

# Clinnovate WM FAQs

## 1. What kind of solutions are suitable for the programme?

The programme supports patient and consumer-facing digital health solutions that deliver direct outcomes for patients across prevention, diagnosis, treatment, and long-term management. Examples include:

- Digital therapeutics and interventions
- Health education and informational products
- Remote patient monitoring
- Assessment and diagnostic tools
- Mental health support (including addiction treatment)
- Decision support tools for clinicians

Administrative tools like booking systems or EHRs are not the focus.

## 2. Can I apply if I already have an early version of an app?

Yes. Applicants with prototypes or MVPs can apply, but they must be willing to rebuild their solution on the Cogniss platform to benefit from compliance, scalability, and support.

## 3. Is it okay if my solution targets a small population?

Absolutely. Solutions for specific communities or underserved groups (e.g., culturally diverse groups or condition-specific inequalities) are encouraged.

## 4. How much time will participants need to commit?

Commitment varies by project complexity but expect 10–15 hours per month over six months (approx. 60 - 90 hours total).

## 5. Who owns the intellectual property (IP)?

100% of the IP belongs to the app creator. Cogniss does not claim ownership.

## 6. Can apps integrate with external tools?

Yes, Cogniss supports integrations, but integrations are outside the scope of this programme. MVPs should ideally work without them. Future versions can include integrations.

## 7. Does participation guarantee an NHS pilot?

No guarantee, but Health Innovation West Midlands will support innovators with evaluation, adoption pathways, and funding guidance.

## 8. What happens after the six-month programme ends?

Apps remain in a sandbox environment until if/when funding is secured.

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Innovators can download app data and content anytime.

Cogniss offers innovator-friendly pricing for ongoing development.

Apps may be promoted via the Cogniss Marketplace for commercialisation.

## 9. What is the licensing model and cost?

Cogniss uses an annual subscription model, scaled by number of users and apps.  
Example: £11,998/year for ~100 users, significantly cheaper than traditional development (up to 90% less).

## 10. Does Cogniss support multiple languages and diverse images?

Languages: No automated translation, but you can manually add multilingual content.

Images: Yes, you can upload diverse images and use templates.

## 11. Is Cogniss Cyber Essentials Plus accredited and DTAC compliant?

Yes. Cogniss meets healthcare compliance standards and provides tools to simplify DTAC self-assessment.

## 12. Can apps be patient-facing or clinician-facing?

Both. Apps can be designed for patient use (e.g., questionnaires, journals) or clinician education.

## 13. Does Cogniss help produce images for apps?

Cogniss provides templates and guidance. You can use tools like Canva and upload images easily.

## 14. Are raw source files available after development?

Not full source code, but you can download a JSON file containing app structure and content.

## 15. Can Cogniss apps take pictures or analyse images?

Apps can upload images, but image analysis or scanning is not supported (as this may classify as a medical device).

## 16. Are there examples or case studies available?

Yes. Case studies and videos will be shared with participants after the webinar.

## 17. Can users download images they upload to the app?

Yes. Uploaded images can be accessed and exported via the Insights Portal.

## 18. What is the application process and timeline?

Applications close at 5pm on 9 January on the West Midlands HIN website.

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Interviews: 27 & 29 January (5-minute pitch).

Notifications: 2 February.

Programme starts: 16 February.

Cohort size: 10 clinical innovators.

## Who can apply?

Clinnovate WM is open to all clinical staff across the West Midlands healthcare system. Whether you're a consultant, GP, nurse, clinical nurse specialist, physiotherapist, operating department practitioner, or any other clinical role, you are eligible to apply. If you work directly with patients and have ideas to improve care through digital innovation, this programme is for you.

## I'm a physiotherapist, can I apply?

Absolutely! Clinnovate WM welcomes applications from all clinical professionals, including physiotherapists, nurses, consultants, GPs, and more. As long as you work in the West Midlands, you can apply.

## Do I need coding experience?

No. This programme is designed for clinicians with no technical background. You'll learn how to use a no-code platform to create patient-facing apps.

## What kind of apps can I build?

Apps for patient support, therapeutic interventions, education, and engagement. The Cogniss platform includes features like:

Learning modules for patient education

Consent forms for compliance

Surveys for feedback

Tracking and notifications for ongoing engagement

## Is there a cost to participate?

This offer is open to all innovators, so there will be no cost to participate.

## How many places are available?

We are offering 10 places as part of our innovator offer.

## How long is the programme?

All the workshops will be held online and will form part of a structured programme over six months. If you are unable to attend a session, they will be recorded.

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## How much time do I need to spend on the programme?

It is recommended that you spend between four and eight hours each week on the programme, but as with most development opportunities, the more time you put in, the more you will get out of the programme.

The most important part of preparing for your no-code app build is getting laser-focused on what digital health solution you'd like to build. This goes beyond just having a good idea but involves planning and sourcing all of the content (text, images, videos, etc), deciding what features are must-haves to support your app idea, thinking through how a user will move through the app, and creating all relevant app assets (brand, colour palette, iconography, etc) before getting started on your app.

App creators who are more prepared can learn and develop an application on Cogniss in a matter of weeks (6-12 weeks depending on the app) compared to users who are less prepared (3-6 months), giving them more time to test their application with real users, and refine and iterate their app.

## Do I need to have an idea before applying?

Yes, you should have a concept for a patient-facing app that addresses a real clinical need. We'll help you refine and develop it during the programme.

## Will I own the app I create?

Yes, the intellectual property for your app concept remains yours. The programme provides the tools and training to bring your idea to life.

## What support will I receive?

Hands-on training in no-code app development

Access to the Cogniss platform

Expert guidance from digital health specialists

Peer support from fellow clinicians

## How do I apply?

The application form can be found [here](#).