

Case Study: PocDoc's Solution for CVD Detection

PocDoc's smartphone-enabled lipid testing solution was piloted in NW London with 750 residents, identifying ~41% of participants with high cholesterol. Under the London Life Sciences Strategy (LLSS), its impact would have been magnified by more easily available funding, faster procurement, and support for further adoption

Starting point

- Cardiovascular Disease (CVD) remains a **leading cause of disability & premature death in London. ~80% of CVD is preventable**
 - **Under-detection and constrained testing capacity** have been key barriers to reducing CVD prevalence
-
- Founded in 2020, **PocDoc aims to transform access to diagnostics for CVD²**
 - It offers a **smartphone-enabled point-of-care lipid testing solution** that delivers rapid results **outside traditional clinical settings**
 - In **<10 minutes, it can provide fully quantified lipid results, Heart Age and 10-year risk of CVD**, as well as access to follow on treatment; it also **sends results back to the EPR in real time**



How the tool was developed²

- After 2-3 years of carrying out multiple pilots to generate initial clinical evidence and gain regulatory approval **PocDoc was piloted by NW London (NWL) health systems in 2025/26 to evaluate its impact in improving the detection of CVD risk**, particularly for communities at risk of health inequality
- **750 NWL residents were reached**, of whom ~38% had never had a test before and ~41% had high total cholesterol. PocDoc has also completed a project with **Thames Freeport** and is currently deploying its solutions at **Chelsea and Westminster**
- Following these positive outcomes, PocDoc is being reviewed by multiple providers with a view to adoption – **challenges**, including:
 - Fragmented commissioning across ICBs & providers and limited funding to double-run adding pressure to **prove impact in year**
 - **Repeated requests for evidence & assurance; unclear procurement routes** for digital diagnostics
 - Challenges surrounding **IG and data integration**

How the London Life Sciences strategy would help tools like these...

- **Innovation Fund:** Transformation funding could have enabled faster pathway redesign to foster community-based CVD detection particularly via the working capital funding to enable investment with benefits in future years
- **London Innovator Passports:** Accelerates procurement processes for providers, addressing the early stages of lengthy purchasing processes – including IG and data governance concerns
- **MHRA Regulatory Sandbox:** Enables roll-out to proceed while continuing to validate key dimensions, potentially speeding up roll-out by 1-2 years in the case of PocDoc
- **OneLondon Integrated Health Data:** Speeds up adoption via faster patient identification
- **Health Innovation Information Exchange:** Accelerates adoption by (i) supporting innovators to reach new boroughs and (ii) enabling trusts to share learnings from pilots with each other