Who are XR Therapeutics?

Based on over 9 years of clinical and academic research from Newcastle University and CNTW NHS Trust.

Commercial partnerships with 2 NHS Trusts and 11 private healthcare providers.

Over £500k in R&D Grant funding and 4 large-scale projects to develop our technology.

Award winning, state-of-the-art, VR technology to support children and adults with mental health conditions.
The Problem

NHS waiting lists have doubled. 8 million people are unable to access support due to lack of capacity.

Standard mental health interventions are NOT accessible for everyone, one size does not fit all.

Waiting for treatment can take 6 months to 18 months, with therapy taking months or even years to complete.
End-users and customers

Who are you selling to?
Who will be using your product?
How are you helping them?
What problem are you solving?

Don’t be afraid to be specific with who you are building this for, particularly if you are in the feasibility stage, you can always work with additional groups down the line.

Try not to make assumptions based on your own experiences, think about how this might land with other audiences.
Public and Patient Involvement and Engagement

Who has been involved in the application?
Who have you spoken to?
How do you know that what you’re making is suitable?

Engage with end-users and your customers as soon as you can, try and bring them into the process as early as possible.

It’s important to engage with possible users of your technology so you can ensure what you’re building is actually going to help them.
Use external expertise

Do you have the right team in place to build this?

Where are the gaps in your knowledge?

What are your clinical expertise?

There’s already so much research out there, use it! Use other people’s papers, this will help you to build a solution that will be addressing the problem, no one is expecting you to know it all.

Don’t be afraid to ask for help, speak to researchers or healthcare professionals, shy bairns get nowt.
What is the unmet need?
Is your product bridging a gap?
Will your proposal solve challenges faced by the healthcare sector?

Be guided by the problem not by the solution you are trying to build.

It’s essential you make the time to identify the challenge you are trying to address.

Healthcare services need a product that’s straightforward to implement and users need a product that will make their lives easier.
If you'd like to get in touch, please drop me an email:

county@xrtherapeutics.co.uk

Twitter:
@PennyJDay21 & @XRTherapeutics