

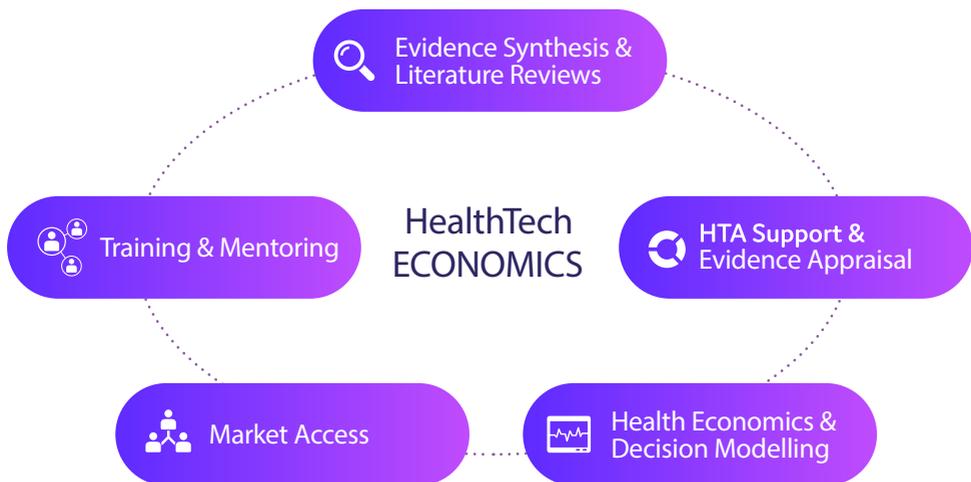
# HealthTech ECONOMICS

Having the right evidence to demonstrate cost effectiveness of your innovation is essential for success.

Health Tech Enterprise provides a range of health economic analysis offerings.

We offer technology and user specific health economic evaluations, tailor made to your requirements at each stage of the technology development. This will enable optimal product positioning, determine ideal price-points for market uptake and ensure you have the right kind of evidence to convince decision makers.

Our team includes professionally qualified and experienced health economists and medical statisticians who can provide comprehensive health economic assessments and evaluations to support your innovation.



Health Tech Enterprise provide a range of services to help innovators build the right economic arguments to ensure successful market access



### Evidence Synthesis & Literature Reviews

Reviewing the existing body of published work is a key part in planning for your market access strategy and a crucial cornerstone of evidence-based healthcare. We offer Systematic and Pragmatic Literature Reviews as well as Meta Analyses and Network Meta Analyses.



### HTA Support & Evidence Appraisal

We assist you in your HTA submission to the regulatory agency by building the health economic case for your innovation, as well as reviewing the evidence available to identify areas of risk and provide recommendations as to how to address them.



### Health Economics & Decision Modelling

To gain market access to the NHS and other healthcare systems in the UK and abroad, it is essential to quantify the impacts of the new health technology. As well as clinical evidence, these need to present the economic evidence and the incremental health benefit which can be achieved in relation to costs as part of a Health Economic Assessment. We provide a range of assessments, appropriate to each stage of technology development.



### Market Access

Our network within the NHS gives us access to user insights in clinical practices and decision making which can be used in user research, stakeholder mapping and establishing the purchasing pathway for your innovation. We provide support with defining your value proposition to the different stakeholders and can create powerful communication material to be used in your discussions with the purchaser.



### Training & Mentoring

We offer customised training and support schemes on a variety of topics, from introductory courses to specialist sessions, helping you to understand and communicate your health economic assessments for maximum effect.



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