

ABHI

ABHI US ACCELERATOR

SUPPORTING MEDICAL DEVICE, DIAGNOSTICS AND DIGITAL HEALTH COMPANIES TO GROW THEIR BUSINESS IN THE WORLD'S LARGEST HEALTHTECH MARKET.

"Across ABHI's marketing materials, they promise to provide access to a 'strong network of hospital, clinical and supply chain leader across the USA'. This cannot be more accurate, and in fact, I cannot recall an ABHI meeting with a US health system that did not involve C-suite representatives and leaders of the organisation. The ABHI US Accelerator is definitely the best value for money we have received from ANY marketing spend in a long time."

George Costa,
Founder and Managing Director, Intelligent Fabric Technologies



ABHI US ACCELERATOR

With strong relationships across hospital systems and life science communities throughout the US, as well as a wide-reaching mentors network on-hand to offer guidance and insight, the ABHI US Accelerator is the ideal platform for companies looking to upscale their US business.

This is your chance to define and strengthen your US strategy, de-risk market entry and grow your US business by utilising ABHI's advice, expertise and connections within the US. We enable this by offering:

Year-round support



- Bespoke solution for your US strategy
- Dedicated year-round support from ABHI
- Introductions across the US
- Regular updates on the US market from ABHI's member network in the US
- Dedicated PR support to help drive coverage of your business
- Partnering events with visiting US delegations

ABHI US Missions



- Exclusive access to the full year-round programme of Trade Missions across the US
- Introductions to hospital systems, partners, investors & professional bodies
- A minimum of four tailored trade missions across the US

Nationwide Programme



- Introductions across the US
- Access to ABHI's network of health system partners
- Support from ABHI's industry body network
- Opportunities to be involved in various thought leadership events and demo days
- Discounted rates on selected third-party events

Innovation @ Dell Medical School



- Access to facilities physician groups, senior faculty and leaders within the University of Texas
- Entry to coordinated events with ABHI & Dell Medical School
- Participation in the Texas Health Catalyst programme
- Honorary membership of the Austin Healthcare Council

"We are delighted to partner with the Association of British HealthTech Industries. Through this unique collaboration ABHI members have an opportunity to work directly with our physicians and researchers to develop meaningful solutions to real unmet health needs, all in one of the world's hottest cities for innovation. Utilising academic programmes to leverage private-public partnerships and translate promising technologies is not a new idea, but Dell Medical School and partners such as ABHI are uniquely positioned to create a valuable pipeline of healthcare innovation that help people get and stay healthy. We love having the ABHI companies as part of our ecosystem."

Ruben Rathnasingham, PhD

Assistant Dean for Health Product Innovation, Executive Director, CoLab @ Dell Med & Associate Professor, Medical Education

WHAT THE ABHI US ACCELERATOR ALUMNI SAY



"The US Accelerator programme is without doubt the best pound for pound marketing spend we have invested in for some time. We have access to the C-suite and clinicians from some of the leading health systems within the US. The ABHI make sure the NHS is well represented with a range of hospital leaders, clinicians and representatives from the AHSN Network to support the UK SME's and start-ups along their pathway to engaging with new and potential sales leads during the trade mission tours of different states in the US."

Adrian Javes,
Sales Director, P3 Medical

"Actions speak louder than words and this couldn't be truer than in the case of ABHI. As a direct result of the executive introductions made by ABHI, Lumeon is now participating in a business proposal with a major USA health system."

Rick Halton,
CMO, Lumeon, Inc.

"The ABHI Texas 2022 mission was a huge success for Directed Systems. We reinforced relationships from earlier missions pre-pandemic and made important new connections at the C-Suite level with major US health systems"

Mark Leaning,
Co-Founder & CEO, Directed Systems

"In simple terms, the ABHI Accelerator has been the most cost-effective marketing spend ever. Our approach to reducing cost and harm across hospitals is unique and gaining huge traction globally. However, the ABHI opens doors to have discussions with senior leaders with the leading hospitals in the regions they visit. That gives us a platform to engage with people that might otherwise be difficult to access. It's a complete no-brainer to sign up for next year."

Richard Jones
President and Chief Strategy Officer, C2-Ai

"It has been quite amazing to have this level of access and engagement from the senior leadership teams of some of the largest healthcare organisations within the US. The ABHI US Accelerator opportunity has been invaluable for our company, allowing us to make connections and understand the needs of end users and decision makers, so that we can effectively deploy and scale-up our business in the US market."

Nick de Pennington,
Founder & CEO, Ufonia

"The relationships the ABHI have forged within the US create a supportive and engaging environment to showcase your solutions with senior US stakeholders and develop deep understanding into the US healthcare system. It's a privilege to be hosted at some of the world's leading clinical institutions, to be met with senior leadership willing to share their time and insights. The networking opportunities are invaluable. I feel very fortunate to represent Closed Loop Medicine in these forums and be part of such a passionate group of UK companies and people, striving to improve healthcare."

Myles Furnace,
Commercial VP, Closed Loop Medicine

A TYPICAL DAY ON A US MISSION

	Attendees
Briefing and Regional Overview 08:30 - 10:00	<ul style="list-style-type: none"> • John Scannapieco, Honorary Consul, Great Britain & Northern Ireland in Tennessee • Lori Odom, SVP, Economic Development / International Business, Nashville Area Chamber of Commerce • Kadi Jones, Vice President of Economic Development, Nashville Area Chamber of Commerce • Elise Cambournac, President & CEO, Greater Nashville Technology Council • Apryl Childs-Potter, President, Nashville Health Care Council
LifePoint Health 10:45 - 12:30	<ul style="list-style-type: none"> • David Dill, Chairman and CEO • Christopher Rehm, MD, Chief Medical Officer • Michelle Watson, Chief Nursing Officer • Jessie Beegle, Chief Innovation Officer • Al Smith, Chief Technology Officer
HCA Healthcare 13:15 - 15:00	<ul style="list-style-type: none"> • Mike Schlosser, SVP, Care Transformation & Innovation, HCA Healthcare • JR Allen, VP, Accelerated Technologies, HCA Healthcare • Randy Fagin, Chief Medical Officer - National Group, HCA Healthcare • Joe Sowell, SVP, Chief Development Officer, HCA Healthcare • Peter Rossell, VP, Special Assets Group, HCA Healthcare • Nimish Patel, AVP, Special Assets Group • Paul Currie, Vice president & CTO, HCA Healthcare • Jared Mabry, VP, Digital Patient Experience, HCA Healthcare • Sherri Hess, VP Chief Nursing Informatics Officer, HCA Healthcare • Chip Blaufuss, VP, Strategy & Innovation, HCA Healthcare
St Thomas Health (Ascension) 16:00 - 18:00	<ul style="list-style-type: none"> • Shubhada Jagasia, President & CEO Ascension Saint Thomas Hospital West & Midtown • Fahad Tahir, Chief Strategy Officer, Ascension Saint Thomas Hospital • Mark Marsden, Chief Medical Officer, Ascension Saint Thomas Hospital • Pamela Hess, Chief Financial Officer at Saint Thomas Health-West and Midtown Hospitals • Samantha Straton, Chief Nursing Officer at Ascension St Thomas Hospital West • Jessica Darnell, VP Nursing, Chief Nursing Officer, Ascension Saint Thomas Health • Evelio Rodriguez, MD, Chief Cardiac Surgery Saint Thomas Health • Mark Aaron, Chief of Staff & Chief of Cardiology Ascension St Thomas West Hospital • E. Frank Lafranchise, MD, Neurosciences Program Medical Director, Ascension St Thomas Health

“There is no better way to get meetings with all of the people you need to in five days.”

Jenny Cromie,
 US Key Account Manager, Trimedika

ABHI'S NATIONWIDE CONNECTIONS



• As a result of their participation, US Accelerator companies estimate that they will generate on average, \$100k+ over the next 12 months from contacts made in the first trade mission of 2022 alone.

• Since its 2017 launch, the US Accelerator has generated millions of dollars in investment.
• The programme has led to new business, multiple pilot studies, potential buy-outs and deep partnerships between industry and US health systems.

“ I cannot speak highly enough of the organisation and execution of the ABHI team on the recent Texas trade mission. The opportunities that have already opened up for SurePulse, both in the US and with other UK delegates, are positive and will win us substantive business within the next 12-18 months.”

Quentin Hayes,
Commercial Manager, SurePulse Medical

2023 TRADE MISSION PROGRAMME



TEXAS

26 - 31 March

The first mission for the new class of ABHI US Accelerator companies. This visit will provide high level connections with ABHI's extensive network across the state, including health systems, industry bodies, companies and professional services firms. The mission will set the scene for the coming year.

AUSTIN, SAN ANTONIO & EL PASO



TENNESSEE

11 - 16 June

55% of all hospital beds across the USA are controlled and operated out of Tennessee. Home to HCA, and with a significant presence from systems and hospitals like Ascension, AMSURG and St Jude Children's Research Hospital, the visit will provide great connections to health system leaders in the state, as well as gaining an understanding of the strength Memphis and Nashville boast in manufacturing.

NASHVILLE & MEMPHIS

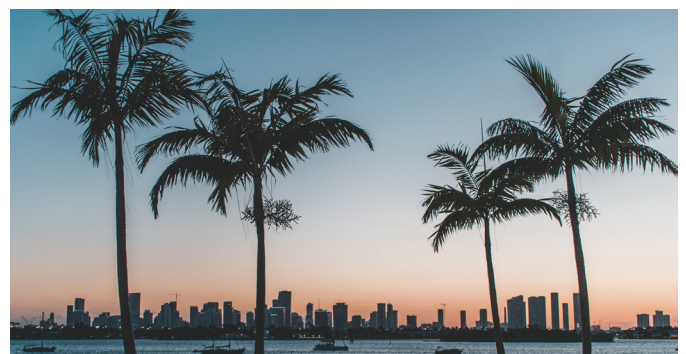


CALIFORNIA

1 - 6 October

Home to over 388 hospitals and a life science ecosystem that generates over \$169 billion in revenue, California is a key state for many HealthTech companies. This week-long programme provides companies with unprecedented access to key opinion leaders, investor networks and world-class hospital systems in Los Angeles, Irvine & San Francisco.

LOS ANGELES, IRVINE & SAN FRANCISCO




FLORIDA

26 November - 5 December

As the second largest employer for medical device manufacturing in the whole of the US, Florida is a major state for HealthTech companies entering the market, with a foundation of more than 45,000 healthcare establishments.

MIAMI, TAMPA & ORLANDO



The ABHI US Accelerator is a one-off payment for 12 months.
To discuss this opportunity, please contact **Lottie McMahon** at
lottie.mcmahon@abhi.org.uk or **07525 591166**

ABHI