

# NHS CLINICAL ENTREPRENEUR PROGRAMME: COMMS PACK 2021

Produced by the ARU CEP Team

Website: [www.nhscep.com](http://www.nhscep.com)

Email: [cep@aru.ac.uk](mailto:cep@aru.ac.uk)

---

Delivered by:

**NHS**

  
**a.r.u.** | Anglia Ruskin  
University

# NHS Clinical Entrepreneur Programme



## The programme

Established in 2016, the NHS Clinical Entrepreneur Programme (CEP), delivered by [Anglia Ruskin University](#) aims to support healthcare staff to develop the commercial skills, knowledge and experience needed to successfully develop and spread innovation, to benefit patients, the public, and the wider NHS. The programme offers a range of support including direct education, mentoring, networking, and access to exclusive opportunities, expertise and resources.

The CEP is essentially a 'corporate entrepreneurship' programme. It enables NHS employees to develop innovations and commercial ideas whilst continuing to work in the NHS and fosters a culture for innovation and entrepreneurialism within the NHS. Since its launch, the programme has grown in scale and impact. In the first four years, the programme recruited over 500 NHS staff, making it the world's first and largest national-level entrepreneurial workforce development programme.

Anglia Ruskin University (ARU) were appointed delivery partners in 2021 drawing a coalition of more than 60 cross sector partners to support the programme. **Applications for cohort 6 will open on the 5<sup>th</sup> October 2021 and close on the 2<sup>nd</sup> November 2021.**

## About this pack

This pack provides key information and useful links to help you promote our latest application round which will open on the 5<sup>th</sup> October. Included are some suggested content, that we hope you will find useful, to adapt for your channels including sample social media posts, testimonials, video content and quotes, contact details and visuals you may use. This content can be used from the **17<sup>th</sup> September 2021**, with specific content supplied for after applications have opened on the 5<sup>th</sup> October 2021.

# NHS Clinical Entrepreneur Programme – key dates



Here are few keys dates . Some of our communications can be used thought-out the application period which closes on the 2<sup>nd</sup> November 2021.

- **Applications open: 5<sup>th</sup> October 2021**
- **CEP-Prep Webinar series**
  - 15<sup>th</sup> September [Event Two](#) - Working on Your Innovation
  - 22<sup>nd</sup> September [Event Three](#) - Pitching Your Innovation
- **CEP Applicants Q&A Webinars:**
  - 13<sup>th</sup> October 7.30 – 8.30pm - [Application form webinar](#)
  - 15<sup>th</sup> October, 1 – 2pm – [Q&A Application session](#)
  - 21<sup>th</sup> October, 7.30 – 8.30pm – [Q&A Application session](#)
  - 22<sup>st</sup> October, 1- 2pm [Application form webinar](#)
  - 25th October, 1 – 2pm – [Application form webinar](#)
- **Applications close: 2<sup>nd</sup> November 2021**
  - Application assessment: 15<sup>th</sup> November – 3<sup>rd</sup> December 2021
  - Programme launch: February 2022

# General introduction



## What is the Clinical Entrepreneur Programme?

The NHS Clinical Entrepreneur Programme, delivered by Anglia Ruskin University (ARU), is the biggest entrepreneurial workforce development programme of its kind. Launched in 2016, the programme is open to both clinical and non-clinical NHS staff, the programme aims are to:

- Allow entrepreneurs and creative thinkers to pursue their innovation without having to leave the health service.
- Support the healthcare workforce to develop and scale their most innovative ideas for the benefit of patients, staff and the wider NHS.
- Develop the skills, knowledge and experience needed to successfully develop and spread innovative solutions to the challenges facing the NHS.
- Provide a wider benefit to economic growth through inward investment in the health, social care and life science sectors.

## What is the offer?

The programme lasts a year, although many graduates have continued on the programme as Alumni. The curriculum covers all aspects of setting up and running a small business, including attracting investors, applying for funding, and ensuring appropriate corporate governance.

A dedicated programme on how to build a start-up – and how to operate in this highly-charged environment – is delivered as a series of educational events attended by industry mentors. The programme aims to allow entrepreneurs to pursue their innovation without having to leave the health service, providing a wider benefit to economic growth through inward investment in the health, social care and life science sectors.

---

Delivered by:

**NHS**



# General introduction continued..



As such, the programme currently offers:

- Mentoring
- Networking
- Educational pitstops
- Customer matching
- Resources and development
- CDP workshops and events
- Placement and internship offers
- Application and bid support
- Access to a network of likeminded creative thinkers and entrepreneurs

## Who is it aimed at?

The NHS Clinical Entrepreneur Programme is a free workforce development programme for both clinical and non-clinical NHS staff: Doctors, Dentists, Healthcare Scientists, Nurses and Midwives, Allied Health Professionals and Pharmacists, Managers, and Administrative/ Clerical Staff. We are encouraging applications from a diverse range of backgrounds.

## Where can I get further information?

The Clinical Entrepreneur Programme is an NHS Initiative delivered by Anglia Ruskin University. You can contact the team at [cep@aru.ac.uk](mailto:cep@aru.ac.uk)

Delivered by:

**NHS**



# FAQ

Find the full list of FAQ on our website:

## Am I eligible to apply?

All NHS Staff and those providing NHS Services (for example those that work for a private company that is subcontracted to provide an NHS funded service) are welcome to apply, including those in both clinical (including clinician academics who work in research/university) and non-clinical roles. If you are working as a locum, you can also apply.

Examples of those who are welcome to apply include:

- Doctors
- Medical Students
- Dentists and Dental Hygienists
- Nurses
- Midwives
- Pharmacists (including Community Pharmacists)
- Psychologists
- Allied Health Professionals (such as Physiotherapists, Paramedics, Radiographers, Occupational Therapists, SLTs, Dieticians etc)
- Ambulance staff
- Healthcare Scientists
- Medical Associate Professions (including Physicians Associates etc)
- Clinical Support Staff (such as phlebotomists, healthcare assistants/carers, porters, and optometrists)
- Healthcare managers (such as operational managers, project managers, general managers etc)
- Administrative and Clerical Staff

## Can I apply with an innovation/idea/concept in a very early stage of development?

Yes, we welcome applications from those with an innovative idea, provided this has been given careful consideration.

## How do I apply?

You can find a link to the application portal on our website when it is open. You need to register via the portal with a name and email address. Once logged into your account, you can then begin your application from the portal home page. Please only submit your application via the portal. Applications submitted by post, email, or any other method will not be accepted.

## What is the time commitment, if successful?

The programme is designed to allow you to engage in full time work/training at the same time as participating in the programme. The time commitment varies and the more engaged you are with the programme, the greater the benefit. The minimum commitment is attendance at half of the scheduled group educational events (there are usually seven per year, but this may vary due to COVID-19); four interactions with your assigned mentor; the completion of learning documents such as an action plan, personal development plan and lean canvas; and the provision of periodic progress updates.

## Does it cost anything to join the programme?

There are no costs associated with joining and accessing the

programme. When we return to in-person events, you will be responsible for funding your own travel and accommodation.

## Will I receive funding, if successful?

This is not a paid fellowship, and the programme does not offer any funding or grants.

## Can I apply with a co-founder?

We cannot accept joint applications but can accept applications from co-founders and teams working on the same innovation (as long as they meet the initial criteria of working for or alongside the NHS). Each application is based on the individual and not on the innovation.

## Can I apply as an 'Intrapreneur'?

The programme aims to support all NHS staff and healthcare professionals to develop their ideas for patient benefit. It isn't only for those who are planning on starting their own business or make a financial return, it's primarily for those who want to make a difference in the NHS. On this basis, we welcome applications from 'Intrapreneurs'. Intrapreneurship is the act of behaving like an entrepreneur while working within a large organization, such as the NHS.



Delivered by:

**NHS**



# FAQ continued..



## **What kind of ideas/innovations do people on the programme develop?**

Primarily, the innovation must aim to benefit the NHS, and this could be directly or indirectly. The idea can be clinical or non-clinical, for example, it may be a device, app, service improvement idea, workforce development idea, or anything else. Some of the ideas currently supported on the programme include: Health and fitness programmes, Charities and social enterprises, Training and education programmes, E-rosters, consent platforms & e-prescribing platforms, AI and deep learning algorithms, Substance abuse interventions, Autonomous drone delivery services, Radiation exposure monitors, Robotic surgery innovations, Remote eye, ear, and blood testing, Prescription label translators, Secure communications platforms, Mental health interventions, Nutrition guidance and plans, digital/ estates/ maintenance/ issue reporting, Smart inventory managing tools, Medicines adherence tools, Chatbots and many more...

## **What is the required format for my references?**

We ask for 2 professional references with a maximum length of 1-page each.

Most referees use a letter format to briefly outline who they are and stating that they are happy to support your application.

## **Will I be able to keep my intellectual property?**

Currently, this programme does not seek to claim any intellectual property.

**How will applications be selected?** Applications are assessed by two reviewers who assess your application independently. These applications are then reviewed by the CEP team. Applications that meet a certain threshold will get accepted onto the programme. If any details need clarifying, we may choose to arrange a brief video

call with you. All unsuccessful applications will be reviewed by a validation committee to ensure that decisions to not offer a place onto the programme this year are fair and justified.

## **Who will assess my application?**

There are a pool of assessors that assist with programme applications. These include Clinical Entrepreneurs and alumni, programme mentors, and other programme stakeholders and supporters. All assessors and validators will be asked to declare any known conflicts of interest to the CEP programme team and all assessors sign a non-disclosure agreement.

## **Will the content of my application remain confidential?**

All information disclosed via the application process will be kept strictly confidential. Assessors, moderators and validators will not share any of the information they are privy to through the application process and will keep all information safe and secure. However, you are still advised to not disclose any information that is potentially patentable. Rather, we recommend you only provide the more general information about your idea/innovation.

## **What happens if I do not complete my application?**

Please ensure you complete all sections of the application fully. Incomplete applications will not be assessed. It is your responsibility to complete the form in full and submit it to the programme.

## **Can I save my application and come back to it later?**

Yes, save your progress using the 'Save and Close' button and complete/amend your application at a later date (before the submission deadline). We recommend that you save your work regularly to minimise the risk of losing work due to any local computer or internet problems.

## **Can I submit more than one application?**

No, please only submit one application and ensure all information provided is complete and accurate.

## **What happens if my application is successful?**

If your application is successful, you will be notified and sent an NHS Clinical Entrepreneur Agreement which must be signed and returned in order to accept your place onto the programme. This document will set out the terms of your place on the programme.

## **When will I find out if my application is successful?**

We aim to notify all candidates about the outcome of their application by December 2021.

## **If I am unsuccessful, will I receive feedback?**

Due to the number of applications, we receive, we will be unable to provide detailed feedback on individual applications but will endeavour to provide as much information as possible on request.

## **What if my innovation or start-up fails when I'm on the programme? Will I be removed from the programme?**

The programme is for the individual, so don't worry you will still have a spot on the programme. Failure and challenges are part of the innovation journey!

Delivered by:

**NHS**



# Newsletter Announcement (5<sup>th</sup> October onwards)



## **Are you an innovator in the NHS? Do you have an idea you wish to develop and scale for patient benefit? The NHS Clinical Entrepreneur Programme might be for you!**

The NHS England's Clinical Entrepreneur programme is open and welcoming applications from a diverse range of clinical and non-clinical healthcare professionals. Budding entrepreneurs can now apply for this ground-breaking programme that is helping bring innovations into the NHS to improve patient care.

The NHS Clinical Entrepreneur Programme, delivered by [Anglia Ruskin University](https://www.aru.ac.uk), is the biggest entrepreneurial workforce development programme of its kind. Open to all NHS staff, the programme aims to provide the commercial skills, knowledge and experience needed to successfully develop and spread innovative solutions to the challenges facing the NHS. The curriculum covers all aspects of setting up and running a small business, including attracting investors, applying for funding, and ensuring appropriate corporate governance. A dedicated programme in how to build a start-up – and how to operate in this highly-charged environment – is delivered as a series of educational events attended by industry mentors. The programme aims to allow entrepreneurs to pursue their innovation without having to leave the health service, providing a wider benefit to economic growth through inward investment in the health, social care and life science sectors. As such, the programme currently offers mentoring, networking, bespoke commercial education, customer matching, resources and development tools. We are encouraging innovators with great ideas from a diverse range of backgrounds to apply for this exceptional opportunity- could this be you or someone you know?

Please share this notice with all in your network who may be interested.

To find out more and to apply visit our website at [www.nhsecep.com](https://www.nhsecep.com). Applications close 2<sup>nd</sup> November 2021.

Questions can be directed to: [cep@aru.ac.uk](mailto:cep@aru.ac.uk) and you can find us on Twitter at: @NHS\_CEP

Delivered by:

**NHS**





# Social Media - Twitter



## Pre-Application use up to the 5<sup>th</sup> October:

Are you an #innovator in the NHS? Do you have an idea you wish to develop and scale for patient benefit? The NHS Clinical Entrepreneur Programme might be for you! Application open 5<sup>th</sup> October 2021. [www.nhscep.com](http://www.nhscep.com) @NHS\_CEP #nhscep

Are you a #healthcare professional with an innovative idea to improve patient care? Applications for the #NHS Clinical Entrepreneur Programme open 5<sup>th</sup> October 2021 Visit: [www.nhscep.com](http://www.nhscep.com) @NHS\_CEP #nhscep

The Clinical Entrepreneur Programme will equip you with the knowledge, skills and experience required to develop and spread your #innovation in the #NHS. Open to ALL healthcare professionals until 2<sup>nd</sup> November 2021 [www.nhscep.com](http://www.nhscep.com) @NHS\_CEP #nhscep

## Tweets during opening of applications 5<sup>th</sup> October – 2<sup>nd</sup> November 2021

The NHS Clinical Entrepreneur Programme is now open and welcoming applications from a diverse range of healthcare professionals. This ground-breaking programme is helping bring innovations into the NHS to improve patient care. Apply today at: [www.nhscep.com](http://www.nhscep.com) @NHS\_CEP #nhscep

The #NHS Clinical Entrepreneur Programme is now open to all healthcare professionals including #Pharmacists, #HealthcareScientists, #Nurses #Midwives, #AHPs, #Doctors, #Dentists, and non-clinical staff. Deadline to apply is the 2<sup>nd</sup> November 2021: Apply at: [www.nhscep.com](http://www.nhscep.com) @NHS\_CEP #nhscep

Are you a healthcare professional who has spotted a challenge in the NHS? Have you got an innovative solution you want to develop and spread? The Clinical Entrepreneur Programme can help! The programme offers #mentoring and education to aspiring #entrepreneurs and #innovators. Apply at [www.nhscep.com](http://www.nhscep.com) @NHS\_CEP #nhscep

The Clinical Entrepreneur Programme is encouraging applications from a diverse range of healthcare professionals. Are you a creative thinker looking to bring solutions to the challenges faced by the #NHS? Find out more and apply today at [www.nhscep.com](http://www.nhscep.com) @NHS\_CEP #nhscep

Apply today to the #NHS Clinical Entrepreneur Programme, the biggest #entrepreneurial workforce development programme of its kind. Welcoming applications from a diverse range of clinical and non-clinical healthcare professionals. Find out more at [www.nhscep.com](http://www.nhscep.com) #Innovation @NHS\_CEP #nhscep

The #NHS Clinical Entrepreneur Programme are now accepting applications for their Year 6 intake! We are encouraging applications from a diverse range of #innovators in the NHS. Please SHARE with your network and tag below! Visit [www.nhscep.co.uk](http://www.nhscep.co.uk) to apply or find out more @NHS\_CEP

The Clinical Entrepreneur Programme is encouraging applications from a diverse range of healthcare professionals. Are you a #creativethinker looking to bring solutions to the challenges faced by the #NHS? Find out more and apply today at [www.nhscep.com](http://www.nhscep.com). @NHS\_CEP #nhscep

The Clinical Entrepreneur Programme offers #mentoring, #networking & education to a diverse range of #entrepreneurial Doctors, Dentists, Healthcare Scientists, Nurses, Midwives, Allied Health Professionals and Pharmacists and non-clinical #healthcare staff. Find out more and APPLY TODAY at [www.nhscep.com](http://www.nhscep.com). #Innovation @NHS\_CEP #nhscep

Delivered by:

**NHS**



# Social Media – Suggested LinkedIn Article



## **Are you an innovator in the NHS? Do you have an idea you wish to develop and scale for patient benefit? The NHS Clinical Entrepreneur Programme might be for you!**

The NHS England's Clinical Entrepreneur programme will be open and welcoming applications from a diverse range of clinical and non-clinical healthcare professionals from the 5<sup>th</sup> October 2021. Budding entrepreneurs can apply for this ground-breaking programme that is helping bring innovations into the NHS to improve patient care.

The NHS Clinical Entrepreneur Programme, delivered by [Anglia Ruskin University](#), is the biggest entrepreneurial workforce development programme of its kind. Open to all NHS staff, the programme aims to provide the commercial skills, knowledge and experience needed to successfully develop and spread innovative solutions to the challenges facing the NHS.

The curriculum covers all aspects of setting up and running a small business, including attracting investors, applying for funding, and ensuring appropriate corporate governance. A dedicated programme in how to build a start-up – and how to operate in this highly-charged environment – is delivered as a series of educational events attended by industry mentors.

The programme aims to allow entrepreneurs to pursue their innovation without having to leave the health service, providing a wider benefit to economic growth through inward investment in the health, social care and life science sectors. As such, the programme currently offers mentoring, networking, bespoke commercial education, customer matching, resources and development tools.

We are encouraging innovators with great ideas from a diverse range of backgrounds to apply for this exceptional opportunity- could this be you or someone you know?

To find out more and to apply visit our website at [www.nhsecep.com](http://www.nhsecep.com). Applications close 2<sup>nd</sup> November 2021.

Questions can be directed to: [cep@aru.ac.uk](mailto:cep@aru.ac.uk) and you can find us on Twitter at: @NHS\_CEP

Please feel free to share this with your network.

Delivered by:



# Social media – Twitter cards

Sample cards below



This is a sample Twitter card with a blue background. It features the NHS Clinical Entrepreneur Programme logo in the top left and the NHS logo in the top right. The main text asks if the user is interested in applying for the programme, with applications opening on 5th October 2021. It provides the website www.nhscep.com for more information. The card is delivered by Anglia Ruskin University (a.r.u.), as indicated by the logo in the bottom right.

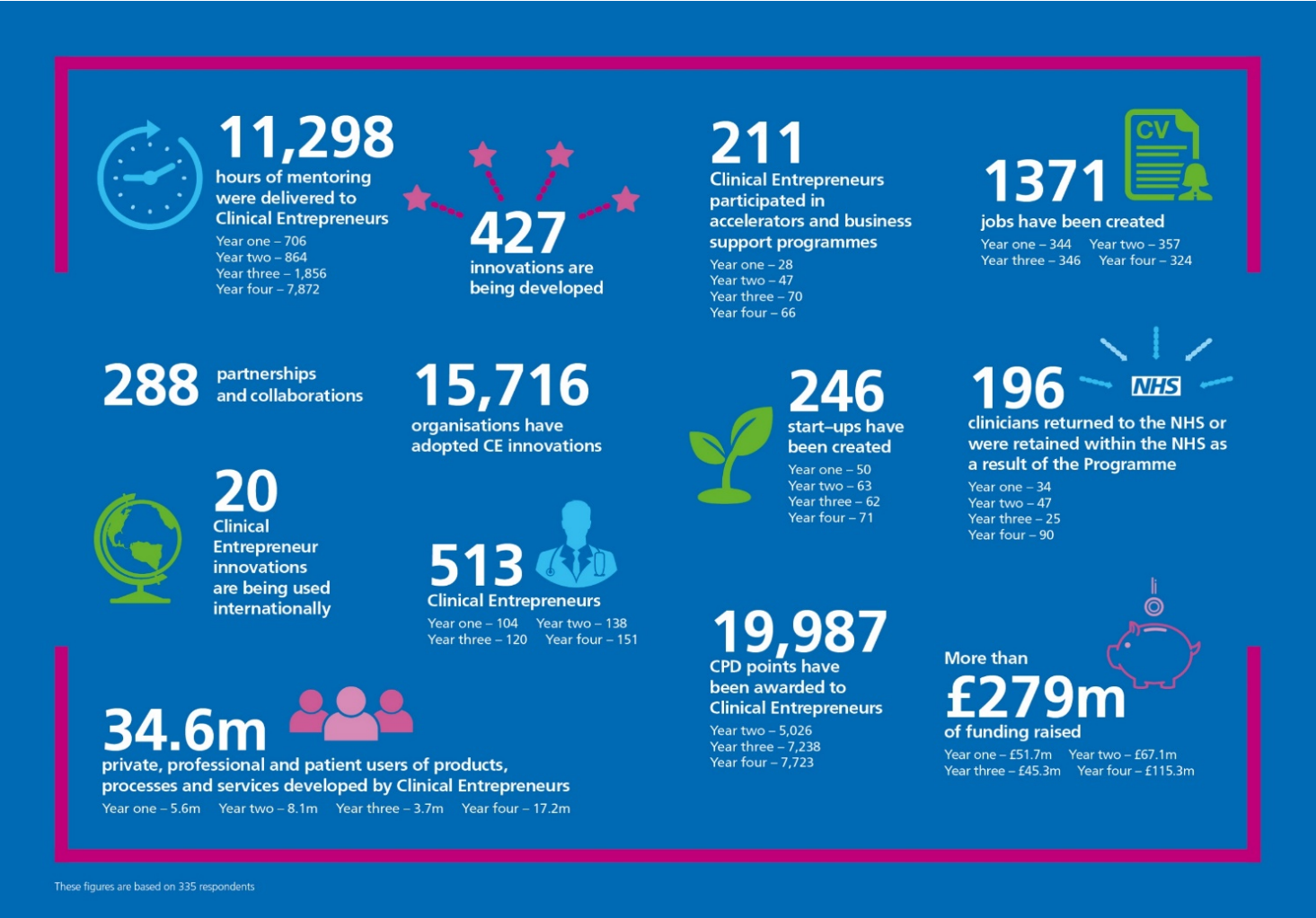


This is a sample Twitter card with a blue background. It features the NHS Clinical Entrepreneur Programme logo in the top left and the NHS logo in the top right. The main text announces that applications for the programme are now open. It encourages users to visit the website www.nhscep.com for more information and to apply. The card is delivered by Anglia Ruskin University (a.r.u.), as indicated by the logo in the bottom right.

Please tag us to any tweet using @NHS\_CEP or #nhscep  
Thank you



# Programme Successes



Key stats for the programme (years 1 -4)

These figures are based on 335 respondents

Delivered by:



# Programme Successes – Video case studies

To supplement the content above we also have a range of short videos to highlight the work of the programme including case studies:

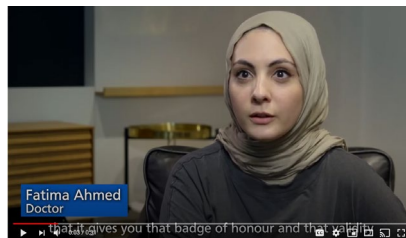
- [Video 1 – NHS Clinical Entrepreneur Programme](#)
- [Video 2 – NHS Clinical Entrepreneur Programme](#)

A full list of videos can be found on the following YouTube Playlist: [YouTube NHS Clinical Entrepreneur Programme playlist](#)

[Dr Samir Shah](#)



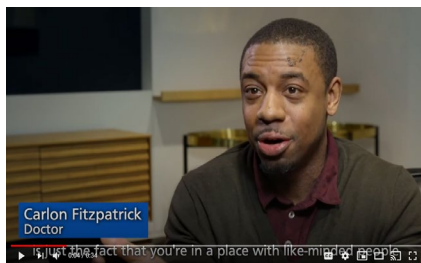
[Dr Fatima Ahmed](#)



[Helen McIntyre, Midwife](#)



[Dr Carlon Fitzpatrick](#)



[Bala Sirigireddy, Biomedical Scientist](#)



Delivered by:

**NHS**



# Programme Success – Case studies

## Dr Rupy Aujla, Culinary Medicine

Dr Rupy Aujla is an NHS GP working in Emergency Medicine and completing a masters in Nutritional Medicine. He is the founder of '[The Doctor's Kitchen](#)', which strives to inspire and educate everybody about the beauty of food and the medicinal effects of eating well. He creates healthy and delicious recipes using carefully selected ingredients, explaining the clinical research behind them across his media platforms ([Instagram](#), [Podcast](#), [website](#), [YouTube](#), [Facebook](#)).

Rupy is a Sunday Times bestselling author, with two cookbooks published by Harper Collins - "[The Doctor's Kitchen](#)" and "[Eat to Beat Illness](#)" and often appears on BBC and ITV. He is also the founding director of [Culinary Medicine](#), a non-profit organisation which aims to teach doctors and medical students the foundations of nutrition, as well as teaching them how to cook and is currently being taught at Bristol and UCL medical schools.



*"The clinical entrepreneur programme has been an excellent source of information for me and both innovations. The mentorship, meet ups with other like minded people in healthcare and the support from the CEP team has been amazing. I'd highly recommend it to anyone interested in bringing their solution to life."*

**DR RUPY AUJLA, CULINARY MEDICINE**



Delivered by:

**NHS**

**a.r.u.** |   
Anglia Ruskin  
University

# Programme Success – Case studies

## Tim Allardyce - Consultant Physiotherapist

The NHS Clinical Entrepreneur Programme has been a life-changer for Tim, and his innovation. Tim runs a physiotherapy group called Surrey Physio, and the programme gave him the confidence to think more like a lean entrepreneur.

The business has grown significantly and doubled in size since Tim joined the programme and now they employ a 60-strong team. They have launched link workers into primary care, and first contact practitioners into primary care, and are currently working with around 20 Primary Care Networks. From a digital perspective [www.rehabme.com](http://www.rehabme.com) and [www.rehabmypatient.com](http://www.rehabmypatient.com) have continued to grow, with the impact of COVID seeing a significant rise in demand for online rehabilitation. The software is now used in over 15 NHS trusts.



*“The NHS Clinical Entrepreneur Programme has been a life-changer for me, and my business/innovation. I run a physiotherapy group called Surrey Physio, and the programme gave me the confidence to think more like a lean entrepreneur. I had always felt self-conscious calling myself an entrepreneur and never used the term to describe myself, because visions of Lord Sugar and Richard Branson pop into my head as true entrepreneurs. But I realised that I was surrounded on the programme by great and diverse minds, in a supportive environment, and led by one of the most inspiring people that I have ever met, the amazing Prof. Tony Young.”*

**TIM ALLARDYCE, CONSULTANT PHYSIOTHERAPIST**

Delivered by:

**NHS**



# Programme Success – Case studies

## Dr Elliot Street, Co-founder and CEO of Inovus Medical

Dr Elliot Street is the co-founder and CEO of [Inovus Medical](#), a multi award winning designer and manufacturer of medical and surgical simulators. Elliot started Inovus from his student bedroom during his final year at Manchester Medical School with the aim to improve access to affordable surgical simulators.

Since its conception in 2012 the company has grown its base in St Helens to include a wide armamentarium of manufacturing techniques including production level 3D printing. The company prides itself on hiring from and developing the local skills pool and has run numerous award-winning apprenticeships in manufacturing. Inovus products have been sold in over 70 countries worldwide, adopted by Royal Colleges for a range of college approved training courses and are used in over 50% of NHS Trusts.

As Inovus Medicals brand awareness increases the company continues to gain traction in new markets not just with the NHS and surgical associations worldwide but with internationally based medical device companies.

The company credits its success to the relationships it has established with partner organisations such as the Clinical Entrepreneur Programme. Membership within the programme has proved invaluable in guiding and supporting not only Elliot but the Inovus Medical team to develop technologically advanced simulation devices that help to improve and retain trainee surgical skills, while offering the NHS and worldwide associations a substantial cost saving and ultimately better patient care.



Delivered by:

**NHS**





# Programme Success – Case studies



## Samrina Bhatti - Pharmacist

Samrina Bhatti, MRPharmS, PGDipGPP, began her career as a clinical pharmacist at Guys and St Thomas' NHS Trust where she developed an interest in healthcare technology and innovation. Her work led her to be awarded the highly commended national award of 'Future Digital Leader of the year' from Digital Health as well as the 'NHS70 Women Leadership award' from the London Leadership Academy in 2018.

She went on to become the Chief Pharmaceutical Officers Clinical Fellow at the NHS England Specialist Pharmacy Service, where she led on various national projects. Her interest in academia led her to be appointed as a Pre-Doctoral Clinical Research Fellow at Health Education England. She completed further postgraduate studies in Healthcare Research Skills and Methods at St. Georges University. She has shared her work in digital healthcare over various publications including through the Cambridge University Press.



In her international role, she is part of the Commonwealth Partnerships for Antimicrobial Stewardship scheme. Most recently, she worked alongside the Commonwealth Pharmacists Association and the Brighton-Lusaka NHS health partnership to produce a training video to support local pharmacy teams, particularly in low-middle income countries to prevent the spread of infections, including Covid-19.

She has now moved on to a new role at the Deloitte Centre of Health Solutions and is working on projects across UK and Europe. She is also an associate of both the Faculty of Clinical Informatics and Institute of Healthcare Management, and a fellow of the NHS England Clinical Entrepreneur programme.

*“The NHS England Clinical Entrepreneur Programme is a great initiative that provides an exciting opportunity to be exposed to the world of entrepreneurship and innovation. You will also meet many like-minded people who are passionate about improving patient outcomes, and are not afraid to think big!”*

**SAMRINA BHATTI - PHARMACIST**

Delivered by:



# Programme Success – Case studies

## Dr Hinnah Rafique – Generation Medics

Dr Hinnah Rafique is the founder of Generation Medics, a multi-award winning social enterprise. Generation Medics empowers people to explore, strive and succeed in healthcare careers. They are the largest UK social enterprise community run by medics for medics, nurturing the next generation of healthcare professionals. Through their community programmes and innovative online platform they are building a future pipeline of talent for the NHS. Hinnah has been recognised in the UK's most influential social enterprise leaders list for the past 2 years running and has been an NHS Clinical Entrepreneur Fellow since the programme began. She has led significant organisational growth during this time, growing her team and supporting thousands of prospective and current healthcare professionals.



*“The NHS Clinical Entrepreneur Programme is a ground-breaking community of changemakers supported by both frontline and senior staff - this is how we can make positive change!”*

**DR HINNAH RAFIQUE**

Delivered by:

**NHS**



# Programme Success – Case studies

## Dr Krishan Ramdoo, Tympahealth.

Whilst working in Ear, Nose and Throat Surgery as a Registrar and then embarking on his PhD, Krishan's area of interest soon became about the impact of hearing loss globally and how technology could be used to help patients in this field. He subsequently founded [TympaHealth Technologies](#). This is in essence a unique smartphone otoscope – a medical device which is used to look into the ears.

The Tympa System delivers a safe, cost-effective, digital ear inspection, wax removal via micro-suction and a screening hearing test all delivered by allied health professionals. The hearing health record can then be remotely reviewed by ENT specialists via a secure online platform. TympaHealth Technologies is also developing an algorithmic screening tool, using machine learning to identify anomalies in the ear which would then be prioritised for review and early detection.

With support from the mentoring, training, opportunities and connections provided by the Clinical Entrepreneur Programme, Krishan, now practising as a GP, has taken the Tympa System from concept stage to market. TympaHealth has completed two series A funding rounds and is currently in ongoing trials with the NHS, being rolled out as the preferred system in the Boots Hearingcare network. Tympa is also collaborating with Apple's Research Kit with the aim of recruiting to the largest hearing loss study across the world. Not only are patients now benefitting from the technology being developed by this clinical entrepreneur but the NHS is also receiving a return on its investment as a shareholder in the technology.



Delivered by:

**NHS**

# Programme Success – Case studies

## Dr Rosie Riley – Vita

A GP Trainee in Emergency Medicine, Rosie Riley is also passionate about seeing an end to modern slavery. Over the past 5 years she has fought to transform the healthcare response, promoting the recognition of modern slavery as a major health challenge to individuals and societies.

In 2014, she founded VITA, a clinician-led organisation working to ensure victims presenting in healthcare settings can be safely identified and supported, whilst advancing and facilitating national modern slavery prevention, intervention and survivor care. VITA training has now been delivered to more than 1,200 frontline NHS healthcare professionals and is being rolled out across London with a view to scale nationally. Rosie and her VITA colleagues have an advisory role with the Home Office and Independent Anti-Slavery Commissioner, they have contributed to drafting the healthcare section of the “Modern Slavery Act 2015 - Statutory Guidance” and are core members of NHS England Modern Slavery Network. Whilst pursuing a career in General Practice, Rosie will continue growing VITA as a sustainable, evidence-based, survivor-focused organisation, until the NHS represents the gold standard healthcare response. Twitter - @DrRosieRiley @VITA\_Network



*“It's great to be able to stay connected as a clinical entrepreneur.... I feel I can still make the most of the networking and connections made from my first year.”*

**DR ROSIE RILEY- VITA**

Delivered by:

**NHS**





# Programme Success – Case studies

## John Lodge – Hexitime

John Lodge is Head of Quality Improvement (London) for NHS England and CEO of the world's first professional skill exchange and timebank for improving health and care services, [Hexitime](#).

Users of the timebank exchange their time and skills using a tokenised currency. They can connect to collaborate and share their expertise across a range of health settings and professions, earning back their time capacity as they participate.

Hexitime are leading on a number of projects to reduce race and sex inequalities in healthcare, which includes hosting peer-peer mentoring networks and conducting research with NIHR to reduce racial inequalities in healthcare research. Each network customer to Hexitime is supporting the NHS in its own way, from better data literacy in the UK for example through to improving neonatal care globally. Since joining the programme Hexitime have worked with a number of partners including AHSN's, hospital groups, national and international networks. The company is now supporting private and third sector organisations to run their own professional timebanks.

*"The CEP has really helped me to think critically about how I commercialise my innovation. The networks and contacts and insights from people who have been there and done it are really impressive. I actually opted for the CEP over an MBA on the basis that I believe the CEP networking is more tailored and useful for my needs!"*

**JOHN LODGE – HEXITIME**



Delivered by:

**NHS**

  
**a.r.u.** | Anglia Ruskin  
University

# Programme Success – Case studies

## **Bernadette Porter MBE RGN MSc, – NeuroResponse**

Bernadette is an alumnus of the NHS Innovation Accelerator Programme and a current NHS Clinical Entrepreneur Fellow. She is the Founder and CEO of [NeuroResponse®](#) – a digital care model co-designed with patients and families to improve quality of life for people living with long term neurological conditions.

Bernadette has worked in the world of neurology for over twenty-five years. She is an Honorary Consultant Nurse in Multiple Sclerosis at The National Hospital for Neurology and Neurosurgery, UCLH NHS Foundation Trust and The Royal Free Foundation Trust. Bernadette has published widely and has a track record of successfully and collaboratively challenging multidisciplinary teams to deliver patient focused care. She is actively involved in service design and patient focused research agendas. Bernadette has received many awards including an MBE for services to nursing, the inaugural HSJ top 50 NHS Innovators List and E health Nurse for the UK in 2014. Under Bernadette's leadership, NeuroResponse® has grown to support patients living with long term neurological conditions, by providing an anticipatory care plan and QR-coded urine kits with a home-collection service and courier to a pathology lab, which is integrated to an NHS 111 urgent care centre with trained clinicians on hand 24/7. The GPs are then able to review results and e-prescribe personalised antibiotics & follow up patients linking to neurology colleagues as required.

When Covid-19 severely impacted the ability of neurology centres to offer blood monitoring routines, Bernadette answered the call by rapidly designing and delivering the NeuroResponse @Home blood pathology service which has a Covid-tested and PPE-equipped phlebotomist visit the patients home and deliver the sample to the laboratory, which is sent on to the neurology centre next day.



Delivered by:



**NHS**



**a.r.u.** | Anglia Ruskin  
University

# Who to contact about the CEP?



Lets talk. If you have a question please use the contact information below and we will get back to you as soon as possible – thank you.

## Get in contact

NHS Clinical Entrepreneur Programme  
c/o Anglia Ruskin University  
Bishop Hall Lane  
Chelmsford  
Essex  
CM1 1SQ

Tel: 01245 68 4315

Email: [cep@aru.ac.uk](mailto:cep@aru.ac.uk)

Website: [www.nhscep.com](http://www.nhscep.com)

## Find us on social media



[www.linkedin.com/company/clinical-entrepreneur-programme](https://www.linkedin.com/company/clinical-entrepreneur-programme)



@NHS\_CEP

Delivered by:

**NHS**

