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.

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 31 December on the Health Innovation West Midlands website.

Interviews: 4, 6 or 11 February between 9.30 and 12pm (5-minute pitch).

Programme starts: 23 February 1pm.

Cohort size: 10 healthcare innovators.

Who can apply?

Clinnovate WM is open to individuals working across the health and care innovation ecosystem in the West Midlands. This includes:

- NHS clinicians and healthcare professionals
- Academic researchers, lecturers and university staff
- Private and independent healthcare providers
- Allied health professionals
- Individuals involved in healthcare innovation, service improvement, research or patient care

Whether you have identified a clinical challenge, research opportunity or unmet patient need, Clinnovate WM can help you develop and test a digital solution without the need for coding experience.

What types of professionals can apply?

We welcome applications from a wide range of health and care professionals, including physiotherapists, nurses, consultants, GPs, researchers, academics and those working within private healthcare organisations. If you have an idea that could improve health outcomes, patient experience or service delivery, we'd love to hear from you.

Do I need coding experience?

No. The programme is designed for healthcare professionals, researchers and innovators with no technical background. You'll learn how to use a no-code platform to create and test digital health solutions.

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?

No. Participation in the programme is fully funded for successful applicants from NHS organisations, academic institutions and eligible private healthcare providers within the West Midlands.

I work in academia or the independent healthcare sector. Can I apply?

Yes. Clinnovate WM is now open to applicants from universities, research organisations and private healthcare providers across the West Midlands. We recognise that innovation happens across the wider health ecosystem, and we welcome ideas that have the potential to improve patient outcomes, experiences or healthcare delivery. Your solution does not need to be linked to an NHS organisation to be considered.

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.

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 innovators and healthcare professionals

How do I apply?

The application form can be found here.