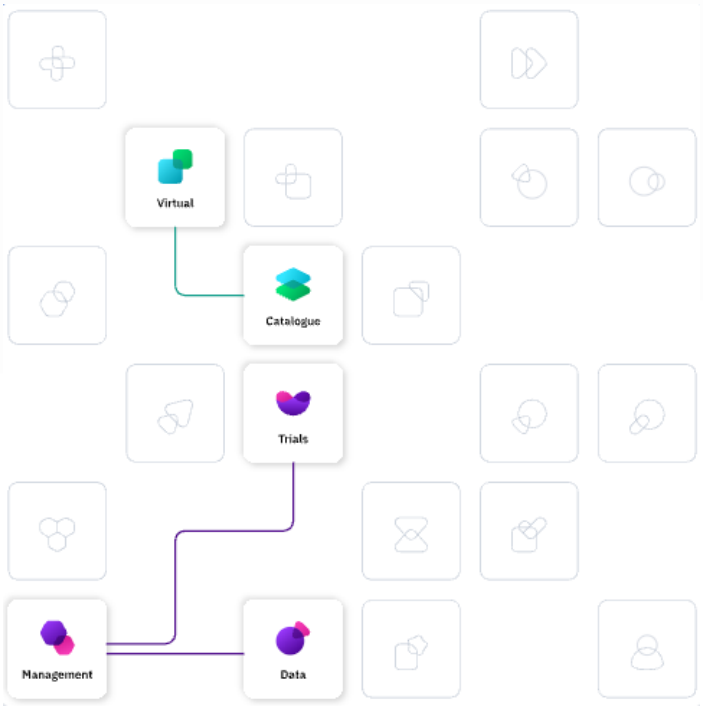
HURDLE

A Managed Digital Diagnostics Service for Population-Scale Testing

Design, deliver and manage scalable diagnostic pathways across public health, NHS and research programmes.

Hurdle provides the digital infrastructure, operational coordination and scientific oversight required to deliver diagnostic programmes reliably at scale, enabling commissioners to expand access to diagnostics without expanding clinical burden.

Managed diagnostics infrastructure built for scale, assurance and long-term public service delivery.



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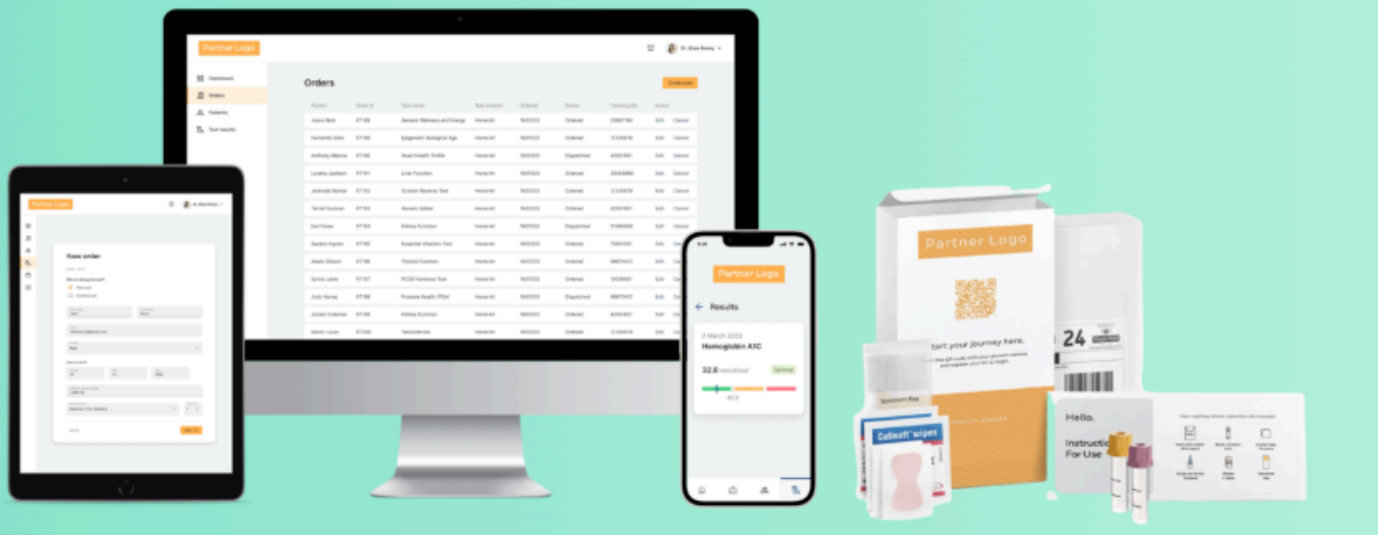
Service Overview

Hurdle enables commissioning organisations to deploy population-scale diagnostic programmes without needing to build, operate or manage the underlying digital, operational or laboratory infrastructure.

The service provides a managed diagnostic pathway covering digital access, validated sample collection, accredited laboratory testing and results reporting, while allowing commissioners to retain control of clinical pathways and decision-making.

The service supports diagnostic testing and reporting. Ongoing clinical care, treatment decisions and onward referrals remain the responsibility of the commissioning organisation unless explicitly agreed as part of a separately commissioned clinical pathway.



Biomarker R&D — Dashboard — Collection kits — Logistics — Lab testing — Results — API — User support

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Built for the Reality Facing Commissioners

Across the NHS and public health system, demand for diagnostics continues to increase while clinical capacity remains constrained.

Services are under pressure to reach wider populations, detect conditions earlier and operate more efficiently, without fragmenting care or introducing additional operational risk.

Hurdle supports commissioners by providing a managed diagnostics service that integrates digital access, validated sample collection, accredited laboratory testing and population-level insight, without requiring the commissioning organisation to build or operate this infrastructure.

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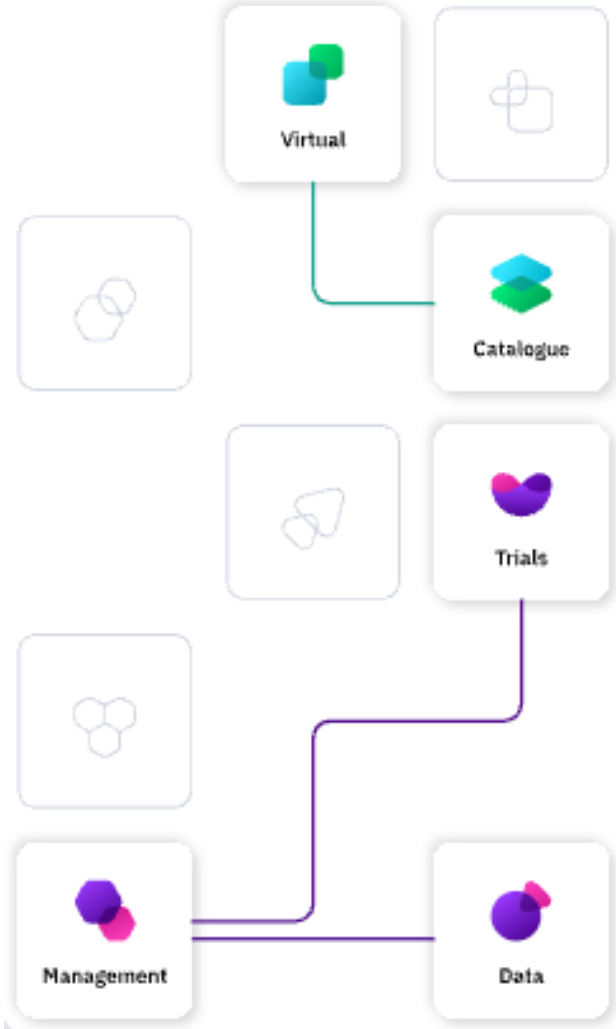
Designed for Scale, Flexibility and Control

Hurdle is designed to support a wide range of diagnostic programmes, from targeted local initiatives to regional and national services.

Commissioners can use the service:

- **As a complete end-to-end diagnostic pathway**
- **As modular components alongside existing systems**
- **Across public health, NHS or research contexts**

Eligibility rules, access models and reporting requirements are configured at programme level, allowing services to be adapted over time without re-platforming or redevelopment.



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Biomarker Research and Development

Hurdle supports commissioners and partners through biomarker research, validation and service design, enabling evidence-based diagnostic programmes across a wide range of conditions.

> We have been working with the Hurdle team for over 2 years now on the co-development of novel diagnostics. We are really excited to leverage their biomarker R&D and DaaS capabilities to complement our future consumer propositions by offering consumers health and wellness tests rooted in cutting edge science.
>
> **Karl Wishart**
> Global R&D Emerging Science & Innovation Director at Bayer Consumer Health

Scientific expertise supports biomarker selection, test validation and service assurance, ensuring that diagnostic pathways are built on clinically and scientifically robust foundations.

This capability enables commissioners to deploy diagnostic programmes with confidence in test validity, clinical relevance and population-level applicability.

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Validated Sample Collection and Reliable Logistics

Hurdle supplies and manages CE- and UKCA-marked sample collection kits manufactured under ISO 13485 quality management systems.

Kits support a wide range of specimen types, including blood, saliva, urine, stool and swabs, and can be configured and branded for specific programmes.

An integrated logistics and fulfilment model supports:

International Organization for Standardization ISO 13485 Quality Management System

UK CA

CE

- Automated dispatch and tracked returns
- Real-time monitoring of kit status
- Automated reminders and exception handling

This operational layer enables commissioners to maintain oversight of programme performance without managing fulfilment or logistics directly.

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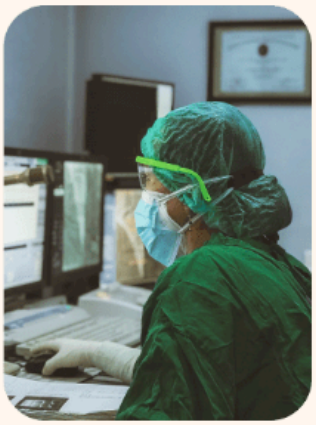
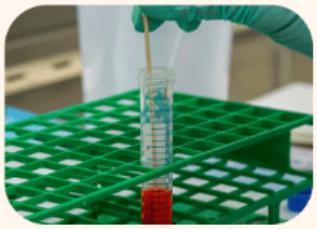
Accredited Laboratory Testing with Scientific Oversight

Samples are processed through a network of vetted, ISO 15189–accredited and CQC-registered laboratories.

Hurdle manages laboratory integration, quality assurance processes and results ingestion into the platform.

The laboratory network supports a broad range of diagnostic test types. Turnaround times vary by test and partner laboratory, with expectations agreed as part of service configuration.





UKAS

International Organization for Standardization
ISO
ISO 15189:2012
Medical laboratories

Scientific and clinical oversight ensures diagnostic testing is delivered in line with agreed protocols. Clinical interpretation and treatment decisions remain with the commissioning organisation unless otherwise agreed.

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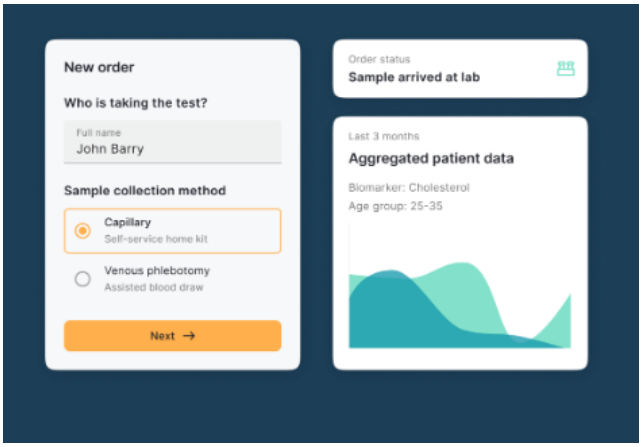
Digital Platform and Operational Insight

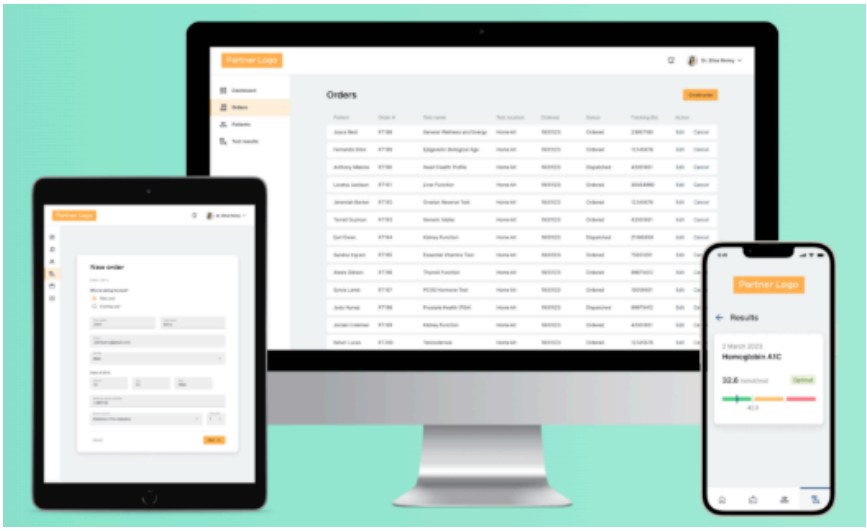
The service is underpinned by a secure, cloud-hosted digital platform supporting both user-facing journeys and partner oversight.

Patient-facing journeys cover test access, instructions, communications and results notifications.



A partner dashboard provides commissioners and service teams with real-time visibility of ordering activity, kit returns, turnaround times and aggregate outcomes.

The platform is API-first and supports no-code configuration, enabling integration with existing clinical or administrative systems and rapid mobilisation without bespoke development.



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Who the Service is Designed For

Hurdle works with organisations across the health and life sciences ecosystem, including;

- **NHS Trusts**
- **Integrated Care Boards**
- **Local Authorities**
- **Public Health Teams**
- **UKHSA**
- **Research Commissioners**
- **Clinical research organisations.**

The service is suitable where commissioners require a neutral, configurable diagnostics infrastructure that can operate across conditions, populations and delivery models, rather than a vertically integrated, condition-specific service.

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Scientific and Clinical Leadership

Hurdle's scientific and clinical specialists support commissioners through the design and assurance of diagnostic programmes, including biomarker selection, validation and service governance.

This role provides assurance and oversight rather than direct clinical delivery, enabling commissioners to deploy robust diagnostic pathways while retaining responsibility for clinical care and escalation.

Constantin Petrescu, PHD

AI / Machine Learning Engineer

Constantin Cezar Petrescu holds a PhD in Computer Science, specialising in Program Analysis and Data-Driven Analysis. He has extensive experience in machine learning, program analysis, and information security. At Hurdle, Constantin contributes to the development of innovative AI-powered health solutions.

Tom Stubbs, PhD

Co-founder & Chief Executive Officer

Tom has a background in cellular biochemistry, molecular biology, and epigenetics. With his extensive background, he co-founded Hurdle with a mission of helping more people access the health benefits of biological testing.

Lisa Schmunk, PhD

R&D Manager

Lisa holds a PhD in Integrative Genomics/Public Health and Primary Care from Cambridge University and has worked on epigenetics and genetics projects since 2013. At Hurdle, she uses her expertise to develop and implement novel complex biomarkers.

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Governance, Information Security and Trust

Hurdle operates in line with NHS and public sector information governance requirements and maintains robust organisational and technical controls to protect personal and sensitive health data.

The service aligns with recognised assurance standards, including:

- **NHS Data Security and Protection Toolkit (DSPT)**
- **ISO 27001 certified information security management**
- **SOC 2 compliance**
- **Cyber Essentials+ certification**
- **GDPR and UK Data Protection Act 2018 compliance**

Data ownership remains with the commissioning organisation. Access controls, audit logging and encryption are applied throughout the platform.

NHS Digital Standards met
Data Security and Protection Toolkit

ISO 27001

CYBER ESSENTIALS PLUS

COMPLIANT EU GDPR COMPLIANT

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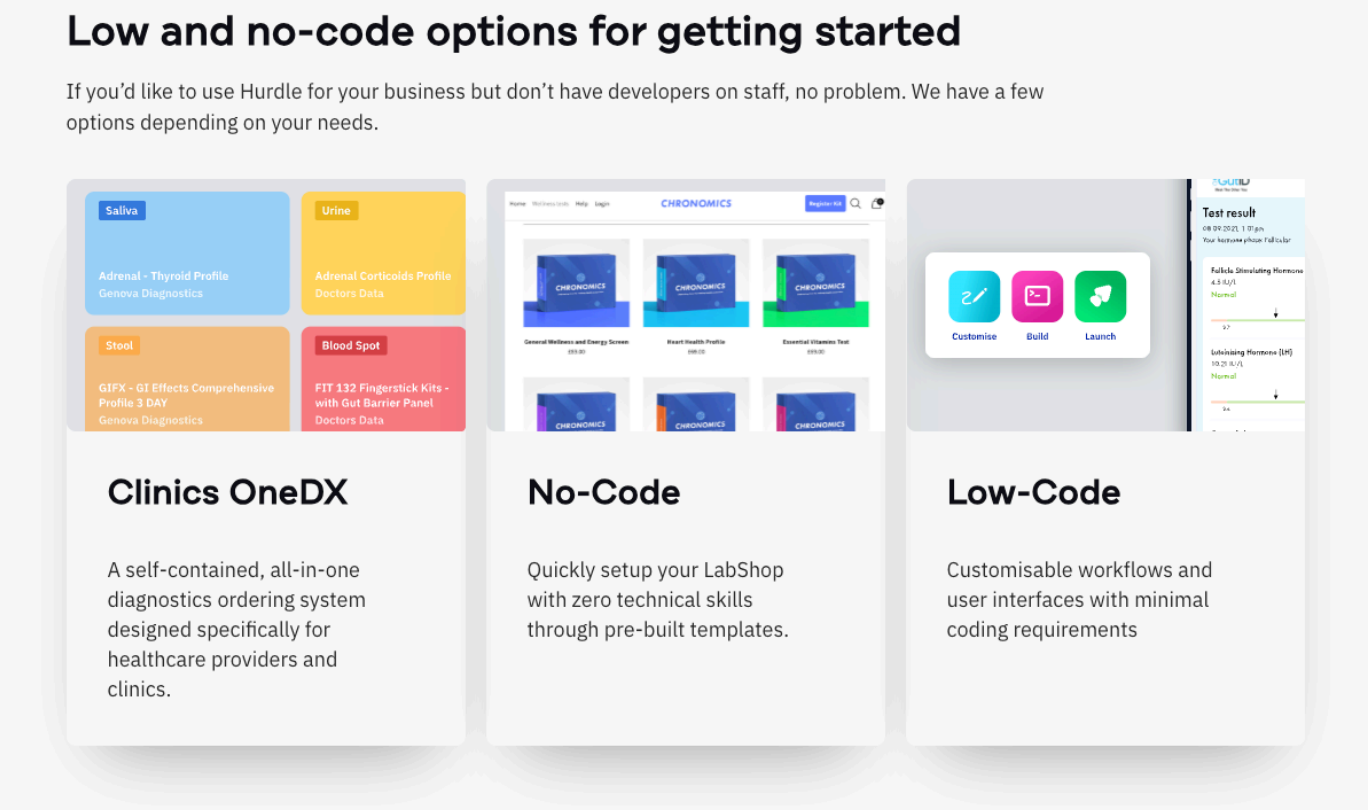
Rapid Mobilisation and Ongoing Partnership

Services are typically mobilised within weeks, supported by structured discovery, configuration, testing and onboarding.

Hurdle works in partnership with commissioning teams throughout delivery, using operational data and service insight to support continuous improvement as population needs evolve.



HURDLE

A diagnostics infrastructure partner built for scale, assurance and long-term public service delivery

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