

Proof, multiplied.

Prevention that travels, lands, and repeats.

APRIL, 2026

Vol.6

CVD prevention could add 1% to UK GDP. So why are we still getting it wrong?

This month, PocDoc took a giant inflatable heart to Parliament. (Also some of the UK's leading voices on cardiovascular prevention, but the heart got most of the photos.)

Sponsored by **Charlotte Cane MP**, co-hosted with the **Health Innovation Network**, the event brought together leaders across the NHS, innovators and Parliament to explore one question: **how innovation in cardiovascular prevention can unlock economic growth.**



The PocDoc Heart successfully recruited the Metropolitan Police to the cause. Early intervention, it turns out, has universal appeal.

The economic case is staggering. CVD prevention could unlock:

£40Bn

in Economic Uplift

£2.5Bn

saved in 3 years targeting high risk groups

Prevention is the growth strategy

From fear of cost to confidence in growth. Earlier diagnosis, smarter use of data, and faster adoption of proven innovations aren't "nice to have". They are fundamental to productivity and prosperity.

From system-first to people-first. "If we are serious about impact, we need to design around real lives, not just systems. Because if prevention does not reach people, it does not work."

From single players to collective action. "In CVD prevention, a rising tide raises all ships. No single organisation can deliver a national step-change on their own."

A huge **thank you** to our partners, everyone who joined us in Parliament, and to our speakers **Ben Bridgewater**, **Dr Matt Kearney OBE**, and **Bushra Effendi**, who helped shape the conversation.



The PocDoc Heart had a busy day in Westminster. Watch the highlights [here](#).

Interested in the full event briefing and exclusive insights? Get in touch at support@mypocdoc.com

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300 Health Checks. 3 Days. 1 Community Pharmacy.



Shaping Neighbourhood Health delivery? Let's talk.

Community Pharmacy leading Neighbourhood Health.

Puri Pharmacy set up in St Mary's Church, Harmondsworth. Three days later, 300 residents of the Heathrow Villages had completed a full NHS Health Check. 40% had never had one before.



Now imagine this at scale....



1 Pharmacy
3 Days of Operation

300

Health Checks delivered



30%
of GP's annual quota



100 Pharmacies
3 Days of Operation

30,000

Health Checks delivered



1,000 Pharmacies
3 Days of Operation

300,000

Health Checks delivered

...this is what Neighbourhood Health can unlock.

PocDoc provides the diagnostic technology. Puri Pharmacy provides the community pharmacy infrastructure, local knowledge, and ongoing screening capacity. The Confederation, Hillingdon provides the GP federation pathway, enabling seamless referral and escalation for patients identified as high-risk.

This three-way integration creates an end-to-end pathway from screening to treatment that doesn't require the patient to navigate the system alone.

This is Community Pharmacy, leading the way.

Local teams, supercharged by digital

The story here isn't the technology. It's what local teams can achieve when digital tools take the friction out of delivery.

A first-of-its-kind model

This initiative marks the first time PocDoc has delivered a joint neighbourhood programme which integrates both a community pharmacy and a GP federation.

The result?

40% of the people tested had never had an NHS Health Check before. A massive improvement in access to care, in a community where rates of obesity and diabetes are higher than surrounding neighbourhoods, and where early intervention matters most. Read the full article [here](#).

A huge thank you to **Rahul Puri** and the team at **Puri Pharmacy** for proving what's possible

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One Ground. One Goal. Finding heart disease before it finds you.



Norfolk and Suffolk
Integrated Care Board



IPSWICH TOWN
FOUNDATION

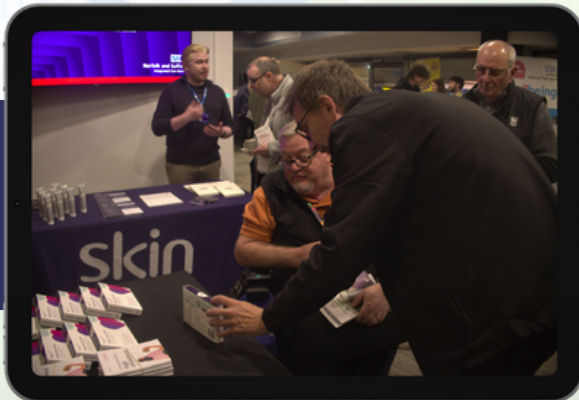
This month, Portman Road hosted arguably its most important result of the season. Alongside **Ipswich Town Foundation** and **NHS Norfolk & Suffolk ICB**, the PocDoc team helped deliver free heart health checks to a room full of men, many of whom hadn't seen a GP in years!

What surprised us most? The curiosity.

Men who came for the talks on cancer and nutrition started asking about cardiovascular disease. When they learned they could take a PocDoc Healthy Heart Check home with them, full cholesterol screen in under 10 minutes, they didn't just take one. **They took extras.** For friends. For family. For their mates.



Ipswich Town Football Club



That tells you everything. The demand is there. The curiosity is there. The willingness to act is there.

What's been missing is a way to **meet men where they already are.** This is Neighbourhood Health in a setting the system rarely reaches. The model travels. The need is everywhere. What changes is who leads locally, and who we partner with.

80 Heart Checks. 1 Day. Looking after the team behind the team.

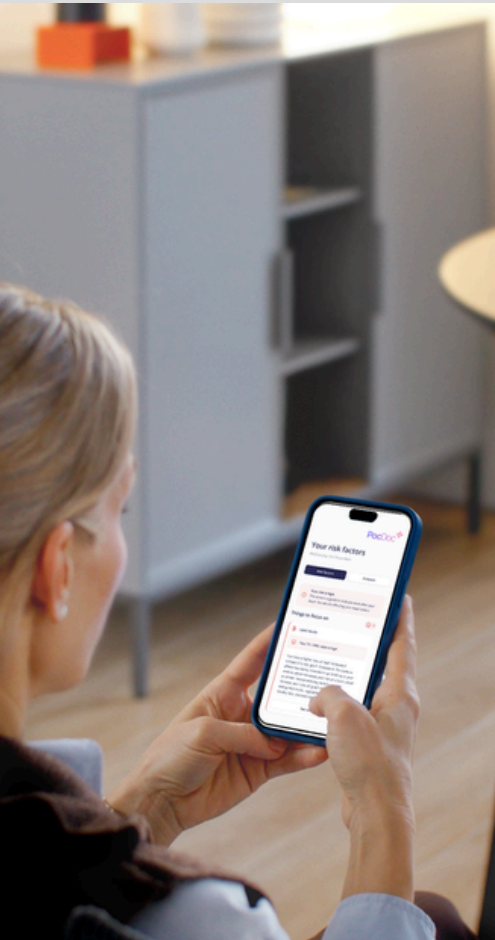
Football clubs are workplaces. Grounds crews, matchday teams, commercial staff, coaches, admin. Hundreds of people whose health rarely makes the headlines. Most of them won't book a GP appointment for a cholesterol check. But give them 10 minutes at their place of work, and they'll take it.

Huge thanks to everyone at **Cambridge United FC** for opening the doors. This is what workplace wellbeing looks like when it's designed around the people doing the work.



Interested in bringing CVD screening to your workplace? **Let's talk.**





LIVE Extended Cholesterol Range



You asked: Can PocDoc support patients at the higher end of the cholesterol range?



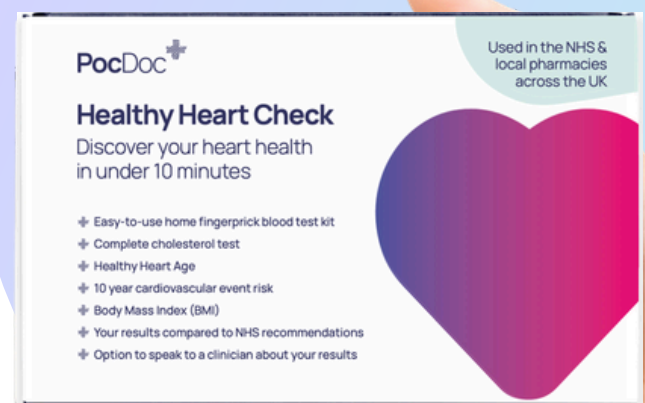
We heard you: We've expanded the **Limit of Quantification (LOQ)** on our cholesterol assay, powered by a new calibration model and shipping on new hardware. PocDoc now reads accurately at significantly higher cholesterol levels than before.

Around 1 in 200 people in the UK have Familial Hypercholesterolaemia (FH). The NHS clinical pathway for suspected FH triggers at total cholesterol above 7.5 mmol/L, PocDoc can now be deployed in active FH case-finding programmes.

LIVE 24-Month Shelf Life

The PocDoc Healthy Heart Check now carries a **24-month** shelf life. A direct result of continued investment in product stability, manufacturing rigour, and the data to back it up. Two full years of operational confidence, from the moment a test is shipped to the moment it reaches a patient.

Same test. Same accuracy. Same finger-prick experience. Twice the runway for the partners delivering it.



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Everything you need to get started, in one place.

We want to help you. Access ready-to-use tools to build your business case and get your programme live, faster.

Contact us at support@mypocdoc.com to access our **NHS Clinical Portal**, which includes:



NHS-approved Health Economic Calculator

Model in-year and long-term savings for your region



Template Business Case

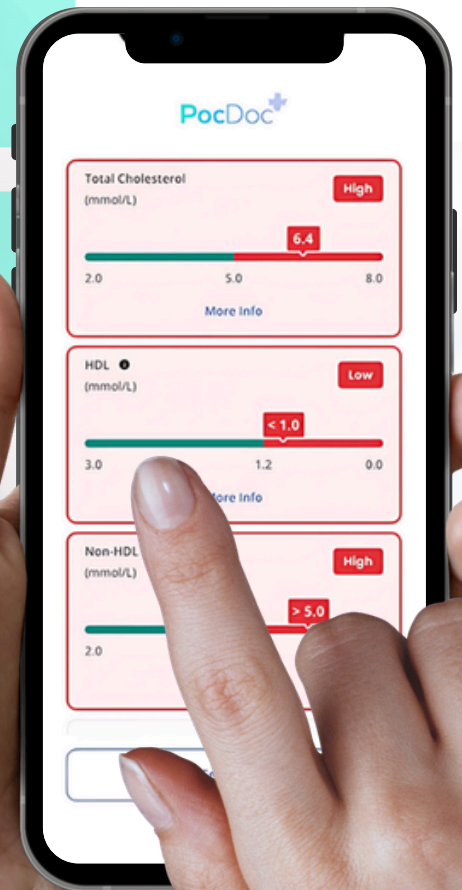
Ready-to-edit, NHS-approved, saves hours of work



Population Health Prevention Playbook

A practical guide to scaling screening into system-wide prevention

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