

Digital healthcare agency nominated as Disruptor of the Year

Nottingham-based nuom has been nominated for the Disruptor Category in the East Midlands Business Masters Awards.



Nottingham, Nottinghamshire Oct 3, 2023 ([Issuewire.com](https://www.issuewire.com)) - nuom was set up as a digital agency serving organisations across digital health sectors and also works with the NHS, offering innovative methodologies that are helping to improve patient outcomes.

What makes nuom different is its user-centered approach. From start-ups to national health services, nuom really gets under users' skin and puts them first. The goal is to identify problems and solve them together with partners, which vastly improves outcomes for users, stakeholders, and clients alike.

nuom was instrumental in creating a mental health app that began through Pace Prototyping, and it now helps people all over the world. The project was funded by Innovate UK and employed machine learning research and development. This innovation has been a real success, and it will allow the company to take a global mental health app to the next level by offering users functionality that doesn't exist in any other service currently available on the market.

The Nottingham-based company also excels at producing inclusive designs, such as its most recent project for the NHS. Thanks to its extraordinary know-how, nuom was able to support the creation of a more effective national hepatitis C self-testing service. To date, almost 5,000 tests have been ordered,

and this is a methodology that will be used again and again, due to its high return rate.

nuom has also created [Clinical Connect Midlands](#), a quarterly event that connects healthcare innovators in the local area. Serving as a dynamic hub, the event brings together people and helps them to forge lucrative collaborations.

“We disrupt new and established healthcare industries, from mental health to sexual health, through a firm commitment to putting users first, to create more accessible and effective solutions that we’re proud of”, explained Martin Sandhu, founder, and managing director at nuom. “This award nomination reflects our dedication to innovation and inclusivity within digital health, healthcare, and beyond.”

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