

new partnerships driving

innovation

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forward

Alan Ashby
Vice-President Global Concept
Development - Deputy

forward provides a quarterly platform to a prominent figure from the region's Healthcare Technologies sector

Welcome to the Autumn 2008 edition of the 'Medilink News' for Yorkshire & Humber.

The challenges facing health care can either be viewed as daunting or as huge opportunities. In the Healthcare Technologies sector 'faster, cheaper, better' is the basic rule of the game as we see increasing demand, fuelled by demographics and expectation, in an increasingly resource and budgetary constrained future.

New solutions need to create value for all major stakeholders; each of the payer, provider, clinician and patient, needs an evidenced reason to adopt a new solution, each need to feel a reason to change, and any one of them can block adoption.

Relationships between the stakeholders are

changing, sometimes fraught and conflicting; providers of new solutions need to be able to broker these issues and manage through the change processes involved. Technology improvements in themselves will often not be enough; alternative innovative business models, supply chain arrangements, site of care and other stakeholder changes are increasingly implicated if new products and services are to be both clinically and economically efficient, effective and obtain wide adoption in this new environment.

All these factors demonstrate why collaboration with stakeholder groups and taking a wider contextual viewpoint, the theme of this newsletter, is critical to innovations in this field. Organisations like Medilink provide a mechanism to help make those connections happen.

Medilink welcomes new members

ADL Smartcare
Corporate Member
www.adlsmartcare.com

ADL Smartcare provide a cutting edge solutions service matching individuals with available technologies. ADL also provides feedback to designers, manufacturer and suppliers.

Intervene
Corporate Member
www.ivltd.co.uk

Intervene develops injectable and phlebotomy safety products, which are designed to reduce HCAIs and needlestick injuries.

Activ4life Healthcare Technologies
Corporate Member
www.a4lhealth.com

Activ4Life Healthcare Technologies, provide patient monitoring equipment and predictive modelling for orthopaedic treatments.

Sidhil
Corporate Member
www.sidhil.com

Sidhil supplies a wide range of

products to the acute sector. These include beds, mattresses, paediatric cots, bed accessories, over-bed tables, side tables, trolleys, hoists, commodes and many more products.

Zilico
Corporate Member
www.zilico.co.uk

Zilico produces hand-held diagnostic devices. Zilico is developing the next generation of cancer diagnostics with a product line which will provide real-time diagnosis for cervical cancer.

Bodystat
Associate
www.bodystat.com

is a market leader in Bio-electrical Impedance Analysis (BIA). The company's business is the research, development, manufacture and marketing of bio-impedance products using proven BIA techniques which are non-invasive, safe, reliable and deliver reproducible results

Grant Roberts
Individual Member
www.obesityinterventions.co.uk

Medilink introduces new directors from Smith and Nephew and the Institute of Pharmaceutical Innovation



Dr. Mark Richardson



Mr Paul Thorning

The Medilink Yorkshire and Humber (Y&H) Board of Directors is pleased to welcome new members Dr Mark Richardson - VP of Research and Technology at Smith and Nephew Wound Management and Mr Paul Thorning - Director of the Institute of Pharmaceutical Innovation

Dr Richardson has been employed in the Medical Devices field for over 25 years in the areas of Research, New Product Development and Business Development. Currently he is part of a Global team exploring emerging business opportunities for S&N.

Paul Thorning is Director of the Institute of Pharmaceutical Innovation and has more than 20 years experience working in the chemical and pharmaceutical industries in manufacturing, research,

marketing, consultancy and senior executive roles at organisations such as ICI and Astra Zeneca.

The Medilink Board would also like to thank outgoing directors Andy Boyes from Smith and Nephew and Prof. Peter Fleming of the University of Sheffield for their great contributions.

Kevin Kiely, Managing Director of Medilink Y&H said:

"We are indebted to Andy and Peter for the support they have given to Medilink over the years and would like to extend our thanks. We would also like to welcome Mark and Paul to the board - who bring with them a broad range of experience across medical devices, biotechnology and pharmaceuticals."

Medilink Y&H is proudly sponsored by:



Yorkshire Forward present

INNOVATOR/09

The Yorkshire and Humber Innovation Awards



Fiona Coates, Prof. Kevin Channer and Carole Evans

Yorkshire innovators invited to enter awards

Innovator/09, the second Yorkshire and Humber Innovation Awards, has been established by Yorkshire Forward, together with key regional and national supporters, to celebrate the remarkable innovation and creativity in our region's businesses and universities.

This year's categories are:

Innovation Catalyst Award supported by Institute of Directors
International Innovation Award supported by UKTI
Knowledge Exploitation Award supported by Research Councils UK
Open Innovation Award supported by the Technology Strategy Board

Innovative Young Company Award supported by Business Link Yorkshire
Product, Process, Service Innovation Award supported by CBI

As well as great recognition regionally and nationally, this year's winners will receive a cash prize of £3000, to invest in development or research.

Applications must be received no later than 12.00pm on Friday 16th January 2009.

For more detail and to enter visit www.yorkshire-forward.com/innovator09

Online ECG training gives NHS heart

A revolutionary new package for training medical staff in how to carry out and interpret ECG traces has recently been launched worldwide. The package, ecgskills.net, is the only online course offering interactive training - featuring animations and audio aimed at reinforcing the skills necessary for carrying out and interpreting ECGs.

[Ecgskills.net](http://ecgskills.net) was developed at Sheffield Teaching Hospitals by consultant cardiologist Professor Kevin Channer, cardiology department manager Carole Evans, and her deputy Fiona Coates, in collaboration with Medilink member Medcom Ltd, a leading online medical education company based in York.

The package offers standardised training for all clinical teams, containing over 300 real-life ECG traces which can be magnified using a unique tool built into the software.

The development of the system was supported by funding from the White Rose Health Innovation Partnership and Medipex (NHS Innovations Yorkshire and Humber). www.ecgskills.net

INNOVATION IN Primary & Community Care Conference

'Healthy Ambitions transforms vision into reality.'

Empowering staff and giving patients' choice, were both key themes of the 'Innovation in Primary and Community Care' conference organised by Medilink Y&H on behalf of NHS Yorkshire & Humber (Y&H), NHS Y&H PCT Collaborative, NHS Y&H Commercial Procurement Collaborative and Yorkshire Forward

The event attracted over 100 delegates and provided guests with an appreciation of Lord Darzi's 'High Quality Care for All' report from June this year. The event took place at the Royal York Hotel on December the 1st.

Guest speakers included Chris Welsh, Medical Director of the Yorkshire and Humber Strategic Health Authority and Dr David Levy, Consultant Clinical Oncologist from Sheffield Teaching Hospitals.

Six workshops throughout the day looked at key issues such as Bariatric Care, Assistive Technologies, Tele Wound Management, COPD, Telehealth & Care and Community Health Centres.

Medilink will be publishing pod casts of the speaker programme on our website, with video downloads for members.

Please check www.medilink.co.uk/events over the coming weeks for further details.

21st Century Healthcare - Hull leads the way in Telehealth

Hull City Council, working with the NHS/PCT and other key partners from across the city, have launched STREAM personal TV, which provides vulnerable older people with access to locally relevant and personalised information, online services and communications through their television.



STREAM Safe and Sound is an enhancement of the STREAM Personal TV service that provides movement, door and temperature sensors, enabling vulnerable people to live independently in their own home for longer.

Steve Fleming project lead commented: "We feel STREAM has huge potential to add to the way services are delivered, but more than that provides a model of how cutting edge technology, partnership and innovation can be used to improve the lives of everyday people." **Visit:** www.streamonline.co.uk

New partnerships



The national innovation landscape has undergone significant change in recent years.

In this feature we look at some of these changes and how national funding mechanisms can be exploited

driving innovation

Innovation is a central theme of the UK government's economic/competitiveness strategy, evidenced by numerous infrastructural developments in recent years.

Towards the end of 2007, Lord Darzi established a new Health Innovation Council to act as an overarching guardian for innovation from discovery through to adoption, holding the Department of Health and the NHS to account for helping to overcome barriers and taking up innovation. In the same year The Technology Strategy Board (TSB) an executive arm of the government (sponsored by the Department for Innovation, Universities and Skills - DIUS) was created to stimulate technology-enabled innovation in the areas which offer the greatest scope for boosting UK growth.

The results of the government innovation agenda are now being seen on the ground, with Yorkshire & Humber leveraging its strength in health technologies, to win competitive tenders and attract significant investment to the region. For example, in excess of £31.25m was secured to help stimulate innovation, fund clinical research and provide opportunities for partnership working through two 'Collaborations for Leadership in Applied Health Research and Care (CLAHRCs) projects at Leeds and Sheffield, and the creation of three Biomedical Research Units.

A further £9.7m investment was recently announced from EPSRC, TSB and BBSRC for a partnership led by the University of Leeds for an Integrated Knowledge Centre (IKC) in the emerging field of regenerative therapies. The centre will pioneer physical and biological treatments to help patients deal with a variety of ailments that will affect an active, but ageing population.

To support innovation within the clinical base, the National Institute of Health Research (NIHR) has invested in two new national pilot Health Technology Co-operatives (recommendation from the Health Industries Task Force), aimed at accelerating innovation in specific areas of clinical need. One of the two, Devices For Dignity (D4D), which focuses on devices for assistive technology, renal and urology - was awarded to a partnership led by the Sheffield Teaching Hospitals NHS Foundation Trust (STHFT).

The NIHR have also recently launched their new Invention for Innovation (i4i) Programme, which is aimed at accelerating the take-up and use of proven new treatments and devices by the NHS (combining and integrating the previous NEAT and HTD into the innovation process).

The Technology Strategy Board (TSB) continues to invest heavily in its Collaborative R&D programme, supporting the formation of new partnerships to stimulate technology-enabled commercial innovation. It has also launched new 'Innovation Platforms' aimed at integrating a range of technologies and better coordination of policy, regulation etc, to address a major societal challenge and to deliver a step change in UK performance - the first health related Innovation Platform being in Assistive Living (ALIP).

Regional companies organised into new partnerships have been successful in securing national awards, with 3 of the 9 ALIP projects being based within Yorkshire & Humber, and regional companies succeeding in various TSB Collaborative R&D calls (see case studies).

To ensure that regional companies take full advantage of national innovation initiatives, Medilink Y&H has become the 'eyes and ears' of the industry, working closely with the national Health Technologies KTN (a TSB initiative) to update members on developments, and importantly, utilising its unique relationships across the industrial, academic and clinical communities, to facilitate new partnerships and drive innovation.

More information on regional and international funding/support mechanisms will be provided in the next issue of Medilink News.

If you would like to further explore new partnership opportunities and associated funding schemes, please contact a member of Medilink's Product Innovation team.

Contact Medilink on:
0114 222 745 or email
g.proffitt@medilink.co.uk

CASE STUDIES

Below are just a few examples of how national funding has supported new partnerships to drive forward innovation.

Neotherix benefits from R&D collaborative cash boost

Neotherix - a regenerative medicine company - is working jointly with Genomics Ltd, SensaPharm Ltd and NPL Management Ltd - to develop 'smart scaffolds for optimised wound healing'. Funded by the Technology Strategy Board (TSB) Collaborative Research and Development Programme, the proposed scheme comprises of a novel wound device and a point of care testing (POCT) device that will provide clinicians with information to improve the management of problem wounds and address unmet clinical needs.

Research and Development collaborative Awards - Smith and Nephew UK

Smith and Nephew UK Ltd is working with University College London on an innovative project, funded by the Technology Strategy Board (TSB), which looks at digital Implants in orthopedic medicine. The primary objective of the scheme is to build a batch of telemetric nails for human experimental medicine capable of monitoring biomechanical forces in real time during fracture healing.

Assisted Living Innovation Platform - joining industry and academia

The University of Sheffield, working with Tunstall Group Limited, DigiTV, Fold Housing Association and Housing 21, are building on current best practice technology and services in the fields of tele-care and telehealth by extending care systems to include a range of new devices around the home. The aim of the programme is to build a virtual community of connected carers and cared-for, with the aim of delivering flexible community-based care, preserving social inclusion, maintaining a healthier lifestyle and independent living by encouraging change in behaviour. The project is being funded by the Assisted Living Innovation Platform.



Protecting your innovations using the patent system

Robert Orr, UDL Patent and Trade Mark Attorneys



The healthcare industry in the UK is a vibrant, rapidly growing industry. Many different companies and individuals work in the field, a large number of which are involved in the development of innovative new technologies.

Bringing a new invention to market can involve significant input of time and money. It is therefore important that consideration be given to obtaining protection for these inventions. Additionally, it can be important to consider whether a particular research path is clear before proceeding. For example, a competitor may already hold rights in the area of interest. This is where the patent system comes in.

For example, obtaining patent protection for a new invention provides the opportunity to

prevent others from exploiting the invention without permission. It is also possible to sell a patent, or to license others to exploit an invention which is the subject of a patent or patent application, on payment of appropriate royalties. Patent rights can therefore add significantly to the value of a business, and can help to maximise the value of money spent in bringing an invention to market.

Additionally, searches can be conducted to locate competitor patents and to obtain information on competitor activity. This can provide a steer on areas for possible future research and on those to avoid. Patent searches can also be conducted to assess the novelty of your own inventions, which can provide an indication as to whether patent protection can be obtained before you commit to further work.

In summary therefore, the patent system can be an important tool both in maximising the value of new inventions, and in assessing the risk of infringing rights held by competitors.

Contact us to find out more about how the patent system can help you, and to find out about our free Invention Audit Service.

Robert Orr is a Patent Attorney in the Leeds office of UDL, Patent and Trade Mark Attorneys.



MVUE helps SCM Pharma put best foot forward

Medilink member MVUE have helped SCM Pharma, who develop and manufacture pharmaceuticals for clinical trial & commercial needs, to revitalise and refocus their sales presentation.

MVUE who are specialist in healthcare visual communications, found that after initial assessment that SCM Pharma's existing presentations contained too much information, lacked clarity and were unfocused.

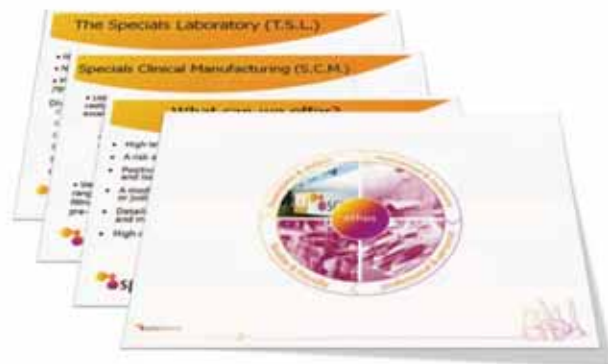
Most importantly they did not address the needs of the customer and were based around features rather than benefits.

MVUE worked with SCM Pharma to

clarify the true vision, objectives and key messages of the presentation to create a bespoke product that reflected the current branding and ethos of the company.

The presentations contain clear, focussed messages that matched services to customer need, which helped to engage SCM Pharmas' customers and assists with retention of key information critical to their purchasing decision.

Raman Seghal Marketing Manager of SCM Pharma said, "Along with the strategic elements of the presentation we were impressed by MVUE's ability to deal with our changes and respond to things quickly."



www.mvue.uk.net

BREAKING NEWS

New contract agreement to speed up medical technology trials is launched

A new model agreement to speed up the process of setting up medical technology industry sponsored clinical trials on patients in NHS hospitals has been launched.

Developed jointly by the Department of Health and Association of the British Healthcare Industries, the model Clinical Investigation Agreement (mCIA) has been welcomed by the medical technology industry as timely and helpful.

In an announcement made on Thursday 6th November, Industry Co-Chair of the Ministerial Medical Technology Strategy Group, John Jeans said: "This document should serve as another step towards enhancing the UK environment for medical device research and development."

The mCIA covers all medical technology trials in patients in NHS hos-

pitals which are sponsored and funded by industry. It removes much of the previous bureaucracy which was a significant barrier to the efficient start-up of such trials in the UK.

Previously it was necessary for site-by-site reviews and local legal agreements to be drawn up before industry-sponsored trials could begin.

Meeting all the Government's requirements for transparency about research involving NHS patients, it ensures that all medical technology industry-sponsored clinical trials are registered and published.

The agreement will be reviewed after one year by the Ministerial Medical Technology Strategy Group (MMTSG).

Go to www.ukcrc.org and search 'mCIA' for further detail



British flag flying high at Rehacare 2008

The British flag was flying high in Germany in October when 51 companies from across the UK showcased their innovative products at Rehacare 2008; the world's leading trade fair for rehabilitation and assistive technologies

Many of the companies were supported by Medilink Y&H, who managed the UK Trade & Investment (UKTI) sponsored British Pavilion - the largest 'country pavilion' at the exhibition.

Having the largest international presence at the entire show, UK companies - a number of which were from the Yorkshire region - used the exhibition to showcase their cutting-edge products and create international business partnerships.

West Yorkshire based Experia used the event to showcase their groundbreaking sensory room, which provides a calming and stimulating learning environment for people with special needs.

Gareth Jones, Managing Director of Experia, said: "Thanks to the support of Medilink Y&H and UKTI, we were delighted to attend the show. It was a fantastic platform for us to exhibit our new range and it enabled us to establish some excellent contacts with distributors from across the world."

Also at the show was KingKraft Ltd, who showcased the latest in luxury bathing - the Lifestyle bath, and Acorn Stairlifts, who exhibited their range of reliable, safe and easy-to-use stairlifts.

Yorkshire's Drive Medical UK - one of the UK's fastest growing manufacturers and distributors of mobility and healthcare products - showcased a wide range of products including wheelchairs, mobility scooters, powerchairs, daily living aids and massage chairs.



NHS superbugs - Smart Solutions revealed

Businesses with innovative products that could help fight superbugs such as MRSA and C. diff, were given an insight into the best ways to have them adopted by the NHS at the Smart Solutions event held in Barnsley.

The seminar, hosted by Medilink Y&H was part of the Smart Solutions for Healthcare Associated Infection programme - an NHS initiative to find the best infection fighting products and technologies from across the healthcare sector.

The Smart Solutions programme is being run by Trustech, and allows companies to have their product assessed by a team of experts with a view to having it evaluated in a hospital setting - then potentially

supplying it across the NHS.

As part of the programme a number of roadshows across the country have been arranged to give companies an opportunity to speak to facilitators and bring people, who are working on infection control projects, together.

The deadline for companies applying for programme has now passed and over the coming months Medilink News will keep you up to date with all the latest news from the Smart Solutions programme.

To find out more about the scheme visit:

www.smartsolutionsforhcai.co.uk

Australia/ New Zealand



Businesses from across Yorkshire and Humber were given free practical support on how to enter new markets in Australia and New Zealand at the recent Going Global conference held in Harrogate.

Flying in from the southern hemisphere, UK Trade & Investment (UKTI) specialists attended the event to speak to companies about the type of opportunities available in this part of the world.

Arranged by UKTI and Medilink Y&H, one-to-one meetings also gave businesses the chance to find out what UKTI services and support are available, and how exporting to Australia and New Zealand could dramatically increase their customer base and boost profitability.

The Going Global Conference was arranged by Yorkshire Forward in partnership with UKTI, and was attended by 700 businesses from across the region.

The aim was to offer regional companies advice on how to access global markets, the event featured speeches from a range of leading international experts such as Apprentice star Sir Alan Sugar, Dr James Bellini and Allyson Stewart-Allen.

Focus on: Brandon Medical

Brandon Medical have had a tremendous year with the successful launch of new products, and no less than 5 Innovation and Technology awards. The awards recognised Symposia, Brandon's Medical Audio Visual System and their HD-LED Medical Lighting Range. The products have attracted the attention of Engineers and Medical professionals alike, through being the first Medical Lights to feature HD-LED lighting, a brand new technology with a better performance in comparison to conventional LED lights.

Brandon Medical's success is global. As well as a strong growth in the UK, the company is expanding its overseas operations with a new subsidiary opening in India. Brandon Medical are building a second factory in Chennai to manufacture components and to assemble products for the rapidly expanding Indian market.

Medilink have contributed to Brandon Medical's underlying success by continually supporting the company in every endeavour. Medilink have supported many companies like Brandon Medical to enter new markets especially through the organisation of exhibitions across a number of countries, helping UK exhibitors gain exposure internationally. This has contributed to Brandon Medical becoming the UK's number one manufacturer of Medical Lighting and IP based Medical AV Systems.

If you would like to be part of the British Pavilion, or to find out more information please contact:
David Howarth at Medilink on 0114 222 7458 or email d.howarth@medilink.co.uk

Medilink also offer a PR service for companies exhibiting at the show to ensure they receive maximum exposure, to find out more please contact:
Julia Price on 0114 222 6313 or by email j.price@medilink.co.uk

Geneva Selling to Aid Agencies



Ever thought about the export opportunities presented by trading with world aid agencies? If yes then Medilink Y&H and UK Trade & Investment (UKTI) can help.

Being home to the World Health Organisation (WHO), the International Federation of the Red Cross (IFRC) and the International Committee of the Red Cross, Geneva is the central hub for aid agencies across Europe.

Offering good exporting opportunities, the UK already has a strong established reputation in Geneva and because of the order sizes required, it is an ideal export market for Yorkshire and Humber SMEs.

Eleanor Baha, Trade Attaché based in Geneva, has been working on behalf of UKTI for 25 years and has a wealth of experience and knowledge. Working closely with Medilink Y&H, Eleanor offers a bespoke service, designed to support Yorkshire and Humber companies.

She said: "Geneva's focus is 'basic healthcare for all' and therefore the Government is investing heavily in healthcare innovation. The market is particularly suitable for SMEs and there are many benefits to trading there, for example English is the working language and payment is guaranteed within 30 working days."
Call David Howarth on 222 7458 for more detail.

The healthcare technology market in Latin America is flourishing and currently provides realistic and robust exporting opportunities for Yorkshire & Humber companies.

In Brazil - the gateway to Latin America - the sector turnover each year is US\$120billion; making the opportunities available for UK companies wanting to access this market enormous.

To support UK companies wanting to access this market, Medilink Y&H runs the UK Pavilion every year at Hospitalar; the largest healthcare technologies fair in Latin America and the second largest trade fair in the world.

Being part of the British Pavilion at Hospitalar offers companies a huge time management and cost effective advantage, as Medilink carries out all the pre, during and post exhibition planning on their behalf. This is a great additional resource for SMEs, especially if they do not have their own export or exhibition departments.
Hospitalar is taking place from 2nd - 5th June 2009.

Latin America

