





**How Health and Life Sciences** businesses can get fully funded support and advice to develop their digital strategy

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## Hannah Randles

Health & Life Sciences Champion Growth Platform







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LCR4 START
Growth Platform









## LCR4 START

LCR4 START is a European Regional Development Fund initiative, supporting Liverpool City Region SME business leaders and companies to gain a competitive edge through the development of practical strategies for effective digital adoption.

It will provide insight, guidance and demonstration of good practice to accelerate SMEs along their digital journey.

Regardless of a business's understanding of the digital world, the project welcomes SMEs in any industry sector, including the Health and Life Sciences sector.

### The project can help shape:

- People Skills
- Planning
- Leadership
- Supply Chains
- Technology
- Investment

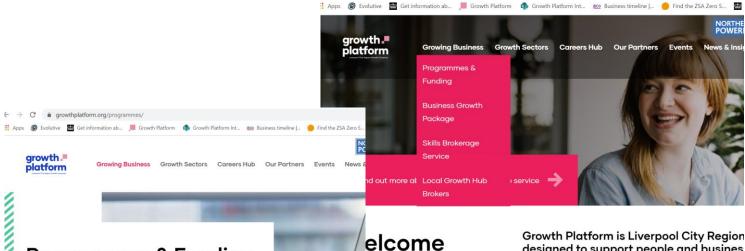






## How to apply and more information





Growth Platform is Liverpool City Region designed to support people and busines potential and generate growth. Our role



**Programme** 

### **Health Matters** -**Liverpool City Region**

A £1.9 million ERDF programme, connecting Liverpool City Region businesses with world-class health, care, technology and commercial resources.

#### Who's it for?

- Liverpool City Region businesses capable of moving into the health and care sectors





**Programmes & Funding** 







# **Andy Cairns**

Commercial Programme Manager The Innovation Agency













Our purpose

Why does Health Matters help?

To help businesses with solutions that improve health outcomes to access the health and care markets















Our purpose

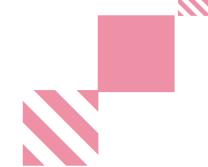
### Why does Health Matters exist?

Health Matters helps established and emerging businesses in the Liverpool City Region launch innovative products and services into the health and care market.

Providing business support services and real-world evidence that their innovation will positively impact the health economy of the City Region and beyond.













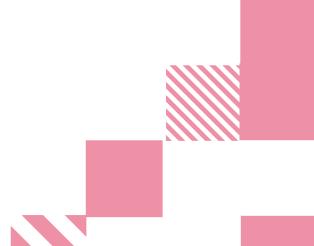


### Our experienced team can help with...

- Introductions to senior NHS staff, clinicians and patient groups
- Product positioning and value proposition
- Understanding the NHS landscape
- Procurement and commissioning
- Business case development
- Pitching and presenting
- Real-world validation
- Funding











# Any questions?









# Thank you.



