



**UHCW
Innovation
Hub**

NHS
University Hospitals
Coventry and Warwickshire
NHS Trust

UHCW Innovation Hub Services



What do we do?

The UHCW Innovation Hub was set up to support the interface between healthcare, industry, academia, patients and the public. The purpose built Hub is a physical space designed to support transformational conversations and encourage creativity. The work that we do, spans four strategic areas shown below:



For our internal ideas and challenges, we follow the Design Council's **double diamond approach** to demand-led innovation. This may involve collaborating with industry partners to design and deliver our solutions. For innovators seeking NHS adoption sites for their solutions, we offer bespoke support options depending on the development stage of the product.

What can we do?

The Hub is staffed by an Innovation Team with skills in:

user-centred design

co-production

innovative methodology

end user evaluation

change management

As UHCW is a large acute teaching hospital and major trauma centre, we are able to draw expertise from a wide range of clinical areas into co-design and evaluation sessions, as well as patient and public involvement.

Innovation Adoption

The UHCW Innovation Hub is not only dedicated to developing our own ideas, but also to adopt and implement existing technologies, processes or designs which are new to the Trust. The support on offer will be tailored according to the readiness of the solution; we are open to working with industry partners regardless of the stage of development.



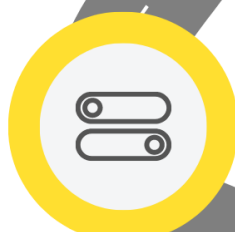
I have a concept

Companies at this stage may benefit from finding out from users if their idea fulfils a user need. Our team can help plan and carry out user research to help you uncover the pain points of your target user group and discover opportunities for innovation. This work can help you align whether your idea has potential to bring value to your target users.



I have an idea but need a prototype

We are able to host ideation workshops with diverse groups to facilitate the imagination of several solution options. This work can go on to drill down to ideas with the most potential from the point-of-view of your target group.



I have a prototype, but need to test it

Some companies may already have prototypes but need feedback on acceptability. Our Product Evaluation Service offers companies the opportunity to gain user feedback to facilitate solution iteration.



I am new to market

For products which are CE/CA marked but require more evidence to support adoption, we can design and conduct rigorous end-user research. We can offer usability trials to gather patient and clinical feedback on the design, value, and workflow fit.

I am commercially available

Companies who are ready to hit the market may approach our team to implement their solutions. We first seek the opinion of our relevant teams on solution fit and the need within the Trust. Once confirmed, we manage the roll-out of your solution by engaging with all relevant stakeholders within the Trust.



Our Process

As a Trust we recognise that the medical technology market is ever evolving, with the development of digital tools, integrated systems and medical devices increasingly becoming more advanced. We also recognise that 'breaking into the NHS' can be challenging and to address this, we have created an Innovative Product Evaluation Service.

How does this work?



GETTING TO KNOW YOU

We organise an initial meeting to allow us to spend time getting to know you, your product, learning about the challenge that your product addresses and the support that you need.



FINDING A LOCAL EXPERT

To help us understand the need and relevancy within our Trust, we reach out to our colleagues (from an appropriate area) and identify a Champion who can provide expertise and support to the project.



DEVELOPING YOUR PROJECT

As a collaborative unit, we will work together to design the project which may involve focus groups, interviews, surveys, and workshops. We will also spearhead getting appropriate governance approvals in place to facilitate the project.



POST PROJECT SUPPORT

We will explore the potential to adopt and/or introduce you to other Trusts and collaborators within the West Midlands Innovation ecosystem.

Frequently Asked Questions

How long do projects take?

Projects will have a variable time frame, depending on the support required. We will develop a project plan which includes realistic milestones and schedules, that will be periodically reviewed with you.

I just want to get a clinical opinion about my product, should I still get in touch?

Yes! Through our networks, we are able to source the right person or team to answer your question.

Can I use the results from the project in my marketing?

Yes! The results within the report will belong to you, and can be used however you choose.

How much will this cost?

Cost is dependent on the complexity of the project and the proposed trial length. We will provide a detailed quote once we have developed the metrics for the evaluation.

What additional support can you provide post evaluation?

We have strong links within the Midlands MedTech innovation ecosystem and, depending on the stage that you are in, can signpost you to our partner organisations and work as a collaborative unit. We can also offer the production of open access journal publications which includes writing, submission, and revision as well as the production of conference posters and/or presentations.

How do I get in touch?

Scan or click the QR code to get in touch and tell us about your solution. We will be happy to discuss your needs and the support that we can provide.



The Innovation Hub

Innovation activity at UHCW is centred around our purpose-built Innovation Hub, situated on the second floor of the Clinical Sciences Building. The Innovation Hub has been designed to encourage and support creativity, collaboration and transformational activity.

The Hub boasts a large open plan area, with significant natural light and has various coloured spaces, reflecting each stage of the innovation journey. The space includes large whiteboards to inspire innovative thinking. We also have digital interactive boards, allowing presentations to be displayed with ease whilst supporting virtual meetings via Microsoft Teams. The furniture throughout the Hub is fully configurable and can be effortlessly arranged to suit any meeting requirements.

We are delighted to provide external parties the opportunity to hire the Innovation Hub, for their own transformational activities. The Innovation Hub is available to hire in full or per space. Refreshments can also be ordered via the Trust's catering provider.

How to enquire about the Hub

To make an enquiry, fill out our form by scanning or clicking the QR code.

Photos of spaces within the Hub and the price list will be provided and menus are available upon request.





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