

Global Business Innovation Programme

Digital Health, USA

Innovate UK's Global Business Innovation Programme consists of a Get ready preparation phase, 5-day innovation visit focused on Digital Health, an Exploit the opportunity workshop and follow up support from an Innovate UK innovation and growth specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the territory. This initiative will be delivered physically. This programme will include a visit to HLTH conference in Las Vegas.

Innovate UK is committed to ensure that anyone, from any background, has an equal opportunity to be successful.

Focus Areas:

We would welcome applications from innovative companies involved in driving resource use, efficiency, and productivity through the development of digital health innovations with a focus on AI & data driven solutions in the following areas:

- Healthy lives & longevity

- Preventative health & diagnostics
- Chronic condition management

Why USA:

According to a recent McKinsey & Company article, realignment of the US healthcare system is being accelerated to better address the population's chronic-disease burden. This transformation is prompted by changes in consumer preferences, technology adoption, policy direction, reimbursement, and investor appetite. Consumers are demanding greater access to care and a more seamless experience.

Virtual health has experienced substantial growth since the pandemic, with the numbers of telehealth visits in October 2021 remaining more than 1,300% higher than before the pandemic. Advances in medical technology including wearable devices are seen as creating self-service opportunities that can also reduce the number of

patient touchpoints needed to deliver care. Technologies such as remote patient monitoring support the blending of automated, virtual, and home-based care delivery, which could extend the time between clinical touchpoints and detect health issues earlier. Spending on home or remote care could grow to an estimated \$265 billion or more by 2025. Healthcare remains a top-three investment area, with more than 10 percent of committed funds in 2021 earmarked for healthcare.

Benefits:

- Explore USA digital health opportunities.
- A better understanding of the challenges and opportunities of doing business in USA.
- Find potential innovation collaborators and partners and develop your network in the UK and globally.
- Improve your company value proposition to international partners.

KEY DATES:

Applicant Briefing:
28 June
2024

Applications Close:
14 July 2024

Get Ready Workshop:
18 & 19
September 2024

Visit The Market:
19-25 October
2024

Exploit The Opportunity Workshop:
15 January 2025

WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK innovation and growth specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are:-

- **Get ready:** Briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition. (2 day workshop)
- **Visit the market:** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (5 days of market related activity)
- **Exploit the opportunity:** An exploitation workshop and one-to-one support from a Innovate UK Innovation and Growth Specialist to follow up and take advantage of the opportunities identified. (1 day workshop and as a guide, around 5 days working with an Innovate UK innovation and growth specialist)

INNOVATION ACTIVITIES - EXAMPLE (subject to change):

Date	Activity	Date	Activity
18 & 19 September 2024	Get Ready Workshop (physical)	15 January 2025	Exploitation Workshop
19-25 October 2024	Market visit to USA including state visits and meetings	September 2024 - January 2025	Work with an Innovate UK Innovation & Growth Specialist

TO APPLY FOR THIS PROGRAMME, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a company with fewer than 250 employees

Be CEO, Founder or senior decision maker and able to attend and complete all activities

WHAT IS THE COST?

Innovate UK will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £1000 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

HOW TO APPLY:

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK Business Growth website and received no later than **5pm on 14th July 2024**. To support potential applicants, a briefing will take place on **28th June 2024**.

Please note: successful applicants will be expected to fully comply with any conditions of travel to USA. The safety of our delegation is a priority.

Innovate UK recognises that the innovation sector is not as diverse as the UK demographic and is committed to improving the diversity of who we support. As such, we welcome applications from those under-represented across the sector.

ADDITIONAL INFORMATION & ASSISTANCE

To complete the online application form or to register for the [briefing event](#), please visit the [Innovate UK Business Growth website](#). For more information, assistance with your application or to discuss accessibility needs, please contact the global team at global1@innovateukedge.ukri.org.