

Support for health technology evaluation

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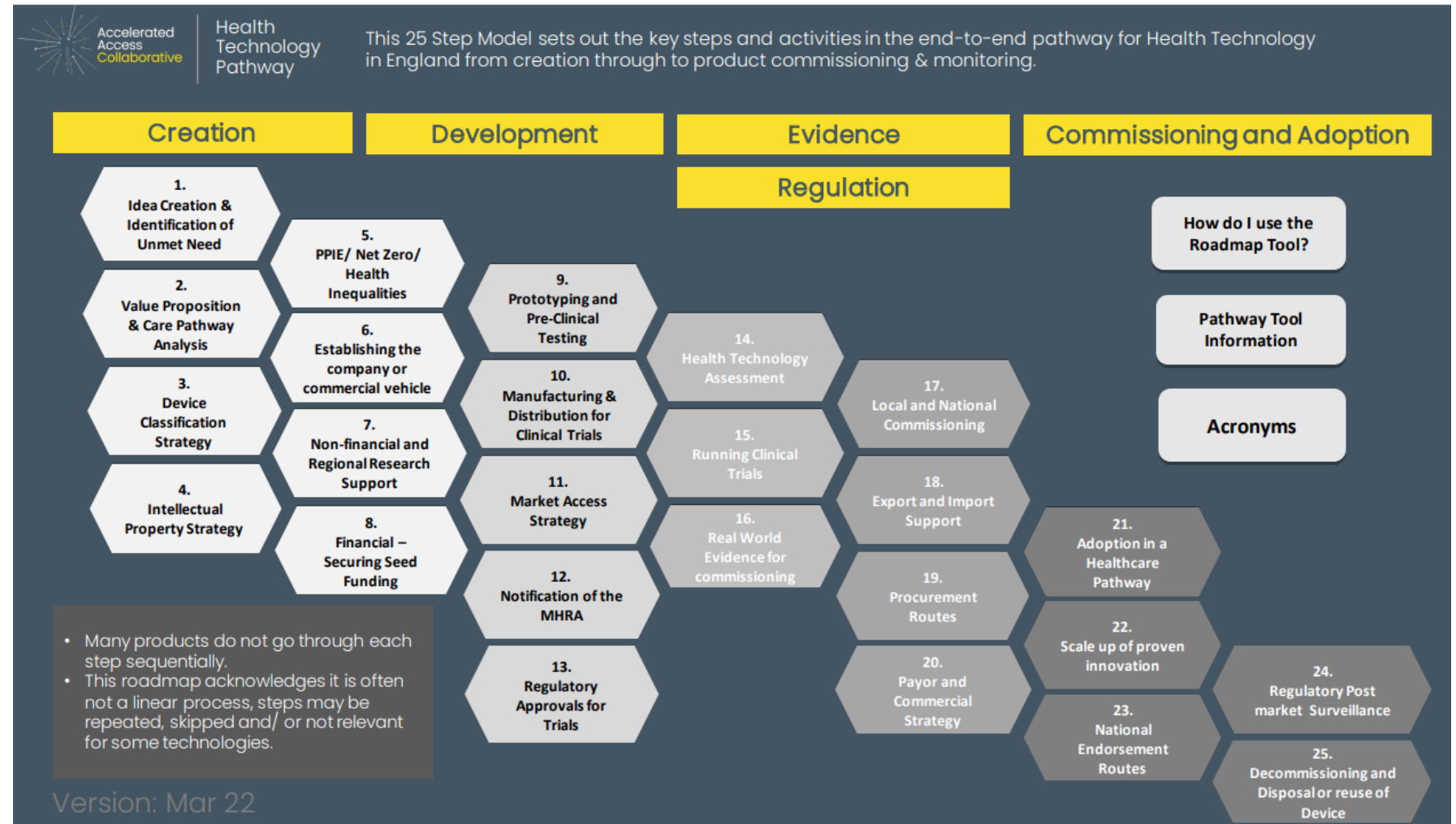
26 November 2025

NICE
ADVICE

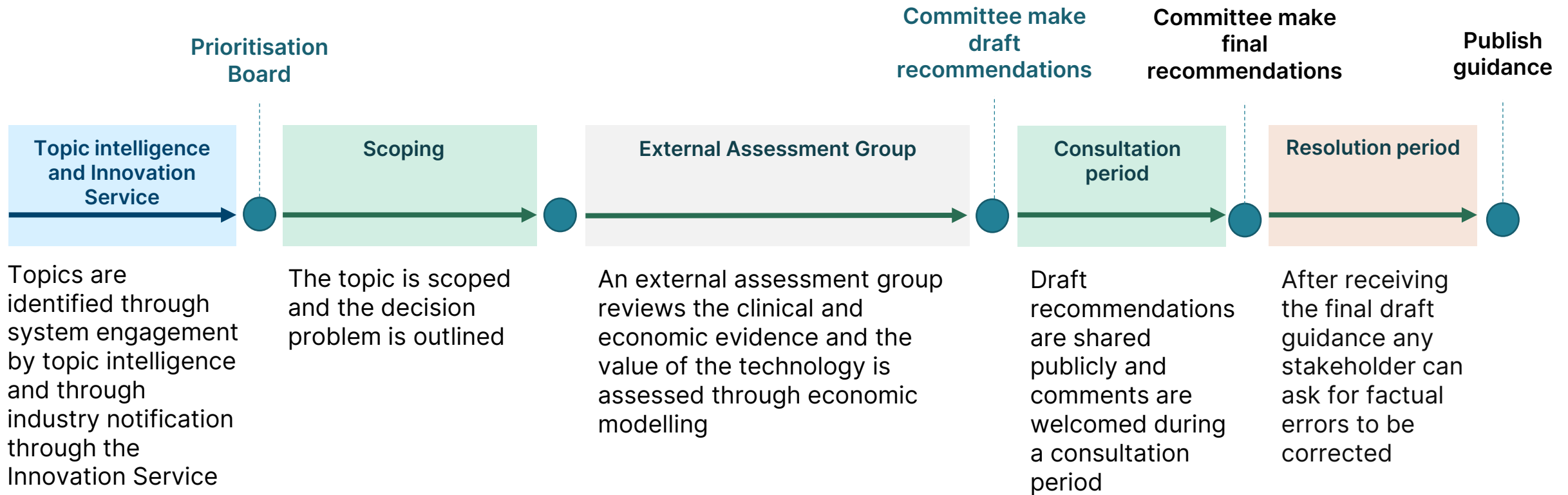
National Institute for
Health and Care Excellence



Product launch requires early strategic planning and an understanding of the route to market



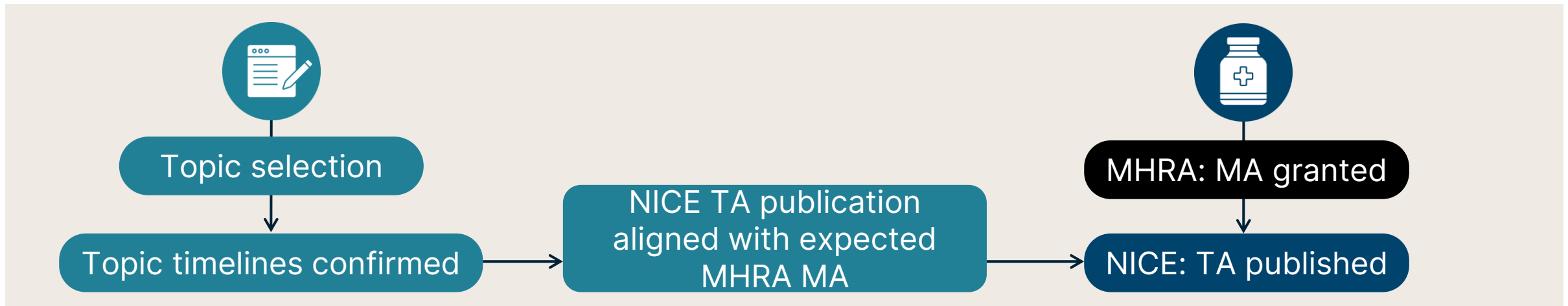
Routine use (Medtech and diagnostics) assessment guidance process



What is changing?

Scheduling process changes put NICE decisions in parallel with the MHRA – currently a gap of 90 days

- ✓ NICE appraisal committee meetings **held in public** before MA is received
- ✓ NICE draft guidance and final draft guidance **published before MA is received**
- ✓ **Priority scheduling** for topics following the aligned pathway



NICE Advice service offer

Alongside greater flexibility within our existing advice, education and insight services, we've been trialling new support for both pharmaceutical and healthtech customers since November 2023.

Advice		Education		Insight
 Scientific advice on clinical and health economic plans 	 Evidence gap analysis	 Free webinars and paid masterclass seminars On topics related to NICE such as evidence generation and preparing for market entry. Online or in-person.	 Evidence standards Guidance on evidence standards required by the NHS and NICE.	 Health system engagement meetings Meet with experts to resolve market access challenges, map a route to market and build valuable connections.
	Health economic model assessment 			
			 Therapeutic landscape review An in-depth review of a therapeutic topic, including past NICE appraisals.	 Surgery meetings 1-hour meeting to understand suitable routes to market and NICE processes.

We can help you to:



understand the market landscape and identify the available routes to market for your product



effectively demonstrate product value and positive impact on patient care



generate robust clinical, economic and real-world evidence



strengthen an economic model



resolve market access challenges and build connections with NHS, clinical and patient experts



develop a strategy sharply focussed on getting the best care to patients, fast, by ensuring it resonates with NHS needs.



Customer feedback

Chris Miller, director of real-world evidence at Big Health



Sarah Brown, access lead UK and Ireland, Organon



Victor Barzey, digital health product lead at Otsuka



"I highly recommend NICE Advice – especially for small to medium sized companies looking for expert support at a price that does not break the bank."

"The support you need is right here, closely connected to the NHS. People at NICE want to help you. They are passionate about bringing the latest innovations to market."

"Working with NICE Advice was quick and easy. Within just 6 weeks of our evidence gap analysis submission, we received a comprehensive report highlighting evidence gaps and recommended actions."

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