

medilink

Spring 2011

news

Supporting Growth

Developing
the sector



Medilink
Yorkshire & Humber

*Kevin Kiely, Managing Director,
Medilink Yorkshire and Humber.*

We have recently seen the most radical reform to the support infrastructure for the health technologies sector since Medilink Y&H Ltd was formed back in 1994.

Over the next year we will see Yorkshire Forward and Business Link abolished with services for the latter being made available through a national Business Link portal. The Strategic Health Authority and Primary Care Trusts will also be phased out as part of the governments NHS reforms.

"How will this affect Medilink?" is a common question being asked of the Medilink team. The simple answer is that it will be business as usual, as Medilink is a completely independent company. It has over the years developed a comprehensive range of support services dedicated to the needs of the health technology community with particular emphasis on serving small to medium sized businesses.

In a rapidly changing landscape, Medilink will continue to listen and respond to the needs of the healthcare community as we always have; introducing new services and support mechanisms as required.

Last year in response to demand from business, we launched a Lifescience Business to Business (B2B group) for medical biotechnology and pharmaceutical companies to network and learn from each other, and later this year we will be launching a UK Market Access B2B group and an International Trade B2B group.

We will also be driving business representation for the new Local Economic Partnerships that will take over responsibility for economic development.

Medilink's unique relationships with the clinical, academic and business community, regionally, nationally and internationally, will become even more important with the changing landscape, in stimulating innovation and translating new challenges into fresh opportunities.



To gain maximum value from Medilink in these challenging times, we are keen to ensure that you understand the full range of services available to you. A selection of our services with examples can be found in the centre pages. If you would like to discuss any of these services or explore how we could respond your specific needs please get in touch.

I hope you enjoy this issue of Medilink News – please let us know if you have any ideas on how we could improve this or any of our services.

Medilink welcomes new members

Lime Associates

Associate member

Providing best practice Supply Chain and Purchasing consultancy to the medical industry to reduce risk, improve quality and enhance margins.

www.lime-associates.com

Agenda 1 Analytical Service

Corporate member

Experienced in employing analytical techniques to support the development and launch of new products. Services cover: chromatography, microbiology and physical analysis.

www.agenda1.co.uk

PDR – The National Centre for Product Design + Development Research

Associate member

A research, design and innovation organisation encompassing the full range of support needed from original research, user insight and analysis through to product design, prototyping, low volume rapid manufacture, tooling and manufacture support.

www.pdronline.co.uk

Pera Innovation Ltd

Associate member

An innovation and business support organisation with a presence in 8 European countries, working to improve the growth and competitiveness of industry and business in Europe.

www.pera.com

Steri-Pod

Corporate member

Offer high quality reusable sterile instrument packs (containing specific items of a hospital's choice), delivered directly on a weekly basis. The packs are 'loaned' and picked up again by Steri-Pod a week later before being taken for sterilisation and re-use.

www.steri-pod.co.uk

Plinth 2000

Associate member

Manufacturer and supplier of long lasting adjustable treatment couches and chairs to the medical profession.

www.plinth2000.com

Research and Innovation Services, University of Sheffield

Provides an interface between industry and The University of Sheffield; allowing companies to access state-of-the-art facilities and expertise in health technologies ranging from basic research to medical device development and advanced manufacturing.

www.shef.ac.uk/ris/post-project/cta

Sheffield hosts high value manufacturing event

A national event designed to raise the profile of high value manufacturing within the UK's healthcare technologies industry is being held in Sheffield.

The event 'High Value Manufacturing in Healthcare' has been organised by Medilink Y&H to engage with the national healthcare technologies community and the wider manufacturing sector to look at the issues relating to high value added manufacturing.

In the UK, healthcare manufacturing is extremely fragmented representing a huge range of products, technologies and processes.

At the same time the role of manufacturing has expanded and companies who once just specialised in manufacturing now have to be inventors, global supply chain managers and service providers in order to maintain a competitive position.

The event will focus on what high value manufacturing is, why it is important and what the challenges are within the healthcare sector.

Delegates will learn from case study examples about the innovative processes and technology integration, how new technologies have been successfully commercialised and how new materials and processes have developed for healthcare or adopted from other sectors.

The full day event is expected to take place on the 29th June at the Advanced Manufacturing Park, Sheffield.

For more information contact Julia Fu on 0114 232 9278 or email j.fu@medilink.co.uk



JRI wins big with VAIOS

Based in Sheffield and renowned internationally, JRI Orthopaedics finished off 2010 in style by winning the best new product award at the British Engineering Excellence Awards for their revolutionary VAIOS Shoulder system.

The VAIOS - Versatile, Anatomic and Inverse Optimised Stable shoulder system – is an innovative new product which solves many of the problems usually caused by orthopaedic implants. Working with Professor Garth Johnson at the University of

Newcastle upon Tyne and Professor Angus Wallace in Nottingham, JRI put huge investment into researching and developing the VAIOS system, aiming to meet the long term needs of patients worldwide.

With a 60% reduction in component parts, The VAIOS shoulder system reduces the need for revision surgery and minimizes tendon damage after the shoulder implant procedure. Constantly delivering innovative orthopaedic solutions for healthcare providers and patients worldwide, VAIOS is yet another triumph for JRI.



Trio awarded by Queen
<http://bit.ly/g81QDr>

Brandon Medical shines in Queen's Awards
<http://bit.ly/i8AKXh>

BBC's Dragon's Den is back
<http://bit.ly/f71hyZ>

New D4D report provides hope for communication
<http://bit.ly/gCMoEW>

Member's marathon challenge
<http://bit.ly/gqyV3w>

Win a Kindle and join the Telehealth revolution
<http://bit.ly/i8yz4P>

Share these stories   

Medilink UK Awards

March was a busy month in UK healthcare with the national Medilink UK awards ceremony followed by a two day healthcare conference all taking place in London Docklands.

Recognising the achievements of Life Science companies across the country, The Medilink UK Awards was a sophisticated evening with celebrity speaker Phil Hammond as the compere.

Sponsored by the Association of British Healthcare Industries, the black-tie event attracted influential figures from the Life Sciences sector, UK Government, research institutes and overseas organisations.

The awards ceremony celebrated cutting edge technologies across five categories - Winner of the 'Startup' Award was Fife based Burdica Biomed Ltd. Leeds based Surgical

Innovations claimed this year's 'Innovation' Award. Winner of the 'Partnership with the NHS' Award was Physiological Measurements Ltd (PML). Derby based Quardalene won the 'Outstanding Achievement' Award and Wales based, Chromogenex Technologies Ltd picked up the Export Achievement' Award.

The following day was the start of NHS Expo event which ran alongside IBIZ – run by UKT&I. Three Yorkshire based companies exhibited at the International Business Innovation Zone 2011 (IBIZ) and met with international representatives from around the world to explore potential overseas opportunities.

For full details on the winners of this prestigious award, visit:
<http://bit.ly/hcGQeZ>



Supporting Growth

How well do you know us?

We know the sector inside and out but how well do you know us?

The business landscape may be constantly changing, but Medilink's main goal has never altered. For over 16 years it has been dedicated to the healthcare sector - helping companies achieve their objectives by offering bespoke, specialist support and advice to realise their potential.

Bringing together academics, businessmen and clinicians, Medilink has a strong membership and remains dedicated to helping the Life Sciences industry to succeed.

Over the years we have developed a robust service offering, supporting small to medium sized companies with their strategic development.

As the only healthcare specific business advisors in the region, our staff know the sector, but do you know what we do?

Our Product Innovation team work with companies of any level and at any stage of product development, to help accelerate the company to the next level.

Medilink's International team offer a range of professional international services to healthcare organisations wanting to discover their global potential.

Working alongside the government export arm UKTI, they can help you plan your international strategy and grow your business to suit you; from sourcing you partners overseas, organising your outward or inward missions, or supporting you at international exhibitions; they have the contacts and knowledge to really help.

The PR team are all ex-journalists who raise the awareness of their clients regionally, nationally and internationally by creating bespoke PR campaigns tailored to suit the business objectives of the project and raise awareness to key audiences and markets.

The Medilink team is at your disposal, please contact us if you would like to fast track your development and take your business to the next level.

Developing the sector

Events

BSN Medical

Activity: Creating a successful event from concept to completion is a time consuming and difficult job. Medilink work with companies across the country to plan, promote and execute the very best of events - from seminars through to national award ceremonies. BSN Medical employed Medilink to carry out seven all-day courses across the country, including finding a venue, recruiting participants, carrying out the event and conducting feedback.

International

Principle Healthcare

Activity: Having worked with Medilink to develop their international strategy, Principle initially enrolled on the Passport to Export programme, before commissioning a number of OMIS reports to carry out extensive research in their key markets.

Owing to their extensive export expansion, they have recently become a G3 client which will allow them more assistance to help grow their business overseas. Principle have also attended a number of international exhibitions with Medilink, such as Medica, Arab Health and Hospitalar.

PR and Communications

Surgical Innovations

Activity: In-house PR and Communications.

We understand that communication is the key to success for any organisation and offer a range of services to share your messages to your key audiences ; regionally, nationally and internationally.

Working as an embedded resource at Surgical Innovations allows the PR team to implement the Communications strategy, whilst keeping up-to-date with all marketing and communication of the business; handling all communications from writing Press Releases and Features, to organising VIP Visits and contributing to the Annual Report.

Driving innovation through the Y&H Healthcare Innovation and Education Cluster

Dr Dawn Lawson, Managing Director, Yorkshire and Humber Healthcare Innovation and Education Cluster (HIEC)

This HIEC is unique in the organisational landscape of healthcare and higher education as its sole purpose is to drive innovation through education. This means that we are focusing



on systematic adoption and spread of innovation, underpinned by education so that it is sustainable. We are doing this properly – in a systematic, managed way, always driven by evidence.

We work across three themes; Long Term Conditions, Maternal & Infant Health & Care and Patient Safety. We will develop a better understanding of the behaviour changes required to implement large scale change in the NHS and will use this learning to inform adoption and spread more widely beyond our initial work.

In order to deliver our work, technology is an essential driver. Working in partnership with industry, voluntary and third sector partners we have delivered; a Telehealth Implementation resource for commissioners and service providers, an introductory Telecare and Telehealth e-module, a multidisciplinary breastfeeding education distance learning resource and an on-line patient safety training programme, with many more innovative education materials and products on the way.

Working together the NHS and industry have a significant opportunity to provide 'solutions' to support a changing NHS to deliver higher quality care, whilst reducing cost. The HIEC is in a unique position to support service and behaviour changes to support the implementation of technology across Yorkshire and The Humber.

For further information on the Yorkshire and Humber Education Cluster (HIEC) visit www.yhhiec.org.uk.



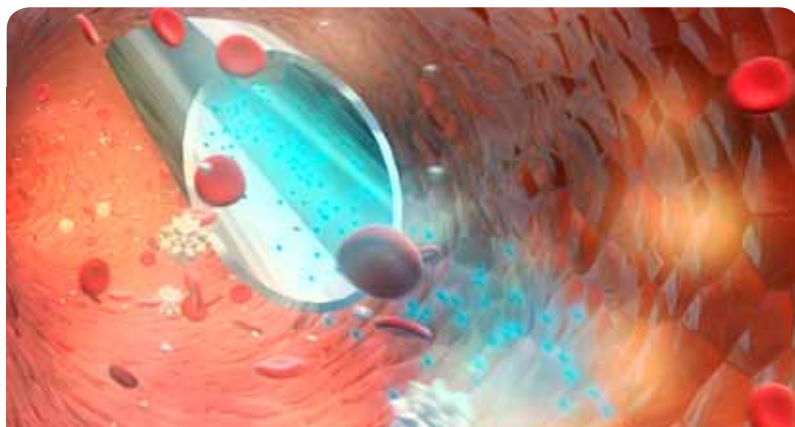
Dragons' Den

Boots - The UK's leading high street pharmacy - is teaming up with Medilink Y&H in a search of innovative companies in the consumer healthcare market.

On the 7th of May, Boots and Medilink Y&H will host a half day 'Dragon's Den' style seminar. Companies, hand selected by Medilink, will pitch their products or services to the Boots Healthcare team. The specialist Boots team will then offer these companies the chance to work alongside them, taking their concepts forward either adapting them as branded products or offering the for sale through their stores or website.

As the largest high street pharmacy in the UK, Boots can offer companies the guidance they need for products or services. With a direct care pharmaceutical division specialising in high levels of market access, Boots will help these companies develop their concept, supplying financial backing and a wealth of resources.

Medilink YH and Boots, have in the past, provided the boost for Healthcare technology companies looking to enter the consumer market, and one member who benefitted, Aegis, is looking forward to launching their First Ice cold therapy cooling packs in stores soon.



Get Animated with HMA

HMA Digital Marketing, a new Medilink Associate member, has completed a series of Computer-generated imagery (CGI) to help researchers at the University of Sheffield explain their work to the scientific and clinical communities as well as the public.

Dr Beppe Battaglia and his team in the Department of Biomedical Science, along with key investigators in Neuroscience, Psychology and Chemistry, are using their expertise in molecular engineering and neuroscience to develop a nanoparticle technology into a therapeutic delivery system. The research could ultimately be used for targeting the central nervous system in the treatment of conditions such as motor neurone diseases, Alzheimer's and Parkinson's.

The animations represent how drug-containing nanoparticles are formed from single hydrophilic and hydrophobic polymer 'strings'. The nanoparticles are then shown on their intended route, via intravenous administration to the brain. Once in contact with neuronal cells, the particles are taken up and release their contents, thereby delivering their valuable cargo.

To see the animations for yourself visit; www.hma.co.uk/biomedical-animation



World's first shoulder and elbow kit offers orthopaedic surgeons more vision

Sheffield-based Platts & Nisbett, a company who specialises in creating bespoke 'made to measure' surgical instrumentation, has developed the world's first shoulder and elbow kit following a request from a leading orthopaedic surgeon.

After hearing about the companies 'made to measure' service, Orthopaedic Consultant David Stanley from Sheffield Teaching Hospitals NHS Foundation Trust, contacted the family run company to see if they could develop a range of instruments specifically for shoulder and elbow revision surgery.

Mr Stanley was concerned that there were no specific surgical instruments available on the market for this type of procedure and that existing instruments were cumbersome to use and often restricted surgeons' vision.

Working in collaboration, the pair combined 'clinical expertise with manufacturing knowledge' to create a range of hand made instruments that allow an improved view of the surgical site.

David Stanley, Consultant Orthopaedic Surgeon, said: "Revision shoulder and elbow arthroplasty surgery is demanding and time consuming. Without the right instruments the vision of surgeons is severely restricted making the procedure even more difficult. I believe that in the future these instruments will provide the shoulder and elbow surgeon with greater confidence when undertaking difficult revision procedures."

For more information visit www.plattsnisbett.com

A record year for Park House Healthcare

West Yorkshire based Park House Healthcare has had a year to remember after increasing their UK sales by 11%, growing their export market sales by 21%, enjoying their strongest financial year on record and winning two national awards.

The company, who manufacture specialist pressure relieving and pressure reducing equipment in the UK and overseas, have also been recognised as one of the UK's top 10 'Best Financially Managed Companies.

Other achievements include opening a new state-of-the-art training facility in the North West, launching a brand new multi-functional company website, strengthening their board by welcoming two new members and introducing six new products to their already extensive portfolio.

They have also attended eight international exhibitions worldwide, many with the support of Medilink Y&H, had the most successful year to date overseas and have won ten new major contracts across the UK.

Managing Director Stephen Owens, said: "2010 has been an amazing year for us in all areas of the business and it is refreshing to be able to shout about good news at a time when there is some much doom and gloom reported in the media.

"Over the year we enjoyed over 8,000 orders from our head office and have worked alongside numerous NHS Trusts to help them meet national regulations and deliver better patient outcomes. We are proud of our success and will continue to build on it throughout 2011."

For more information visit www.parkhouse-hc.com

Building bridges with China

Following a successful inward visit to Sheffield from the Changzhou Pharmaceutical Professional Association (CPPA) in March, Medilink Y&H, Health Technologies and Medicines KTN and UK Trade & Investment travelled to China to explore future collaborative opportunities.

China, now the second largest economy in the world, is keen to partner with businesses and universities in the UK to collaborate in R&D, to share new intellectual property and enter into technology partnerships.

The seven day trip took the crème de la crème of the UK's healthcare and life sciences industry to Changzhou, Suzhou and Shenzhen to meet high growth health companies, participate in workshops and secure funding of between £200k and £2m.





Dubai

Healthcare companies from across the region enjoyed a successful trip to Dubai in January; receiving interest from across the globe at Arab Health 2011.

27 companies from across Yorkshire travelled with Medilink to explore exciting export opportunities and showcase their world leading technologies on a global stage.

Speaking at the event, Kate Stoddard, Export Manager from Barnsley based Single Use Surgical, said: "Each year Arab Health offers us the perfect opportunity to speak to distributors

from across the Middle East and indeed the world.

"We've had interest from over lots of countries across the Middle East and I'm looking forward to chasing up these leads when I'm back in the UK and discovering the opportunities."

The Middle East is an important market for Yorkshire companies to access, with the healthcare sector estimated at US\$74 billion, and growing at a rate of 16% annually. This makes the exhibition which is attended by tens of thousands of healthcare professionals every year, is an ideal platform for regional companies to showcase their life changing products.



Poland

Poland mission for Medilink Members

To expand their Eastern European understanding, three Medilink members ventured to Poland in February to discover more about their rapidly growing healthcare market and learn how UK companies could help with this expansion.

This year, LTC Healthcare, Power Health Products and Zilico flew to Warsaw to meet Polish companies and potential distributors as part of an UKTI backed Overseas Market Introduction Service (OMIS) research package.

Poland, the sixth largest EU member state, has a population of 38 million and is resisting global crisis with GDP expected to grow by 4.6% in 2011.

Private business generates over one third of Poland's healthcare market value, with the value of the pharmaceutical sector growing by 20% in 2010, reaching PLN 31.43bn (US\$10.66bn) and expected to reach PLN 43.76bn (US\$17.23bn) in 2011.

One of the companies that travelled to Poland was Sheffield based Zilico who is developing the next generation of cancer diagnostics with a product providing real-time cervical cancer diagnosis.

Sameer Kothari, Chief Executive Director of Zilico, said: "It was a wonderful opportunity. Poland offers a vast market for us because of its huge population with a significant incidence of cervical disease."



France

Trio Healthcare Ltd explore French opportunities

Eager to enter the French healthcare market, stoma care specialists Trio Healthcare Ltd commissioned an Overseas Market Introduction Service (OMIS) last quarter to allow them to identify market access possibilities and gain advice from in-market specialists.

A bespoke OMIS report was created, providing Trio with a number of specific contacts to approach and offering advice on the best route to market for the company - as well as assisting on any potential language barriers.

Skipton based Trio Healthcare Ltd manufacture innovative silicon based medical devices for the care of stomas (openings into the body created by surgeons), incontinence care and wound care.

Already exporting to over 14 countries worldwide they are hoping their current OMIS will go towards adding France to their portfolio.

Alongside the report, Trio also attended the specialist stoma conference, AFET in Rennes in October 2010, showcasing Niltac - a product allowing pain free removal of adhesive products.

Focus On : Single Use Surgical

With a growing demand for their instruments across the globe, and recognising a need to have a physical presence in their most important market, Single Use Surgical (SUS) has taken a novel approach to international business by creating a virtual office in the USA.

Six times larger than the UK market, SUS has been operating in the US for almost three years.

First opening an office half an hour from Philadelphia, in Pennsylvania at the Biotech Center Medical Park, which housed around 20 medical device and pharma companies, SUS

rented a serviced office and employed a member of staff.

After 18 months of slow progression, the company decided to look at other options.

Having met another tenant, Ed Griffiths, at the Center, who is a regulatory affairs consultant helping companies with their FDA approval and logistics, SUS decided to take the unusual step of setting up a virtual office at the Center; allowing them to have a ZIP code, whilst Ed handled the distribution logistics.

With a real knowledge of the US healthcare

sector, Ed works with a UK rep who spends a considerable amount of time in the US.

Their location allows the company to sell across the country, both through their UK representative who covers the East coast and through individual distributors in other states.

Matthew Tulley, Managing Director at SUS, said: "Having been set up for almost a year, we are extremely happy with our arrangement and would urge other companies in the industry to seriously look into the option which allows us to provide an excellent service for US customers.