

## Client: Doctor Communication Solutions

Healthcare Software Company

### Background:

- The client wished to undertake a development project to integrate its healthcare enterprise social networking platform with health organisations' clinical and operational systems.
- The client had limited funding, so external funding was critical.
- The project was revolutionary and complex and not fully defined at the outset.

### Why MSC R&D was chosen as the client's partner:

- MSC R&D was able to demonstrate its grant expertise, its software expertise and its previous experience in gaining healthcare sector related grants.
- MSC R&D's fees were predominantly success based, reducing the risk and upfront cost to the client.

### The MSC R&D Solution:

- MSC R&D initially undertook an 'Innovation Day' with the client to define and validate the development concept. This resulted in a project with wider scope than originally envisaged and incorporating some expert academic consultancy.
- MSC R&D subsequently undertook a two day fast-track 'Blitz' process at the client's premises using a team of four experts (Technical, Commercial, Financial, and Project Management). This process enabled the project to be defined and all relevant information to be gathered in a short space of time.
- MSC R&D then prepared and submitted the grant application within a four week time frame in order to meet the Technology Strategy Board's next grant submission.

### Benefits:

- The MSC R&D process resulted in an enhanced development project.
- A £206,000 Development of Prototype grant was awarded within eight weeks of engagement with MSC R&D.
- The MSC R&D process minimised the disruption to the client's existing business.

"The MSC R&D team helped us put a great proposal together. Besides the obvious benefit of the funding, we also developed a deep working relationship with a group of industry leaders. Furthermore the project turned out to be a fantastic success - a year after the end of the project we have gone to market with a transformational proposition."

**Jonathon Shaw, Managing Director**  
Doctor Communication Solutions Ltd



Sheffield

London

Brussels

[www.mschrnd.com](http://www.mschrnd.com)  
Tel: 0114 230 8401