Innovation Brief

Medical Technology Innovation Dynamic Purchasing System

WID-easy supplied by Advanced Global Health ltd.

Summary

Disruptive Innovation

This briefing introduces a disruptive innovation newly available via NHS Supply Chain: WID-easy. Reviewed by clinical specialists and supported by key stakeholders, this device offers a novel approach to accurately triage peri-menopausal and post-menopausal women with abnormal uterine bleeding.

Introduction

This document is intended to inform clinical stakeholders and procurement teams about innovative products that have undergone a clinical review and are now accessible through NHS Supply Chain.

Products featured in this brief may be classified as:

- Disruptive Innovations
  - A disruptive innovation is novel.
  - It should offer improvements compared to the existing provision of care.
  - The proposed format should not exist elsewhere (either within or beyond the health and care sector)

Note: While robust evidence or validated savings may not yet be available, early data and clinical insights support the potential for patient and system-level improvements.

Departments / stakeholders for engagement

- NHS procurement teams
- Gynaecology Services
- Obstetrics & Gynaecology Consultants
- Colposcopy and Hysteroscopy Services
- Cancer Pathway Teams
- Women's Health Services

Opportunity

WID-easy offers an opportunity to improve the endometrial cancer diagnostic pathway by:

- Reducing unnecessary follow-up procedures, including hysteroscopy.
- Supporting earlier identification of women at higher risk of endometrial cancer.
- Improving pathway efficiency by helping clinicians prioritise patients requiring further investigation.
- Potentially reducing demand on diagnostic services and associated costs.

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Product overview

WID-easy® is a non-invasive diagnostic test designed to improve the triage of peri-menopausal and post-menopausal women presenting with abnormal uterine bleeding (AUB). The test uses a simple cervicovaginal swab to analyse DNA methylation markers (GYPC and ZSCAN12 genes) associated with endometrial cancer. Samples are sent to a UK laboratory, with results typically returned within a few days.

Clinical relevance



Endometrial cancer is the most common gynaecological cancer in the UK. Each year approximately 275,000 women experience abnormal uterine bleeding, with around 95,000 showing endometrial thickening on ultrasound, but fewer than 10,000 ultimately diagnosed with endometrial cancer.
WID-easy has been developed to more accurately identify patients who require further investigation while maintaining cancer detection rates.
Early diagnosis is particularly important, as delays in diagnosis of endometrial cancer are associated with significantly higher rates of mortality.

Additional benefits

- Simple, minimally invasive sample collection.
- High-throughput laboratory processing with rapid turnaround times.
- Improved patient experience compared with more invasive investigations.
- Potentially cost-effective through reduction of unnecessary procedures.
- Designed to be easy to implement within existing gynaecology pathways.

Cautions

- Intended as a triage tool and should be considered alongside clinical assessment and local diagnostic pathways.
- Not all patients presenting with abnormal uterine bleeding may be suitable for testing; clinical judgement remains essential.
- Users should review the manufacturer's information regarding population suitability, limitations, accuracy, and contraindications before implementation

Pathway change

The current pathway for abnormal uterine bleeding frequently requires patients to undergo multiple investigations, including blood tests, transvaginal ultrasound, endometrial biopsy, and referral to gynaecology services. These investigations are resource-intensive and often involve intimate procedures that many patients find uncomfortable.

WID-easy is a minimally invasive swab test that could be introduced earlier within the pathway to help stratify risk. Patients with negative results could potentially avoid unnecessary invasive procedures, reducing demand on ultrasound, hysteroscopy, and outpatient services, while allowing faster access for higher-risk patients.

Published evidence suggests that WID-easy provides diagnostic accuracy comparable to

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ultrasound and significantly reduces false-positive results, with reductions reported of up to 87%. The test may also improve diagnostic equity for Black women, a group for whom ultrasound has demonstrated lower diagnostic reliability, thereby supporting efforts to reduce health inequalities.

Supply details

Complete your expression of interest :- https://www.supplychain.nhs.uk/dps

Route – Direct Supplier – Advanced Global Health Ltd.

Product	Unit of issue	Manufactures product code
WID-easy Test Kits Complete end to end testing service. • Each unit comprises of Copan swabs and eNat tubes, • Daily sample collection and transport from your NHS location to a valid NHS laboratory included in the cost, • laboratory analysis and results reporting in an agreed, compliant format.	200	WID-200

Supporting evidence / notes

Evans I, Reisel D, Jones A et al. **Performance of the WID-qEC test versus sonography to detect uterine cancers in women with abnormal uterine bleeding (EPI-SURE): a prospective, consecutive observational cohort study in the UK**, The Lancet Oncology, 2023; 24, 1375-1386

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