

# Why Medipex?

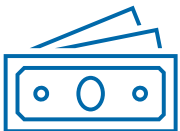


- Track record of delivering 12 quality reports (by March 2024) under the RTO/Catapult scheme
- Innovation hub specialising in the healthcare sector
- NHS Membership relationships >20 years
- Multidisciplinary team with over 125 years' collective experience in health tech development, protection and commercialisation
  - Past roles in industry, academia and NHS
  - Three dedicated Market Intelligence experts with a range of backgrounds (team just expanded!)
  - Cost consequence modelling associate, strong working relationship



# How can Medipex help SMEs?

- Is there a market for the product/service?
  - Validation of unmet needs
  - Advantages over competitors
  - Relevant opportunities
- What are the potential barriers to future adoption?
  - System, human factors
  - Regulatory, IP
- What is the value proposition?
  - Who are the key decision makers and what are their drivers?
  - Benefits vs Costs for those key stakeholders



# Flexible Packages within the RTO budget

## Package 1 Example – Global Market

- Global and regional market size, trends, key players and opportunities
- Identification of relevant clinical pathways and evidence of unmet need
- Review of competitors and IP landscape
- Market opportunities in selected geographies
- Key statistics and other information to inform where cost-savings could potentially be made to healthcare providers
- Identification of key stakeholders involved in decision making

## Package 2 Example – UK Market in Depth

- Identification and review of relevant clinical pathways and evidence of unmet need
- Review of competitors
- UK/NHS addressable market size
- National and regional initiatives, information on who pays for such products/services, identification of key stakeholders
- **Cost-consequence model** to estimate potential cost savings to the NHS, incorporating key statistics and data identified through our research

*Additional to the above (or substitute for other activities) we can seek to obtain tailored feedback from healthcare professionals via survey and/or interview*

# CASE STUDY – Peak Medtek

## Customer Need

- Objective, evidenced information to develop compelling business case
  - Expand into a new market (B2B)
  - Increase sales in current market (B2C)

## Medipex Support

- Competitor analysis, features/benefits comparison
- Customer feedback survey/interviews – needs and drivers
- Cost consequence model (cost savings to care homes and healthcare)

## Impact

- Valuable for investor pitching
- Support for further funding applications
- Articulation of clear benefits/USPs to customers





# Medipex

An approved RTO delivery partner with a successful track record

## Contact Us

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