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## **Advancing healthcare through digital innovation – Novartis UK and Wayra UK launch The Health Hub** <sup>[1]</sup>

### Education & Awareness <sup>[2]</sup>

At Novartis, we are committed to reimagining medicine through data and digital.

We are at a critical and unique juncture where science, technology and data are coming together in exciting new ways to help us not just develop new medicines and bring them to market faster, but also to deliver more meaningful customers experiences, and ultimately deliver better outcomes for patients.

We recognise that we cannot, and do not want to, do this on our own. As a result, we are committed to partnering with the NHS and health-tech ecosystem to accelerate innovation. Together we hope to find new ways to improve and extend patients' lives by leveraging digital and data.

The Health Hub is a unique new partnership between Novartis UK and O2 Telefonica's digital start-up accelerator, Wayra UK. Co-designed in partnership with the NHS, The Health Hub aims to empower and enable health-tech start-ups to develop and implement innovative solutions to address today's healthcare challenges.

Health-tech start-ups were invited to apply and pitch to be part of the programme and following a comprehensive selection process three were chosen: Virtue Health, TestCard and ExSeed. The start-ups came together at The Health Hub launch event in London last month to present their innovations to a range of stakeholders and healthcare leaders from the NHS and wider health-tech sector. From revolutionising diagnostic testing, to offering tailored digital therapies for age-related conditions, we believe they will transform the digital health care landscape.

We were delighted to be joined by Sarah Wilkinson, CEO of NHS Digital, who participated in a panel discussion that explored 'The Future of Health and the Role of Technology in Improving Health Outcomes'. Leaders from Wayra UK, West Midlands Academic Health Science Network, O2 Health and Novartis UK also joined the discussion on how digital and healthcare organisations can better collaborate to bring innovative healthcare solutions to the patients

that need them. The panel agreed that collaboration, open dialogue, articulating challenges and patient-centricity are key to implementing digital solutions in the healthcare system, effectively and efficiently.

Over the course of the year Wayra UK & Novartis will provide Virtue Health, TestCard and ExSeed with access to a wealth of support, including investment, mentoring, networking, office space and access to a range of commercial and healthcare masterclasses. At the end of the programme, the start-ups will be supported to establish ongoing relationships with the wider health-tech ecosystem, the NHS and Novartis.

Our partnership with Wayra UK is just one example of our commitment to reimagining medicine through investment in digital healthcare. By bringing together scientific and technological expertise, real-life testing and application, we aim to accelerate innovation and advance healthcare to deliver effective solutions that will improve the lives of patients for years to come.

Take a look below for more details about the Health Hub winners, including videos shared by Wayra UK.

### **Introducing the Health Hub start-ups**

Virtue Health

**Virtue Health** – Noticing a lack of real innovation in meeting the clinical needs of the ageing population, Virtue Health is developing digital therapeutics for age-related conditions. These include virtual reality and artificial intelligence with breakthrough potential in age-related conditions such as dementia, menopause, arthritis and cardiovascular disease. With all its products, Virtue Health aim to increase access to effective clinical treatments that can enable people to live healthier and for longer.

TestCard

**TestCard** – TestCard is a medical diagnostic test contained within a traditional postcard. The unique, patent-pending 'flat-pack' product is embedded with three fold-out urine dipsticks. This comes with an easy-to-use mobile application that turns a mobile phone's camera into a clinical grade scanner which provides immediate results in the comfort of an individual's own home. TestCard can be used to diagnose urinary tract infections and conduct glucose screening (pre-diabetes check).

ExSeed

**ExSeed** – ExSeed has developed a unique male infertility mobile solution which includes personalised testing and advice to support couples increase their chances of reaching pregnancy, and transforming the current model of IVF. ExSeed's digital solution turns a smartphone into a microscope, allowing men to test and improve the quality of their sperm at home.

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