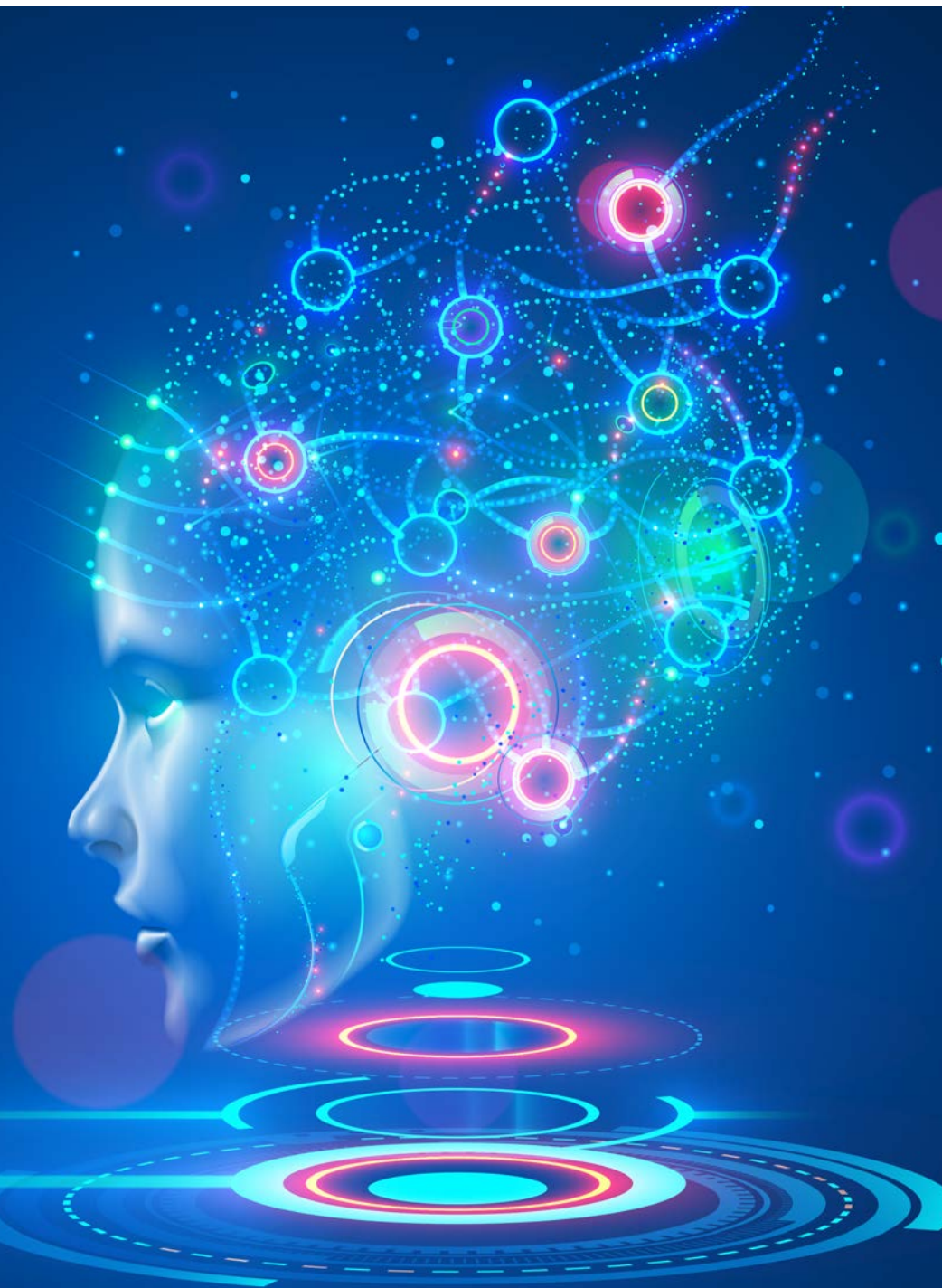


# Women in Tech PODCAST

—  
October 2022



# Women in Tech

**Women should be the most important stakeholder group for the NHS as an organisation for the following reasons:**

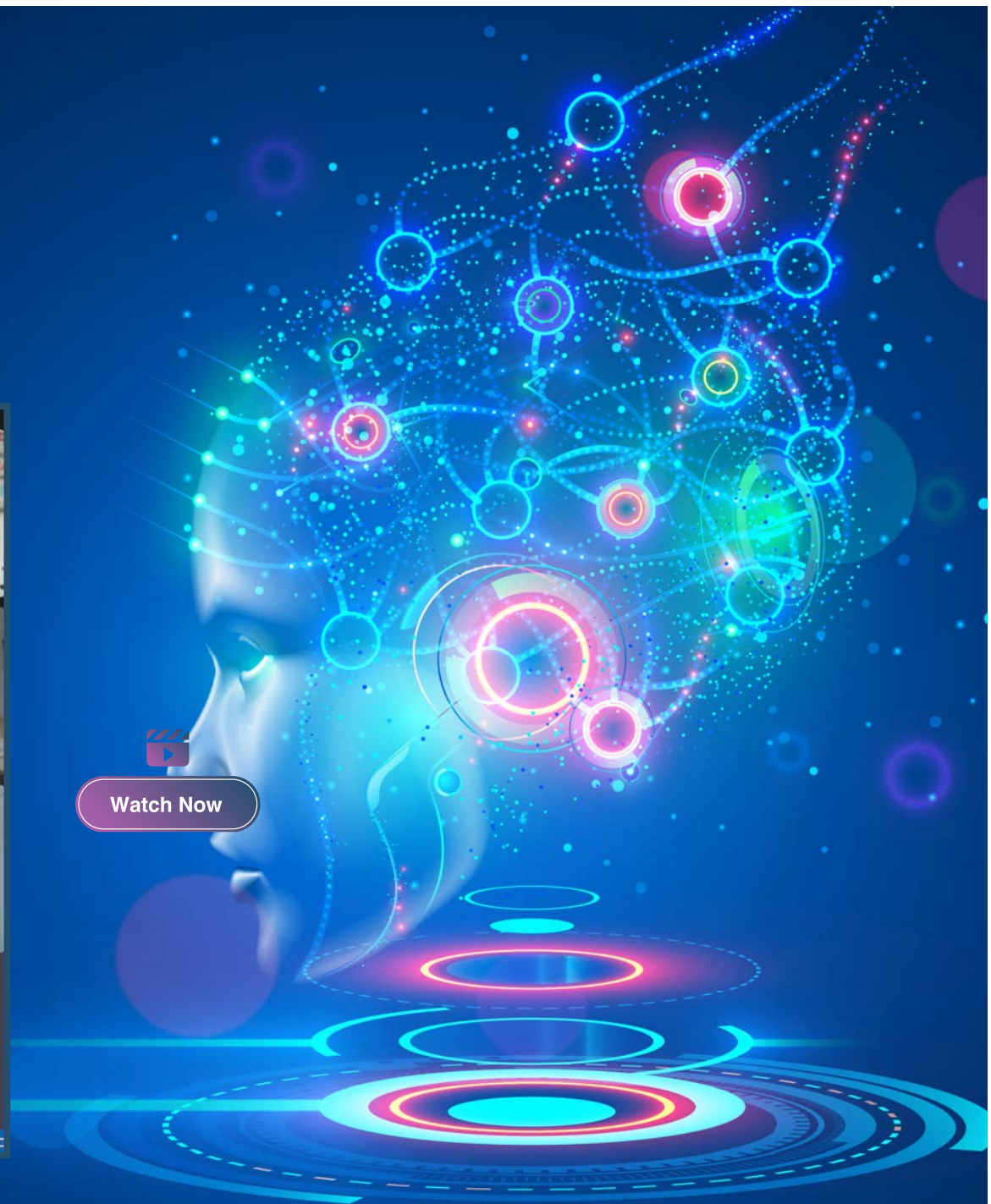
1. We make up 70% of its employee base
2. We make up 51% of the population and have very specific health needs which are often overlooked by the NHS and have high and avoidable costs to the system and the UK in general
3. We are participants in a world which is not designed for women - i.e. significantly more women than men will die in RTAs as seat belts are not designed for women; we die of heart attacks more than men as clinicians are not trained to recognise the signs of female heart attacks

The publication of the UK's first women's health strategy and the appointment of the women's health ambassador in the digital age should be a massive driver for investment and interest in Femtech and female founders. The NHS as the biggest investor in health tech should be all over this - and we are not!

We are a group of digital health tech female leaders who are calling for more. A better conversation, more focused investment and better representation at every level of the NHS. Change happens by design, let's design that change

# Women in Tech

## TakeOver Show



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# Biogs



## Fungai Ndemer

Founder & CEO  
CheckUp Health

*To reset the dial on women's health across England the NHS to support more female Tech founders and support more research, improving the evidence base and spearheading the drive for better data – addressing the lack of research into women's health conditions, improving the representation of women of all demographics in research, and plugging the data gap and ensuring existing data is broken down by sex.*



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Fungai Ndemera is a successful multi-entrepreneur with 20 years of experience in the health and medical sector, angel investor business mentor and STEM ambassador. She is the tech founder of CheckUp Health, the only health AI-driven NHS-approved hybrid multilingual care delivery platform combining remote monitoring in-home offering connectivity points to clinicians and professionals. Empowering the patient to take control with a culturally competent secure app for personal health tracking and monitoring and BAME engagement metrics, helping healthcare organisations, from GP practices to corporate organisations, monitor proactively and effectively support patients from various backgrounds by offering multilingual options". CheckUp Health has won grant funding from Innovate UK to support projects, contributes to addressing limitations on ethnic minorities' healthcare and builds improved evidence required to bridge health inequalities through culturally competent solutions. Supports the government to address inequalities in access to and experience of health services.



## Liz Orcha

Founding CEO  
Orcha

*My CTA is to invite everyone to pledge one thing they are going to do to support this important agenda*



Watch Now

Liz, a former NHS speech and language therapist founded ORCHA in 2015. ORCHA has become the global leader in health app accreditation and distribution and has reviewed more digital products than any other review engine in the world with 21,000 reviews to date. It supports NHS organisations in 70% of regions with libraries of digital health products and is now working globally across 12 countries. Liz also sits as Vice Chair on the Health and Social Care Board for Tech UK, is a mentor for the NHSE Clinical Entrepreneur program and is an Alumni Fellow at the NHS Innovation Accelerator. Liz and ORCHA have won many awards but most recently Entrepreneur of the Year Northern Power Women 2022 and Female Entrepreneur of the Year Women in IT Awards ceremony 2022.

# Biogs



## Dr Victoria Betton

Director  
PeopleDotCom

*We need men as allies supporting this agenda, informing and educating themselves and making an active contribution. So, you know, I hope men will turn down those all male panels. They'll think if they're an employer about their employment policies and practices and they'll actively support and enable this really important agenda. So yeah, come on guys, get involved and supporters in making a big difference.*



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Dr Victoria Betton: An author, podcaster and public speaker, Victoria Betton specialises in human-centred design, digital strategy and adoption which she delivers through her company, PeopleDotCom Ltd. Victoria is a qualified social worker and coach with 20+ year's experience in local government, third sector, digital health startups and the NHS. She previously founded mHabitat, a successful NHS hosted digital health consultancy and Co>Space North, tech for good collaboration space. Her latest book, Towards a Digital Health Ecology - NHS Digital Adoption through the COVID-19 Looking Glass is her latest book (Routledge, 2022).



## Katherine Church

Associate  
Ethical Healthcare Consulting

*I am calling for a conversation with the new Women's Health Ambassador and a concrete pledge to engage with and support femtech in an active and affirmative way.*



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With 25 yrs in digital from starts ups to designing and delivering major digital transformations across sectors, Katherine is passionate about the ability of tech to transform lives and outcomes. As the CDO for Surrey Heartlands ICS through Covid, she has seen that the NHS can change and adapt but is slow and siloe'd. As an independent digital strategist she is committed to making change happen, at pace and has devoted her career to supporting and enabling women in the workplace. A mentor, speaker, NED and activist, Katherine will not rest until digital works for all is no longer male, pale and grey

# Biogs

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**Anne Cooper**

Director  
Ethical Healthcare Consulting CIC

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*I am calling for women to speak up about their experiences of working in health tech and for the technology system to support #FlexNHS, a movement that campaigning for flexible working for all & better working lives in the NHS. Every profession, role & grade.*

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Watch Now

Anne Cooper is a Director at Ethical Healthcare Consulting and the former Chief Nurse at NHS Digital. She has decades of experience of working in the NHS, with a focus on digital leadership. She has worked at all levels of healthcare technology delivery, from local deployment through to national policy development. She was named as an HSJ inspirational leader in 2014, with comments from the judges as follows: 'She is on a mission to get nurses involved with the information technology and informatics agenda – and it is a mission in which she is succeeding.' Anne believes that focussed leadership development can help everyone to achieve their objectives. She was the co-developer of the 'Leadership for Informed Practice' Programme, which was awarded the Digital Health CCIO Clinical Leadership award in 2012 and now runs a leadership programme for women who work in the health technology sector.



**Claire Liddy**

Managing Director Innovation  
Innovation Centre

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*Speak up, share lived experience (good and bad) and come together for the future of FEMTECH. Modernisation of the R&D funding routes to allow more equitable access from non-traditional routes.*

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Watch Now

Claire Liddy, managing director of innovation is an expert in health and life sciences technology and innovation with over 20 years healthcare senior leadership track record. A qualified accountant with a commercial skill set and a member of various advisory boards and expert groups. She currently Leads the one of the UK's largest health-led Innovation Centre based at Alder Hey Children's, Liverpool which is focused on advancing child health.

# Innovators



[ethicalhealthcare.org.uk](http://ethicalhealthcare.org.uk)



[orchahealth.com](http://orchahealth.com)

## peopledotcom

[www.peopledotcom.com](http://www.peopledotcom.com)



[www.alderheyinnovation.com](http://www.alderheyinnovation.com)



[checkuphealth.co.uk](http://checkuphealth.co.uk)

# Women in Tech

## Allyship



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## ABOUT CENTRIC HEALTH MEDIA

**Centric is a clinically-led, interactive media platform where best practice in digital healthcare video content can be readily shared across the NHS and health and social care space, engaging large and diverse audiences.**

We are forward-thinking digital health content providers that create at pace. With a dynamic content creation team and a combined expertise of over 25 years in the NHS and technology healthcare, we bring our customers digital health success stories to life.

We understand the fast-moving world of digital transformation within the NHS and Local Government which is how we focus on streaming our customers content to the widest audience at pace - ensuring their message remains timely and relevant.



[www.centrichealthmedia.com](http://www.centrichealthmedia.com)