NorthFutures
Northern Health Futures Hub

UKRI Engineering and Physical Sciences Research Council

Public Showcase

12:00 | USB Events Space

Liam Cahill (he/him)

Invited Provocation



It's not just about your boat; it's about your motion in the ocean



Liam Cahill

liam@togetherdigital.co


How could this go wrong?
Research


THE MARKET
Research

THE VAST MAJORITY OF NHS STARTUPS SINK



Oh by the way I’m Liam

(not really an actual pirate)

Built and scaled a successful social enterprise building medicines pathways to be commissioned by the whole NHS (UK wide).

Advised so healthtech companies of all shapes and sizes, *that I’ve lost count*. Hundreds of students on my **NHS Ready** course.

Advised and led work for various national bodies.

Advisor to numerous frontline HSC providers around digital, running experiments.

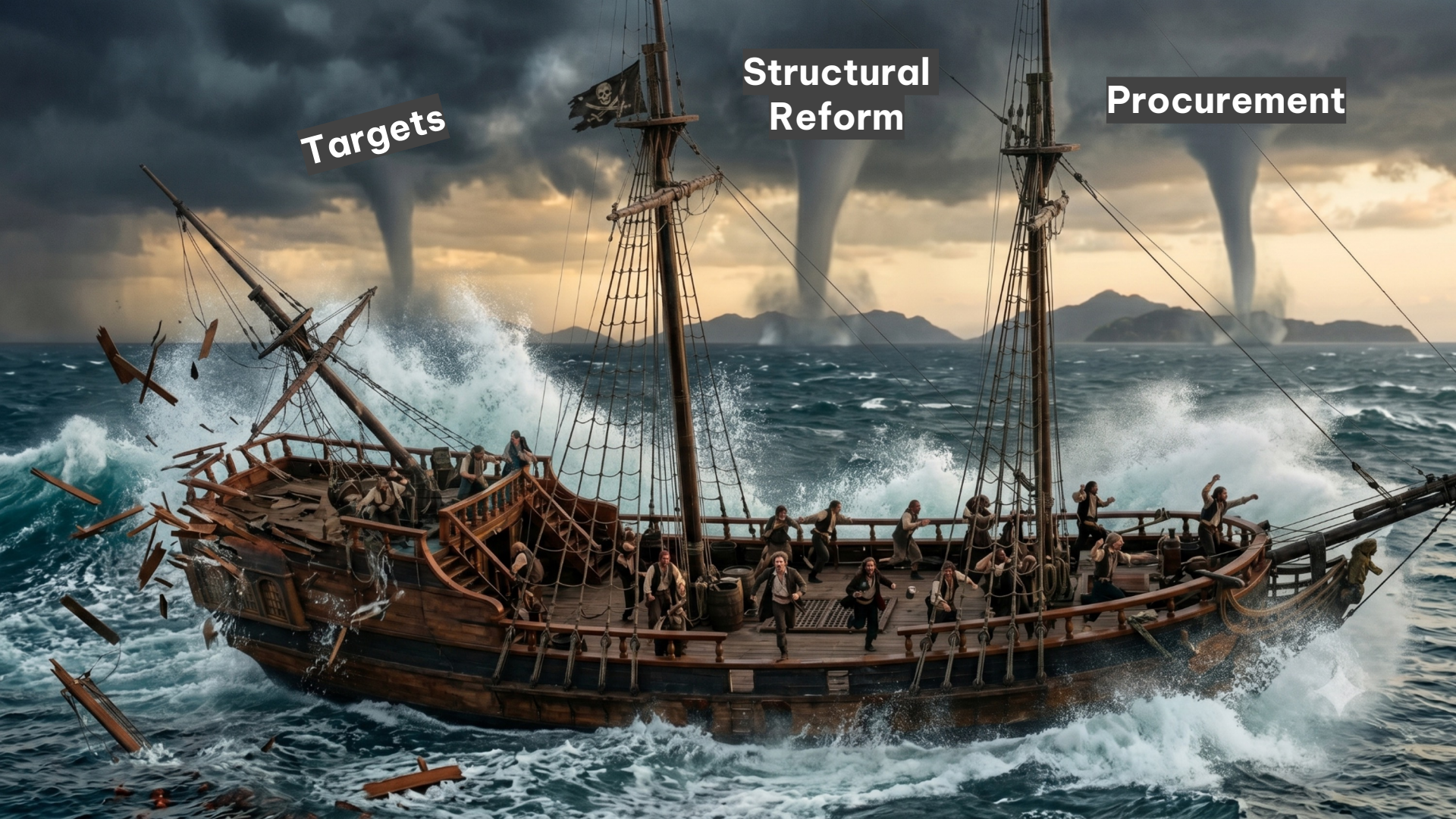
I also write regularly about succeeding in the NHS on LinkedIn




What makes a sea-worthy crew?


Clinical evidence arrgggh
Service user research me harty
Economic consideration & a bottl'a rum
Co Creation matey


CFO
Return on investment
Strategic commissioning
Productivity
Budget impact
Efficiency


Targets
Structural Reform
Procurement


They didn't care about QALYs!!


They wouldn’t buy economic impact


Net Zero is a
‘nice to have’
for them


Digital and the health service
9,336 subscribers
✓ Subscribed
Understanding NHS Capital & Revenue
Digital and the NHS
Understanding NHS Capital and Revenue (short read)
What does the NHS actually pay for?
Digital and the NHS
What does the NHS care about enough to pay for?



NEWSLETTER

Digital and the health service

I write regularly for health orgs and healthtech on bringing the two together



By **Liam Cahill**
I help NHS orgs embrace digital & innovate + I help ...

Published biweekly
12,763 subscribers



What does the NHS care about enough to pa

Liam Cahill on LinkedIn • 4 min read



22 FREE guides on strategically navigating the NHS - ultra rabbit hole!

Liam Cahill



Unpicking Primary Care - how is general practice funded and for what?

Liam Cahill on LinkedIn • 4 min read





How healthtech often creates friction when it should be reducing it.

Liam Cahill on LinkedIn • 4 min read



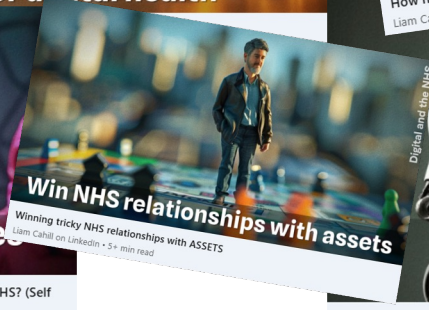
Starting your NHS approach with the most powerful story possible - a guide.

Liam Cahill on LinkedIn • 5+ min read



Do you have what it takes to get in, get contracts and scale across the NHS? (Self Assessment)

Liam Cahill on LinkedIn • 5+ min read





Understanding NHS Capital and Revenue (short read)

Liam Cahill on LinkedIn • 5 min read



Who is your customer in the NHS structure?

What are their needs and priorities?

What problem of theirs do you solve?

Why (in relation to their problem) would they buy your product or service?


DON’T MAKE YOUR GREAT PROJECT ANOTHER SHIPWRECK


Understand
the market


Understand the market
Treat it with huge importance

THANKS FOR LISTENING



liam@togetherdigital.co