



Health to Health – Business to Business services

The UK health market is one that is increasingly attractive to prospective suppliers – there are a multitude of projections for technology growth and application in health from surgical robots to mobile health.

Health 2 Health is part of the HealthSystems Group of companies – a specialist e-health consultancy which has been trading over the last twenty years and as a consequence has an unrivalled knowledge of the UK health market, the suppliers and the buying behaviour. We have worked with all of the major public and private sector providers and with a range of European and American companies working in this market.

We have provided market assistance and advice for US and European companies on the successful set up and establishment of new businesses focussed on the UK and European health markets. Our main area of activity has been in the e-health space and so has included assisting companies who provide diagnostic and monitoring services as well as technology and devices.

We work with both the public sector and independent sector providers, we work at all levels from policy formulation to

implementation of tactical initiatives at the front line of health delivery – this gives us unrivalled domain knowledge.

Our relevant experience

We have, for example worked with the Department of Health in England on:

- Central Clinical Procurement Programme
- Central Contract Management Unit
- Wave 1 and 2 Independent Sector Treatment Centre Programme
- Commuter Walk-in Centres
- Pharmacy Chlamydia Screening Programme
- Innovation in Primary Care Contracting Programme
- Fairness in Primary Care
- ISTC Electives and Diagnostics.

We work with Strategic Health Authorities, Primary Care Trusts, and NHS Foundation Trusts. We also work with independent sector providers such as Netcare, Care UK, In-Health, Primecare and others. In addition we have worked with government quangos such as the recently formed Care Quality Commission, NICE, NHS Evidence and others.

We have an in-depth knowledge of the issues generate from working in local health economies and have extensive knowledge of primary care its interface with:

- secondary care,
- relationship with local Clinical Assessment and Treatment Services;
- local community services, and
- other diagnostic services.

We have worked with a range of companies to establish new ventures in the UK health sector in a range of different product and service areas, these include:

- *Agfa*
- *Cambio Healthcare Systems*
- *Citation Computer Systems*
- *ComMedica*
- *Covansys Corporation*
- *dbMotion*
- *Healthcare.com Corp (now Quovadix)*
- *Hitachi Data Systems*
- *Initiate Systems Inc.*
- *iMetrikus*
- *iSoft plc*
- *Lifeline Networks bv*
- *Map of Medicine*
- *Mastek*
- *Microscript (now Bridgeforward)*
- *National Data Corporation (NDC)*
- *Sentillion*
- *Siemens Healthcare*
- *Sunquest (now MISYS)*
- *TDS (now Eclipsys)*
- *Torex plc (now iSOFT)*
- *Ultragenda*
- *Vertisoft Corporation (now Optio)*

The first element in any of our work is a Rapid Assessment Workshop in which we examine the health market with your company, you tell us about your financial targets, business plans. We examine together your strengths and weaknesses in the market, compare you against the competition and come up with some quick targets from the range of client opportunities that we are aware of.

Our people

Our people are all experienced professionals – from business and from healthcare including Finance Directors, Clinicians, and Human Resource Directors operational managers. We bring a wealth of experience of dealing with market propositions in the health sector. The benefits of involving HealthSystems includes getting to market more quickly, rigorous qualification of targets and opportunities, insights into fast tracking call plans and a keen insight into the appropriate channel to market. All of which increases your company's chance of success in a large but complex market.