth home.**

The market in Dallas-Fort Worth is more than just healthcare providers though, with the region's economy among the most diverse in the nation.

Many manufacturers, researchers and distributors are all based in the city limits. And this cluster of companies provides tailor-made opportunities to collaborate and partner.

The spirit of innovation is palpable in Dallas-Fort Worth, with many Fortune 500 companies headquartered in the city. Due to the growing output of high-tech innovators in the city, Dallas-Fort Worth has one of four regional U.S patent and trademark offices.

## **Dallas-Fort Worth Boasts:**

- › A Business-friendly environment
- › A highly skilled workforce
- › First-class infrastructure
- › A world-leading technology community
- › A high quality of life, making it an excellent place to live, work and play.



Photo: Andreas Dress

## **ABHI IN DALLAS-FORT WORTH**

**Dallas-Fort Worth has seen a number of ABHI interactions, including networking receptions at leading accelerator programme, Health Wildcatters, and engagements with the senior leadership teams of Baylor Scott and White and the University of Texas Southwestern.**

# HOUSTON

Population: 2,312,717

**Houston is a healthcare powerhouse, with many of the city's hospitals consistently ranking among the nation's top institutions.**

In the Texas Medical Centre (TMC), Houston is home to the world's largest medical complex. Its 106,000 staff play host to 10 million patient encounters annually, and its \$25 billion GDP is larger than many of the world's countries.

The TMC is home to the MD Anderson Cancer Center, which ranks No.1 for cancer care by the U.S. News & World Report's annual "Best Hospitals" survey—a distinction it's held for 11 of the past 14 years.

The TMC also boasts the Texas Heart Institute, Baylor College of Medicine and 55 other premier training, research and clinical institutions. With this in mind, it is no coincidence that Houston's workforce boasts the highest concentration of STEM graduates in the country.



Photo: Alexander Londono



**HEALTHCARE EMPLOYEES IN THE HOUSTON METROPOLITAN AREA**

**PHYSICIANS IN THE REGION**



**HOSPITALS**

**CLINICS, NURSING HOMES AND ASSISTED-LIVING FACILITIES ARE PLENTIFUL WITH VIRTUALLY EVERY MEDICAL SPECIALTY REPRESENTED IN THE REGION**



## ABHI IN HOUSTON

In Houston, ABHI's relationship with the TMCx accelerator programme has seen joint networking events, connecting companies to the city's visionary entrepreneurs, and the wider Texas Medical Center. Meetings with the clinical leads and faculties at both the Baylor College of Medicine and Houston Methodist MITIE have also proved invaluable for companies.



# SAN ANTONIO

**Population: 1,511,946**

**With San Antonio's diverse mix of nationally-recognised healthcare systems, well-regarded research institutions, health profession education programmes, cutting-edge HealthTech companies and successful national corporations, the healthcare industry is a dominant force in the city's economy.**

It is a city that is unashamedly pro-growth and opportunity rich. Fueled by innovators and a talented workforce, San Antonio has a "get-it-done" mentality.

Recent economic impact reports have valued San Antonio's healthcare industry at more than \$23.9 billion, which includes academic and military medicine: integral components of San Antonio's healthcare sector.

The Brooke Army Medical Center and the 59th Medical Wing represent the largest military healthcare establishment in the country. Together, the two commands comprise the San Antonio Military Health System and support over 250,000 beneficiaries.



Photo: Haley Phelps



**ONE OF EVERY SIX SAN ANTONIO EMPLOYEES WORKS IN THE BIOSCIENCE AND HEALTHCARE INDUSTRY**

**NET NEW JOBS ADDED IN THE BIOSCIENCE AND HEALTHCARE INDUSTRY OVER THE PAST DECADE, FUELING SAN ANTONIO'S GROWTH**



## ABHI IN SAN ANTONIO

**Regular ABHI visits to the Center for the Intrepid and the Brooke Army Medical Center have provided invaluable opportunities to nurture collaborative partnerships between UK companies, the military, humanitarian and emergency healthcare communities.**



# THE US MENTORS NETWORK

The ABHI US Mentors network offers advice and expertise to companies via an advanced collective of in-market HealthTech specialists



**Gus Cardenas**  
President, Austin Healthcare Council  
*Expertise: Growth Management, Strategic Planning, Business Development*



**Stuart J. Corr, PhD**  
Director of Surgical Innovation and Technology, Michael E. DeBakey Department of Surgery  
*Expertise: Surgical Research, Prototype Incubation, Pre-Clinical Data acquisition*



**Darshan Gandhi, MD**  
Executive Director of Innovation and Venture at Methodist Health System, Dallas  
*Expertise: Start-up Mentoring, Healthcare entrepreneurship, Value-based healthcare*



**Frank Grassler, JD**  
Vice President for Technology Development, Office for Technology Development, University of Texas Southwestern Medical Center  
*Expertise: Biomedical Intellectual Property, Licensing, Start-up Formation*



**Dr Paul Hain**  
Market President, North Texas Blue Cross and Blue Shield of Texas  
*Expertise: Health Insurance, Pediatric medicine, Government relations*



**Thomas Kowalski**  
President & CEO Texas Healthcare and Bioscience Institute  
*Expertise: Public policy, Texas medical device industry, Doing business in Texas*



**Amy Law**  
Vice President Health Economics, Reimbursement and Government Affairs, Acelity  
*Expertise: Reimbursement, Health Economics, Government Affairs*



**Alan Lumsden, MD**  
Medical Director of the Houston Methodist DeBakey Heart & Vascular Center and chair of the Department of Cardiovascular Surgery at Houston Methodist Hospital  
*Expertise: Endovascular surgery and research, minimally invasive therapy, Imaging innovation uptake*



**Yvonne Puig**  
Chief Integration Partner, Life Sciences and Healthcare, US, Norton Rose Fulbright  
*Expertise: Pharmaceutical and medical device disputes, Regulatory and Compliance advice, Clinical integration initiatives*



**Nick Reddy**  
Chief Digital Officer and Senior Vice President, Information Services Baylor Scott & White Health  
*Expertise: E-Healthcare Systems Innovation, Customer Digital, Value Based Care*



**William Rice, MD**  
Senior vice president of clinical innovation for St. David's Healthcare, and the Central and West Texas Division of the Hospital Corporation of America  
*Expertise: Applied Informatics/ AI, Clinical Variation, Organizational performance*



**Jose Salinas, PhD**  
Chief, Clinical Decision Support and Automation Research Branch USAISR Research and Development Transition Manager (Acting) U.S. Army Institute of Surgical Research  
*Expertise: Clinical Decision Support Technologies, Advanced Digital Processing Algorithms, Product development*



**Ann Stevens**  
President, BioMed SA  
*Expertise: San Antonio biomedical strengths, San Antonio community resources, Doing business in Texas*

for a full list of ABHI US Mentors, visit [www.abhi.org.uk](http://www.abhi.org.uk)

# DELL MEDICAL SCHOOL LEADERS



**Verena Kallhoff, PhD, MBA**  
Manager, Health CoLab

*Expertise: Research and development, Connections to investment community, Clinical Development*



**Melinda Price**  
Executive Director of Commercialization & Managing Director of Texas Health CoLab

*Expertise: Financial Investment, Business Growth, Business Management*



**Ruben Rathnasingham, PhD**  
Assistant Dean for Health Product Innovation & Managing Director of Texas Health CoLab

*Expertise: Biomedical Leadership, Business Growth, Translational Research*

## ABHI SUPPORT

### LEADERSHIP TEAM

- Peter Ellingworth**, Chief Executive
- Nishan Sunthares**, Chief Operating Officer
- Richard Phillips**, Director, Healthcare Policy
- Andrew Davies**, Director, Market Access
- Phil Brown**, Director, Regulatory Policy
- Paul Benton**, Managing Director, International

### INTERNATIONAL

- David Phillips**, Associate Director, International
- Alison Cassells**, International Manager

### COMMUNICATIONS

- Jonathan Evans**, Manager, Communications

“ENDOMAG IS DELIGHTED TO TAKE-UP LOCATION AT THE ABHI INNOVATION HUB. THROUGH THE HUB, WE EXPECT TO INCREASE OUR ENGAGEMENT WITH THE UNIQUE AND INNOVATIVE COMMUNITY THAT THE DELL MEDICAL SCHOOL IS FOSTERING, WHILE BUILDING ON OUR MISSION TO IMPROVE THE STANDARD OF CANCER CARE FOR EVERYONE, EVERYWHERE.”

**Dr Eric Mayes**, CEO, Endomag

With thanks to our  
UK supporting partners:



*The***AHSN***Network*

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