UCL Developing Inclusive HealthTech – Survey results.

As part of our ongoing efforts to promote the development of inclusive HealthTech, we conducted a survey on the opportunities and challenges of improving healthcare outcomes for patients faced by small and medium-sized enterprises (SMEs). The survey was aimed at gaining insights from HealthTech entrepreneurs and professionals in the UK.

The responses consisted of a diverse group of participants (n= 18) who shared their experiences and perspectives on various aspects of HealthTech development. Majority of respondents represented executive (56%), senior (12%) and middle level (8%) management level within HealthTech SMEs. The remaining participants worked in professional (20%) and other (4%) services. Disease management and disease diagnostics were most common as areas that the HealthTech operates in, followed by health promotion and disease prevention.

In this report, we summarise the key findings of the survey and highlight the main themes that emerged from the responses. We hope that this report will provide you with a useful resource and serve as a starting point for further discussion and collaboration in the field of HealthTech development.

Opportunities to improve health outcomes for patients.

Respondents were asked to rank different areas of healthcare activity areas based on their importance. Figure 1 illustrates the results of this ranking.
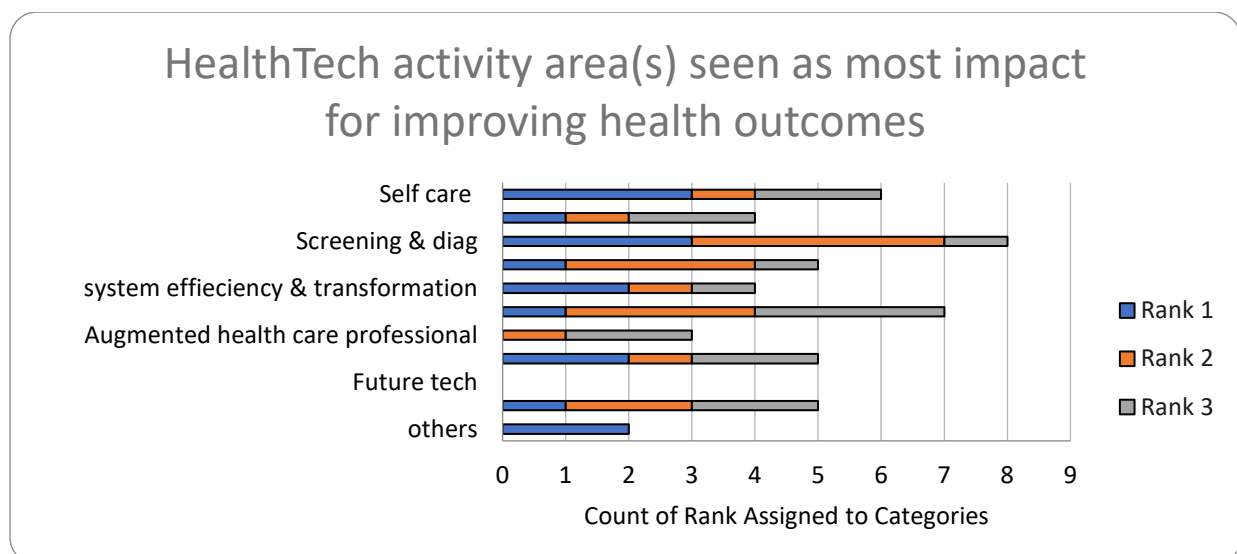

Figure 1: Most impactful HealthTech activity areas ranked by participants.

The highest ranked activity areas were:

1. **Screening and diagnosis**: Ranked first 3 times, and a total of 8 times in the top 3.
2. **Self-care**: Ranked first 3 times, and a total of 6 times in the top 3.
3. **Data and analysis**: Ranked first 1 time, and a total of 7 times in the top 3.

The findings suggest that respondents **prioritize self-care, screening & diagnosis, and data and analysis** when it comes to impactful HealthTech activity areas that have the potential to improve health outcomes for patients.

Participants were able to expand on their choice in a comment section. Based on that, a few patterns and themes occurred on what participants see as opportunities:

- Focus on **early detection and diagnosis**
- The potential of **digital transformation** but also the corresponding challenges of adaptability and integration
- **Cost-effectiveness** and value
- **Complexity** of the system and need of **prioritisation**

Challenges when improving health outcomes for patients.

Additionally, respondents were asked to rank HealthTech activity areas by facing most accessibility or adoption challenges. Figure 2 illustrates the findings from this ranking.
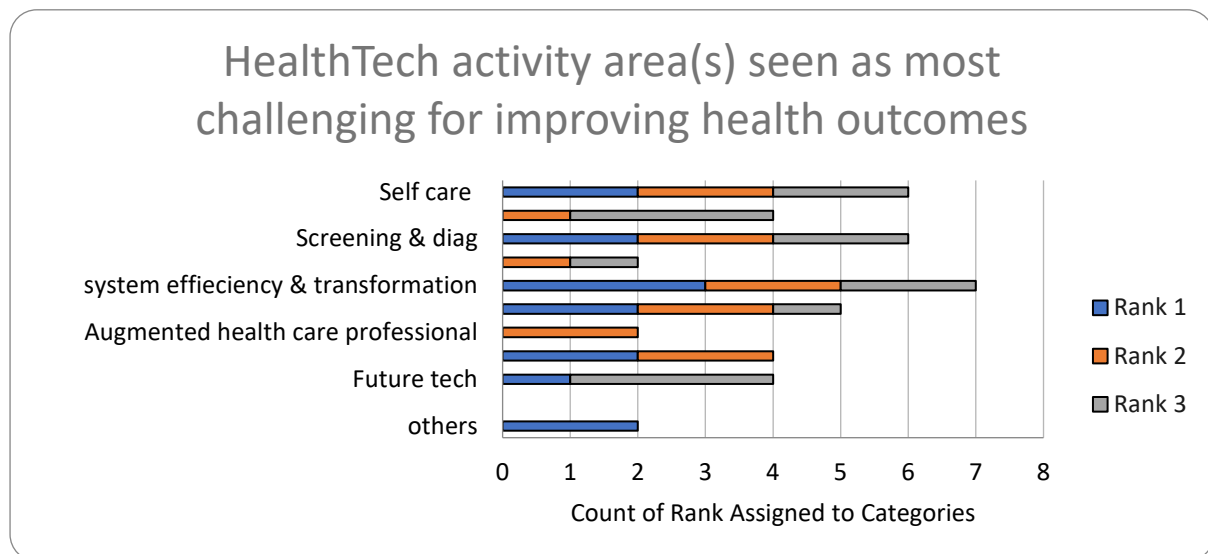

Figure 2: Most challenging HealthTech activity areas ranked by participants.

The highest ranked activity areas were:

1. **System efficiency and transformation**: Ranked 3 times as first, 7 times in total.
2. **Screening and diagnostics**: Ranked 2 times as first, 6 times in total.
3. **Self -care**: Ranked 2 times as first, 6 times in total.

It should be noted that the two responses for "Others" mentioned patient experience and prevention as the most challenging HealthTech area.

The findings suggest that respondents recognise the above three HealthTech areas as facing most challenges in accessibility or adoption.

Based on the comments made on their choice, we identified the following themes and patterns for challenges in HealthTech:

- A need for an **overhaul of internal systems** and changes within healthcare institutions to improve efficiency
- A risk of **digital exclusion and cultural barriers** to care access
- A necessary shift towards **patient-centric care**, incl. improving user interface/interaction
- A need for **inter-institutional collaboration**
- Challenges of legacy processes and institutional inertia
- A need for **adoption** by stakeholders
- New models for **behaviour change**
- **Personalised marketing** in the pharmaceutical industry
- Infrastructure, capabilities and investment, incl. privately driven initiatives

Links between opportunities and challenges

Both **self-care and screening and diagnostics** was ranked high both for opportunities and challenges. This suggests that while respondents recognize the importance of those two areas in healthcare, they also perceive it as challenging areas.

Limitations

These are results based on relatively small sample of respondents which may not represent the full spectrum of views and experiences among HealthTech SMEs in the UK. Additionally, there is the potential for response bias, as participants who chose to respond may have different perspectives and experiences compared to those who did not participate. Despite these limitations, this survey provides a valuable starting point for understanding the perspectives of HealthTech SMEs and can inform discussions and future research in this area.