

# HTS Credentials in Healthcare Market Access

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**HealthTechno Solutions Ltd**  
**September 2023**

# HTS Services

*HTS is a specialist market access and delivery organisation focused on health and life sciences.*

- Market Access
- Commercial Advice
- Operational Consultancy
- Mobilisation & Start Up
- Technology Asset Management
- Digital Health & Healthcare IT










# A Unique Approach to Market Access in Healthcare

## Our Expertise

We have an extensive track record in assisting a wide range of organisations accessing new and significant opportunities in the UK and international markets. To date, our clients secured hundreds of millions of pounds of new business.

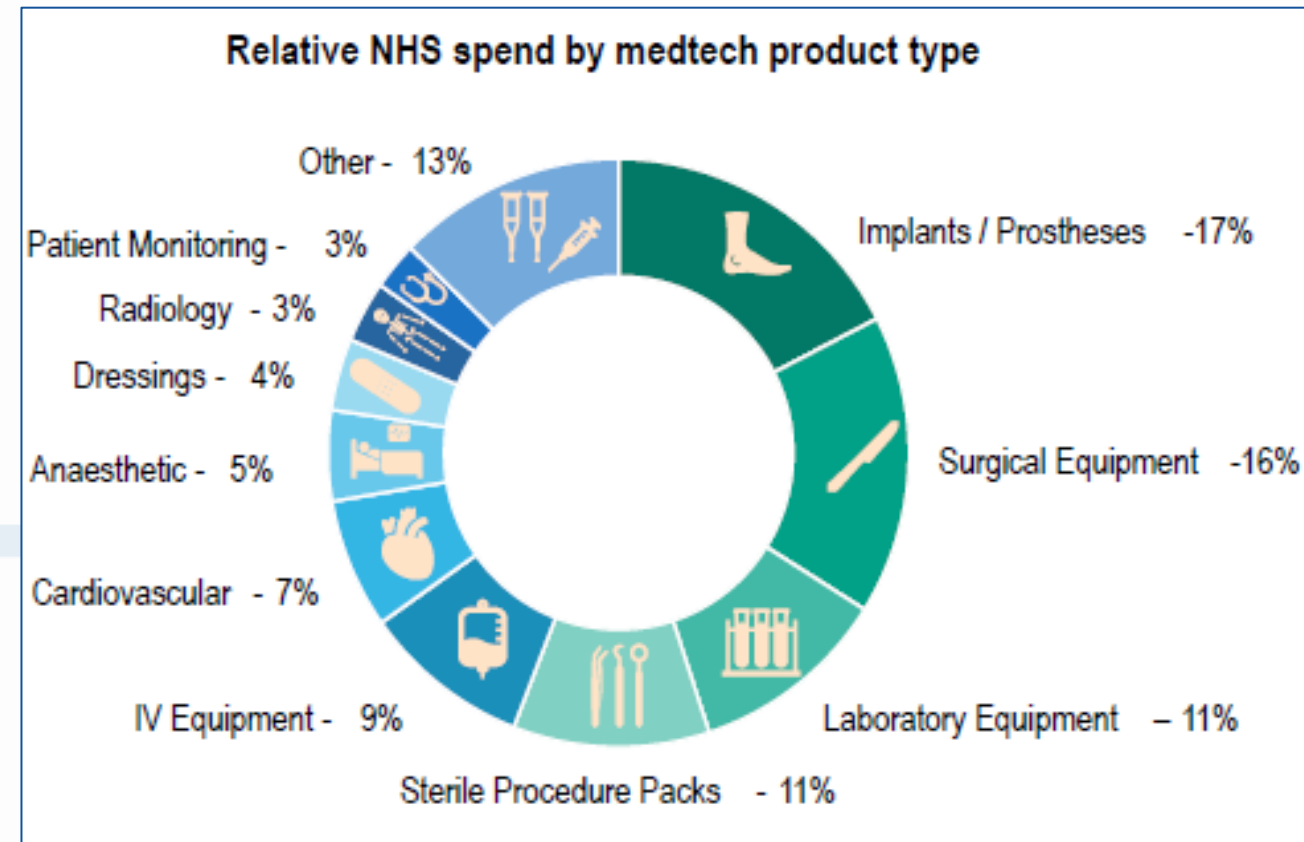
We support global healthcare companies, tech startups, and SMEs as well as a wide range of NHS organisations and healthcare providers looking to extend their commercial reach in new markets and territories.

## Our Capability

<b>Market Analysis</b>	
<b>Opportunity Identification</b>	
<b>Market Positioning &amp; USPs</b>	
<b>Product Roadmap</b>	
<b>Bid Leadership &amp; Management</b>	
<b>Business Development</b>	
<b>Commercial Leadership &amp; Closure</b>	
<b>Extensive Record of Success</b>	

# UK Market overview

- Total current healthcare expenditure in the UK accounted for 12.0% of GDP in 2020
- Of this, spend on medical consumables and products makes up a significant amount
- The NHS alone spends an estimated £10 billion per year on medtech
- The private sector medtech spend is estimates at minimum of £1 billion per year.
- The Healthcare market is ripe to be disrupted by new companies offering value for money and savings, as the incumbent suppliers have enjoyed years unchallenged high margins.
- In the post-covid era, the NHS and other healthcare providers are focused on cutting costs and increasing resilience of the supply chain



Source: UK Government Medical Technology Strategy, Feb 2023  
<https://www.gov.uk/government/publications/medical-technology-strategy>

# Medical Consumables Opportunity in the UK

## Notable NHS Supply Chain Frameworks

- NHSSC currently runs 44 major medical consumables frameworks with estimated expenditure of **£3.4billion per annum**.
- Frameworks of particular interest which will be up for renewal are shown in table below.
- The NHSSC typically renews between 4 to 5 frameworks each year through running public tenders.

Framework	Annual Spend (£ million)
General Wound Care	60
Negative Pressure Wound Therapy	50
Respiratory Solutions	30
Skin Cleansing and Disinfection	48
Disposable Wipes for Surface Cleaning and Disinfection	42
Diathermy Consumables	15
Patient Dry Wipes	12
Advanced Wound Care	112
Minimally Invasive Surgery	160
Syringes, Needles and Associated Products	120
Wound Closure	120
Non Invasive Ventilation, Sleep Therapy and Sleep Monitoring	108
Blood Collection Systems and Blood Lancets	85
Suction Consumables	84
Surgical Mesh, Fixation Devices and Bulking Agents	44
Thermometer Devices and Support Products	24
Surgical Instruments	20
Blood Pressure Cuffs and Support Products	7
Central Venous Catheters and Associated Products	4
Chemical Wound Debridement Acidic Gel	2
<b>Total annual spend</b>	<b>1,147</b>

# Meet the Team

## Dr Farhang Daemi

BSc (Hons), PhD, MBCS, MIET  
**Managing Director**

Farhang Daemi boasts 30+ years of global leadership in innovative technology businesses, particularly in medical and life sciences. With a strong background in strategic advice, business growth, and healthcare tech, he has pioneered AI and VR research, launched FDA/CE-approved medical software, and excelled in executive roles, including at Circle Health. Holding BSc, PhD degrees, and memberships in IET and BCS, Farhang is a published author and sought-after speaker at tech and healthcare events.

## Andy Brown

BSc, MSc, MBA  
**Senior Consultant**

Andy has over 30 years experience in Executive Leadership roles and management consultancy in the NHS and the Private Sector with over 20 years of this associated with medical equipment. He was Managing Director of NHS Supply Chain Capital Solutions from 2006 to 2016, CEO of TBS group and latterly a director of Althea the largest independent medical equipment management company. In consulting he worked for Gemini Consulting and CGEY.

Notable career highlight was transforming the way medical equipment is procured by the NHS by setting up and running NHS Supply Chain Capital solutions for 10 years. His topic specialisms include medical equipment procurement, asset management across whole of life, risk management and the corporate use of data to drive better results. He is well versed in strategy and program and project management disciplines.

## Dr Peter Jarritt

BSc, PhD, FIPEM, FRCP  
**Executive Director**

Peter is a dedicated leader in technology-driven healthcare services, specializing in service delivery, quality improvement, system design, and accreditation. With 30+ years in Medical Physics and Clinical Engineering, he's a sector expert. Currently Executive Director and Medical Technology Lead at HealthTechno Solutions Ltd, he was Deputy Director at the National Institute for Health, contributing to brain injury MedTech. Peter implemented the NHS East Genomic Lab Hub and elevated services at Addenbrookes via RFID integration. As CEO of the NI Regional Medical Physics Agency, he focused on cancer and imaging centers. Holding a BSc in Physics with Mathematics, a Ph.D. in Physical Biochemistry, and honorary positions, Peter's achievements include being an Honorary Fellow of the Royal College of Physicians and a Fellow and Past President of the Institute of Physics and Engineering in Medicine.

## Adam Kalbassi

BSc (Hons)  
**Senior Consultant**

Adam Kalbassi, an integral part of the HTS team, brings a solid foundation in Financial and Business Economics from Royal Holloway, University of London. His robust analytical and technological skills were honed while managing prominent drugstore accounts like Boots and Superdrug at Unilever prior to joining HTS in 2020.

Within HTS, Adam is a key figure in market access and commercial operations. He has led successful public procurement bids, achieving a 100% success rate for major NHS Supply Chain medical consumable products. Adam excels in crafting in-depth business analysis, financial models, and quality compliance material. His expertise extends to supplier and client relationship management, handling various med tech and health tech suppliers, demanding clients, and public procurement entities. Backed by a background in mathematics, analytics, technology economics, and game theory, Adam is a valuable asset across multiple facets of HTS operations.

# Meet the Team

**Jacqueline Droogan**  
BSc, MSc  
Executive Director

Jacqueline brings over 25 years of public and private sector executive experience in healthcare. She focusses on making things happen to create a positive impact and ensure commercial success.

Experienced in business and cultural transformation at a huge scale, she has led the implementation and delivery of new multi-million-pound facilities across the UK and in China. Building teams from scratch, she has recruited and trained staff to build and bring to life working hospitals and engaged with medical consultants to persuade them to move their practice.

She has led teams of people, to reorganise and dispose of old stock, develop national and international facilities including the largest NHS Treatment Centre in the UK in Nottingham, private hospitals in Bath, Reading and Birmingham, and a healthcare facility in China. Jacqueline is passionate about what she does.

**Peter Ellis**  
C.H.E. A.H.A.  
Principal Consultant

Peter Ellis has over 40 years of experience in the strategic development, managing and advising of health organisations in the UK, North America and Europe. Most recently he was UK Managing Director of Medworxx Inc. 2012-18, and Chairman of VisionRT 2002-18. He is currently an Executive Advisor to Sweat Coin and Bio Conscious Technologies.

Previously Peter Ellis was a senior partner with Ernst Young and Head of Arthur D Little's health care practice. He has led strategic consulting assignments in Pharmaceutical, Private Equity, Biotech, Health IT and Medical Device organizations, as well as for governments, payer and provider organizations across the UK health sector.

Before his return to the UK, Peter Ellis had a long (22 year) career at Sunnybrook Health Science Centre, Toronto, culminating in two terms as President and Chief Executive Officer.

**Roger Williams**  
AIPS, IHSM  
Senior Consultant

Roger Williams is a highly efficient healthcare planning / equipment specialist and business development manager. He is experienced in working globally, introducing and developing innovative solutions for clients requiring technically competent expertise and experience and added value services to meet their complete needs and ambitions.

Roger has a natural ability to develop effective relationships with both end users, technical developers and suppliers across all cultures. His communication style builds trust and respect, whilst having the ability to apply more assertive stance when necessary to achieve results. Used to meeting tight deadlines in a pressured environment.

Roger's 40 year professional career includes 15 years in procurement and commissioning roles in NHS, Technical Director and Business Development Management positions at scientific and medical device suppliers and Capital Equipment Procurement Manager at Circle Group.

**James Harrison**  
BSc (Hons), MSc  
Principal Consultant

James Harrison, a seasoned professional with 25 years in electronics, healthcare technology, ICT, and R&D, excels as a Programme Manager, Project Manager, and Technical Consultant. His versatile skills encompass research, technical roles, team management, and cross-functional leadership. During his 8-year tenure at Circle Health, James managed the successful IT application and infrastructure deployment for Circle Reading hospital. He led projects covering clinical and operational information systems, achieving accreditation as an Any Qualified Provider, and integrating with the NHS Choose and Book system. Previously, James served as a senior project manager at Fujitsu Services Ltd., Regional Deployment Manager at IDX Systems UK, and UK Medical IT realization team manager at Agilent Technologies. He also led research teams at Hewlett-Packard Laboratories.



# Key Reference Projects



Market Access

Commercial Advice

Business Development

Operational Consultancy

ergéa



Development of a new medical consumables business unit complementing a leading integrated medical technology organisation



### Project Description

HTS was approached by Ergéa UK and Ireland (formerly Althea Group) in early 2021 to develop a new business division with a focus on offering high quality and commercially competitive medical consumable supplies in the UK.

Working in partnership with Ergéa, HTS conceived and implemented Ergéa UK Supply Solutions, a major programme that included development highly accredited international supply chain with an initial focus on Personal Protective Equipment and infection prevention products, identifying and bidding on tens of public and private sector opportunities and winning two highly coveted NHS Supply Chain tenders.

Building on this solid foundation, Ergéa UK Supply Solutions work was focused on disrupting the market through an ambitious business development and sales programme offering high quality and competitively priced products to the NHS as well as other healthcare providers in the UK and international markets.

### HTS' Role and achievements:

- Won multiple major NHS Supply Chain (NHSSC) and public-sector tenders for supply of single user medical equipment, ranking exceptionally highly across the board.
- Awarded several multi-year NHS framework contracts worth hundreds of millions of pounds.
- Developed an assured supply chain for consumable medical products from accredited international suppliers.
- Developed robust processes to identify, review and respond to relevant public procurement tenders, reviewing over 100 opportunities and submitting to major NHS tenders in England, Wales, Scotland and Northern Ireland.
- Leadership in sales and business development, supplier management, category management, and development of logistics, supply and service infrastructure.

**Client Benefit:** Development of a new major business division, with assured supply chain and award of significant framework contracts.

Market Access Bid Management Programme Management



Leading and Managing a Major International Business Opportunity for one of the Leading Medical Technology Companies



### Project Description

Project was initiated by the request of Canon Medical Systems Ltd, the \$4bn medical business of \$36bn Canon Inc, to lead on response to the Request for Proposal (RFP) issued by Indo UK Institute of Health (IUIH) for a major initiative aimed at delivering affordable healthcare across India.

Following successfully winning the tender for Canon Medical Systems, HTS was tasked to position Canon as the leading technology partner to IUIH for supply of integrated, scalable and affordable diagnostics and primary care clinics.

The work included solution design and development as well as management of complex international stakeholders including the client's teams in UK and India, British and Indian governments and Canon Medical executives from the Japanese headquarters.

*"We have always found HTS to be completely dependable and reliable, proactive, driven, well organised, knowledgeable and not shy at driving large teams and complex tenders & similar projects though to success against tight deadlines. We highly commend HTS"*  
 Mark Hitchman  
 Managing Director, Canon Medical Systems Ltd

### HTS' Role

HTS provided a wide range of services over the course of the assignment, including:

- Bid management.
- International Stakeholder Management.
- Liaison with senior British and Indian government officials.
- Design and development of integrated, scalable and affordable modular clinics.
- Development of the Clinics business plan in conjunction with the client's team and PwC.
- Design and initiation of a comprehensive clinics mobilisation programme.
- Selection of suppliers and partners for:
  - Design and construction of clinics enclosures
  - IT and digital health solutions
  - Medical equipment
  - Clinical operations and adaptation of NHS standards

**Client Benefit:** £100+mn new business opportunity



Digital Health

Market Access

National Review

Commercial Advice



## NHS Healthcare IT Procurement



## Project Description

360 degree assessment of the needs of the NHS organisations for smart procurement of Healthcare IT solutions

Comprehensive report, recommendations and Business Case submitted to the Department of Health



## HTS' Role

National Survey, including:

- Detailed strategy and budgetary assessment (50 Acute Trusts)
- CIO interviews (15+)
- DoH discussions (HSCIC, NHS England)
- Supplier engagement (50+)
- Procurement consortia (3)
- Review of market reports & surveys (20+)
- Review of NHS strategic reports & documents (5+)
- Participation in major HIT Events (2)
- Contacts with Trade Organisations
- HTS Network of Contacts (Many)

Detailed Report and Business case delivered to the NHS, Department of Health and results presented at a Parliamentary meeting.

Market Access

Commercial Advice

Asset Management



Detailed Specialty-Based Market Analysis and Business Development Advice



### Project Description

Althea is one of the leading independent providers of integrated healthcare technology management. The group operates as an outsourced technological partner for the provision of managed services and multivendor maintenance of the entire medical equipment portfolio in public and private healthcare organisations.

Project was initiated by the request of Althea Board in view of the Group's overall strategy for development of differentiating medical equipment managed services solutions and propositions to the UK healthcare Providers.

HTS was asked to conduct an independent assessment of the current needs, trends and opportunities in specific market segments to inform development of new services and solutions by the Althea Group.

The work required a combination of detailed knowledge of the speciality-specific medical technologies and in-depth understating of the clinical pathways and operations in each speciality as well as astute commercial skills to assess the opportunities in the market.

### HTS' Role

HTS provided a detailed 360-degree market assessment, including:

- Evaluation of the existing Group's Managed Services strategies and operations;
- Detailed assessment of the market size and market trends;
- Investigation of the Med Tech trends and disruptors;
- Operational and clinical stakeholders' priorities and needs at all levels;
- Competition Analysis;
- Site visits and workshops;
- Detailed SWOT Analysis;

The output of this project was in form of a presentation to the Board, a detailed report and key recommendations that provide the Group with the valuable material to successfully develop and execute new business strategies and solutions.

**Client Benefit:** Detailed report, insight and advice resulting in new business strategies

Commercial Advice

DD360

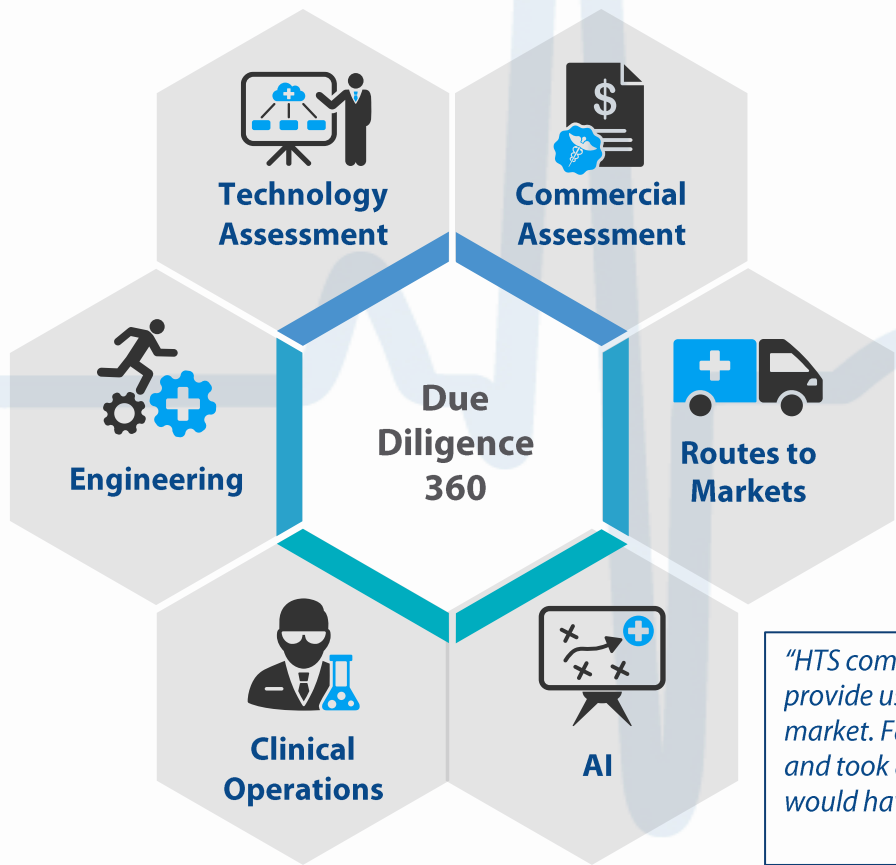
London & Oxford

Apposite Capital

APPOSITE  
CAPITAL LLP

MIRADA  
The Imaging Software People

Comprehensive Due Diligence covering Technical, Commercial and Clinical Operational aspects of investment prospects



### Project Description

Project was delivered to Apposite Capital, one of the leading healthcare investors in Europe.

The recent surge in the potential applications of AI in healthcare has resulted in a myriad of startups and SMEs developing new AI solutions and seeking investment at various stages of their development.

Investors face a major challenge when assessing the real potential of healthcare AI companies as the traditional due diligence processes can not sufficiently cover the true potential of the engineering, Machine Learning and AI technologies developed and, more importantly, how the company's products and services could be deployed in the clinical pathways and operations.

Apposite Capital instructed HTS to conduct a 360 degree detailed assessment of the technologies, commercials and routes to market for the legacy and new AI-based products of Mirada-Medical, an Oxford-based SME with a track record in imaging and cancer therapy.

*"HTS combined technical, commercial and operational competence to provide us with a holistic view of Mirada's technology and positioning in its market. Farhang and the team were pleasant and responsive to work with and took a flexible and pragmatic approach as the project developed. We would have no hesitation using them again in a similar project."*

Sam Gray, Partner, Apposite Capital LLC

### HTS' Role

HTS provided a comprehensive and detailed assessment of Mirada Medical covering three major areas:

- 1. Technology:** covering review and assessment of the company's Intellectual Property (IP), product portfolio and roadmap, R&D, engineering and product development capabilities, quality management systems, regulatory and compliance status and strategy.
- 2. Commercial:** including but not limited to assessment of the existing products market position, key customers, financials, business development and marketing plans, detailed competition and SWOT analysis.
- 3. Route to the Clinical Operations Market:** assessment of the potential for Mirada's new AI solutions to be used in care pathways and clinical operations including barriers, opportunities and options.

**Outcome:** GBP 6 M invested in Mirada Medical  
**Project Period:** October 2018 – January 2019

**Project Reference**  
**UK Healthcare IT Market Access**

<b>Assignment &amp; Client</b>	<b>Services</b>	<b>Overview</b>	<b>Key Activities &amp; Deliverables</b>
<p><b>UK Healthcare IT Market Access</b></p> <p>Tech Mahindra, a leading International IT Services Company</p>	<p><b>Market Access</b></p> <ul style="list-style-type: none"> <li>• Commercial Advice</li> <li>• Digital Health</li> <li>• ICT Outsourcing</li> <li>• Bid Management</li> </ul>	<p>Overall bid Management, technical and commercial consultancy in relation to a large IT outsourcing opportunity from Circle Health, including infrastructure and a wide range of clinical and business solutions.</p>	<p>Securing a £50 million ICT outsourcing contract for Tech Mahindra.</p>

# Our Clients

## Delivering Smart Value to Health and Life Science Organisations



Brain Injury  
Healthcare Technology Co-operative



Devices for Dignity  
Healthcare Technology  
Co-operative



how are you?™



CANON MEDICAL SYSTEMS LTD

