

MedTech Consulting Case Study

Priority Digital Health – Market Insights

The Brief

Founded in 2016, Priority Digital Health aims to streamline and connect primary care health and wellbeing services using digital technologies to facilitate social prescribing.

The company have created a new digital screening and demand-management tool, priority.you which enables GP practices to triage patients into – or out of – practices safely and effectively according to need.

To support long term strategic planning, Priority Digital Health asked Health Tech Enterprise (HTE) to evaluate the viability of the product, understand the GP market, develop the value proposition and provide recommendations to help support the company's market access strategy.

Our Approach

HTE took a structured, impartial and data-driven approach to the project, which consisted of three key elements.

- HealthTech MARKETS: Evaluating the product, customer and application
- HealthTech INSIGHTS: Providing clinical, technical and competitor insights
- HealthTech ECONOMICS: Understanding the value proposition, pricing and health economics of the product

Recommendations included identifying specific market segments to target and product design, development and launch issues to consider in their technology roadmap.



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Furthermore, the study measured patient, managerial and administrative benefits to help demonstrate and evidence the value proposition.

Impact

The economic analysis showed that the priority you online booking and non-clinical triage platform offers the potential for local and regional cost savings through:

- Reduction in A&E attendance
- Reduction in emergency admission
- Reduction in the number of GP consultations

The in-depth market analysis helped Priority Digital Health to appreciate the competitive landscape and to understand where their offering is currently positioned vis-à-vis the nearest alternatives.

About Health Tech Enterprise

Our business and innovation management services support healthcare innovators throughout the product development journey, from concept to commercialisation and final roll-out.

We offer healthcare market and health economics insights and evaluation, as well as regulatory, business and IP advice and management. We also advise on strategic market access, support with securing funding and deliver training and entrepreneurship services.

Our experienced team has partnered with more than 180 technology companies from around the world, to successfully develop, commercialise and market their health technology products for the UK and international healthcare systems.