

Yorkshire & Humber AHSN and Pfizer

Organisations involved

- *Pfizer*

Summary

The Propel@YH Digital Accelerator is a six month programme of in depth support for up to twelve SME's to support their growth and spread opportunities within our region and generate economic growth locally.

The programme is based on five areas which are NHS Knowledge, Funding, Legal, Networking and Mentoring. These areas are delivered by the Yorkshire and Humber AHSN and the propel partners, which include Barclays Eagle Labs, Nexus, Hill Dickinson, Pfizer, Thrive By Design and Leeds City Council.

Background

A blended approach is used for the funding for the Propel@YH programme, which includes funding from the Yorkshire & Humber AHSN Office of Life Science commission, payment of kind from the delivery partners or grant funding.

Project Approach

Propel@YH is managed and coordinated by the Yorkshire & Humber AHSN, the application process takes place from July-September and the programme content/masterclasses are scheduled from October through to April 2022. Programme evaluation takes place in May 2022.

Project Objectives

- Onboard up to 12 SMEs onto the Propel@YH Programme as per the project plan
- Deliver the portfolio of supporting sessions to the SMEs as per the project plan
- Support the SMEs with their growth and spread ambitions into the NHS
- Facilitate 1-2-1 and group collaboration sessions with the SMEs
- Keep the project costs within budget

Project Benefits

- Greater knowledge gained through the Thrive by Design masterclass sessions
- Increase product/service usage within the Yorkshire & Humber region
- Ability to co-working space at Nexus
- Opportunity to generate investment and funding

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- Opportunity to gain a better understanding of legal requirements and frameworks
- Opportunity to increase networking opportunities with the local NHS system and stakeholders.

Funding Received

Pfizer provided £7,000 as financial support through “benefit in kind” to the Propel@YH Digital Accelerator programme. This was used to help fund the programme and for Pfizer to deliver mentoring and upskilling to the Propel@YH cohort of SMEs.

Deliverables

Pfizer supported the Propel@YH programme with the following activities:

- Pfizer UK Healthcare Innovation Manager input into the Propel@YH application panel and review of shortlisted innovations.
- Pfizer colleagues from medical, marketing & Implementation supported the Propel online session covering an Q&A session and 1-2-1 time with Pfizer knowledge experts.
- Pfizer experts facilitated two workshops covering “Engaging stakeholders to maximise success” masterclass. Which included the following topics:
 - Stakeholder Analysis
 - Stakeholder Mapping
 - Identifying roles & Key stakeholders
 - Engaging with Stakeholders
 - Creating an elevator pitch

Project dates

Project Start date: 1st July 2021, Project Completion date: 1st April 2022

AHSN owner

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