

# medilink

Spring 2010

# news

# The Road to Global Success

**Medilink and UKTI show the way**

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**Medilink**  
Yorkshire & Humber

**Mark Robson, International Trade Director, UK Trade & Investment Yorkshire & the Humber**

It gives me great pleasure to welcome you to the Spring edition of Medilink News, the magazine for Yorkshire and Humber's Healthcare Technologies sector.

This year marks the fifth anniversary of Medilink Yorkshire and Humber (Y&H) working alongside UK Trade & Investment (UKTI) as Healthcare sector specialists, providing direct support to the region's Life sciences organisations.

Through this position, Medilink Y&H can provide the specialist support organisations need to grow market share and access new markets, utilising UKTI funded projects such as the Overseas Market Introduction Scheme (OMIS), the Passport to Export Scheme and

the Targeted Export Support Scheme (TESS, jointly funded with Yorkshire Forward) - all of which are explained in more detail in the centre page feature in this edition of Medilink News.

In the year to March 2009 the region exported around £15.75bn of goods and research consistently shows companies that engage in international trade outperform those that don't. With the pound under pressure against other global currencies enabling competitive pricing, now is the perfect time to increase investment in export activity.

To help drive this process UKTI have focussed on improving the quality of support and getting closer to businesses - helping to explain the benefit of trading internationally. Through Medilink we offer Healthcare companies the chance to exhibit/attend events



in key global markets such as the Middle East (Arab Health), Europe (Medica), The US (FIME) and Latin America (Hospitalar).

We have also worked hard to bring new business into the region by organising visits by overseas buyers through Medilink and at major events such as March's Meet the Buyer.

We believe the recovery of the UK's economy can be driven by export, and we will continue to work alongside organisations like Medilink in helping make this happen.

## Medilink welcomes new members

**Principle Healthcare** - Corporate

Leading supplier of vitamins, minerals and supplements, Principle can undertake the whole process of formulation, manufacturing, packaging, design of labels and presentation at affordable prices.

[www.principlehealthcare.com](http://www.principlehealthcare.com)

**Brenmoor Ltd** - Corporate

Currently supplying 70% of UK hospitals with printed identification wristbands to ensure patients are correctly identified, Brenmoor have recently rolled out their product overseas.

[www.brenmoor.com](http://www.brenmoor.com)

**Long Hand Data** - Corporate

Create digital pens that look and act like ballpoint pens, as well as capturing and recording handwriting using blue-tooth to convert it to machine readable text.

[www.longhanddata.com](http://www.longhanddata.com)

**Practical Control Ltd** - Corporate

Design wireless electronics for telecare, telehealth, and real-time 'locatability' systems.

[www.practicalcontrol.co.uk](http://www.practicalcontrol.co.uk)

**Water-Jel Europe LLP** - Associate

Supply emergency first aid burn care products including fire blankets, burn wraps and dressings, topical creams and antibiotic ointments.

[www.waterjel.net](http://www.waterjel.net)

**Lean Healthcare Academy/Healthcare e-Academy** - Corporate

Supplies an innovative solution for those wanting to achieve significant service delivery improvements through the adoption of lean.

[www.leanhealthcareacademy.co.uk](http://www.leanhealthcareacademy.co.uk)

**Sheffield Precision Medical Ltd** - Corporate

Design, develop, prototype and offer complete instrument solutions, from a single prototype to full volume instrument kits.

[www.sheffieldpm.co.uk](http://www.sheffieldpm.co.uk)

**CVC Event Services** - Corporate

Provide a comprehensive service which includes event staging, all audio visual and lighting requirements, as well as experienced technical staff to ensure the event runs smoothly.

[www.cvceventservices.co.uk](http://www.cvceventservices.co.uk)



## Medilink's Innovation Day 2010

**Celebrating healthcare excellence across the region, Medilink's Innovation day 2010 will be taking place on July 8th at the Royal Armouries in Leeds.**

Medilink Y&H's Innovation Day showcases healthcare in the region, offers you updates on key issues within the industry, as well as awarding the very best in the sector with the Healthcare Business Awards.

The four categories for the awards are:

- Start-Up
- Innovation
- Partnership with the NHS
- Export Achievement
- Outstanding Achievement

Entries for the awards are now open please visit [www.medilink.co.uk](http://www.medilink.co.uk) for more information or to enter an award.



## £90m of funding available for Yorkshire companies

**Finance Yorkshire, the £90m venture capital fund which aims to help small and medium sized enterprises in the region was launched on March 12 - enabling companies to raise the funding they need alongside investment from the commercial market.**

The Fund will provide seedcorn loan and equity investments ranging from £15,000 and £2million, helping businesses across the region to develop and grow.

The Fund has been created using investment from Yorkshire Forward, ERDF from the European Union and the European Investment Bank and for the first time will provide region wide access to finance for all qualifying businesses.

## Cracking the code to funding

**Applying for grants can be a difficult, complicated and often frustrating procedure, especially if met with disappointment after all of your efforts.**

There are many grant schemes and the rules of the game seem to change frequently, with copious 'Notes for Guidance' to be digested, 'Eligibility Criteria' to meet, and 'Gateway Questions' to hurdle - with the whole process costing valuable time to your business.

However, grants exist to stimulate innovation and collaboration. They are your opportunity to persuade an external body to come on board and share R&D risks that otherwise may not be taken, therefore stifling innovation and your competitive advantage.

They are also a vital source of funding, especially in the current economic climate, and being awarded one can make a huge difference in more ways than the obvious cash injection. In short, they are too valuable to be ignored.

Medilink has many years experience in helping organisations access grant funding, to find out how to maximise your chances of grant success visit <http://bit.ly/a4WMEJ>

Medilink is now on twitter  
<http://bit.ly/99WbHO>

Do you want to trade with the US?  
<http://bit.ly/cLwdbx>

Lean Healthcare Academy offers direct route to NHS  
<http://bit.ly/aUsh2G>

Regenerative medicine funding deadline approaching  
<http://bit.ly/aPNPn0>

Promoting the concept of day surgery in the Middle East  
<http://bit.ly/9QkO33>

Yorkshire company offers Telehealth solution to Nepal  
<http://bit.ly/cnTubb>

Share these stories   

## Best UK Healthcare Innovation honoured

**The UK's most pioneering technologies were recognised recently at the Medilink UK Awards 2010 - celebrating cutting edge technologies, outstanding business achievements and international success from across the UK's Life Sciences sector.**

Sponsored by global leader Sandvik, guests heard speeches from leading figures across the sector such as Sir Christopher O'Donnell, former Chief Executive of Smith & Nephew and Jane Grady, Head of Life Sciences Sectors Group at UK Trade and Investment.

### The winners are:

The Medilink UK 'Start-Up Award' - **InterVene Ltd**  
The HealthTech & Medicines KTN 'Innovation Award' - **Brandon Medical Ltd**

The 'Growth in Sector' award, supported by the Department of Business Innovations and Skills - **IntraHealth Ltd**

The UK Trade & Investment, 'Export Achievement' Award - **R5 Pharmaceuticals Ltd**

The NHS National Innovation Centre 'Partnership with the NHS Award' - **Invacare Ltd**

For more information on the winners and the event please visit <http://bit.ly/a8qHk1>



Shortlisted companies from the Yorkshire and Humber region

# The Road to Global Success

**Medilink Y&H has been pioneering international support in the Healthcare Technologies sector for over 12 years and this year we celebrate our fifth year of partnership working with UK Trade & Investment Yorkshire; recognising the need for SMEs to internationalise.**

In the midst of a recession, companies need to look for new ways to keep afloat and minimise risk. Trading internationally can open up a wealth of opportunities and working with Medilink Y&H's team of experts will allow you to discover your global potential.

We can help grow your international market share with bespoke services to suit you; we can help plan your strategy, source you overseas partners, organise your outward or inward missions, or support you at international exhibitions. We have the knowledge and experience to help.

International exhibitions are excellent platforms for meeting key contacts and potential business partners from across the world. We take companies from across the region on missions and to exhibitions worldwide; providing them with an international stage to showcase products and technologies, as well as superb networking opportunities to encourage business connections.

One service available to clients is the **Passport to Export scheme**. Aimed at more inexperienced exporters, this service eases the pressure of trading globally; offering free support and

advice for getting into export and help identifying potential markets, with ongoing support available once you're up and running.

Another service available is the **Overseas Market Introduction Service (OMIS)**; a bespoke and cost effective consultancy service used by companies needing country specific information or wanting assistance to take their first step into a new overseas market. Delivered by colleagues in market with the knowledge and language to deliver on behalf of companies, this bespoke service is completely flexible and available in 92 countries of the world.

OMIS projects can be whatever your company requires such as:

- Full sector analysis
- Identification, validation and warming up of potential contacts or business partners
- Advice on local competition, regulations and standards
- In market promotional activities

If your company wanted a more strategic approach to export, the **Targeted Export Support Scheme (TESS)** supports companies wishing to develop their export strategy; combining advice and support from an International Trade Adviser with access to funding from Yorkshire Forward.

Our services and expertise are teamed with an excellent record of securing grants and subsidies, so we'll show you it doesn't have to cost you the earth to trade globally. Visit our website for more information [www.medilink.co.uk/internationalise](http://www.medilink.co.uk/internationalise)

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## Medilink and UKTI show the way

Under the guidance of Medilink Y&H and UKTI Anetic Aid joined the Passport to Export scheme in 2001 as part of a drive to develop their export potential.

International Sales Manager Mike Pritchett, said: "Medilink and UKTI have provided us with excellent support and advice from the very beginning when they first directed us to the Passport to Export Scheme."

"Since then we have seen our overseas turnover grow year on year. We continue to value the relationship with both bodies - as sounding boards to help us develop our ideas and determine which new territories to target."

Salitas used the OMIS service, supported by Medilink Y&H and UKTI, to source an exclusive Irish distributor.

Managing Director Richard Wilson, said: "We tried, unsuccessfully to find a partner on our own so through Medilink we sought UKTI's help. They identified three potential partners and I am pleased to say we have now appointed one of them. If it had not been for this support we would not have been able to access this key market and raise Salitas' profile globally."

The company has since benefitted from growing sales in Ireland and is moving forward to pursue further OMIS projects in other countries.

Brenmoor Ltd were keen to explore the opportunities for growth in the international market place but struggled to make it happen.

Paul Brennan, Director said: "The Yorkshire Showcase activities at Medica and Arab Health were perfectly suited to us as a new exporter and the TESS funding for these projects was key to our company's early stage development. It enabled us to explore opportunities in markets that we wouldn't have otherwise been able to crack."

Brenmoor Ltd have since formally appointed partners in 6 new markets and have already been able to generate over £40,000 worth of new business.

## Yorkshire Bank Exporting for Growth

### **Economic volatility is tough for all businesses, but there are still exporting opportunities open to UK businesses.**

There is a false impression that the United Kingdom no longer manufactures goods or indeed exports - this is not the case. There are many export opportunities including India, China and the Middle East.

However, companies need to tread with care and put in place strategies to protect their sales, according to Gary Griffiths, Yorkshire Bank's Regional Partner - International Trading Business.

Gary categorises exporting businesses in three ways -

- **Proactive exporters** - have a clearly defined strategy and target markets.
- **Reactive exporters** - simply react to orders
- **Recession proofers** - are looking to protect themselves against difficult times as their home market declines and they explore new export markets.

"Those new to exploring exporting opportunities for the first time require a lot of advising through the process - we can help with that," adds Gary.

Gary explains Yorkshire Bank not only helps companies develop export sales but also to mitigate any risks associated. "The big hurdle any exporter has is finding a bank that understands international finance and is willing to fund new deals," confirms Gary. "Our team of international finance specialists can support businesses and find solutions to funding exports."

"New markets can take anywhere up to 18 months to develop but you can cut down a lot of the time by asking for support at an early stage," says Gary.

<http://bit.ly/a4WMEJ>

For more information call Gary Griffiths, Regional Partner - International Trading Business on 07920 823 906 or email [gary.griffiths@eu.nabgroup.com](mailto:gary.griffiths@eu.nabgroup.com)

## Welcome Peter Wheeler



### **Medilink Y&H are pleased to introduce their new International Co-Coordinator, Peter Wheeler.**

A Nottingham University graduate, Peter's previous roles have been predominantly marketing focussed, creating and managing marketing plans for major product launches on behalf of a range of impressive international brands.

Peter is looking forward to concentrating on international events and is currently recruiting for FIME, CMEF, Rehacare, Medica and Arab Health.

## Future-proofing healthcare innovation today

### **Healthcare industrialists, clinicians and academics, spent the day evaluating tomorrow's challenges at an all day event in Leeds; identifying future challenges and opportunities for the industry and highlighting the need for high-level innovation.**

The Healthcare Technology Future Scenarios workshop focussed on the key trends in the sector, with discussions on a wide range of topics, from drug delivery, health futures and personalised medicine, to telemedicine and regenerative medicine.

The event was run by the Yorkshire Health Innovation Network (YHIN) - which is a new network designed to 'future proof'

organisations in the region and is part of Solutions for Business, the Government's package of publicly funded business support designed to help companies start and grow.

Taking place at the Thackray Medical Museum in Leeds on Tuesday the 9th of March, guests listened to motivational speeches from a number of key figures within UK healthcare, including Dr Adam Cairns, Chief Executive of Airedale NHS Trust and Jo Pisani, of the PriceWaterhouseCoopers Pharma 2020 team.

information on the event and the network, please visit <http://bit.ly/atY52j>



Speakers at the event



## RIF award opens new frontiers for wound management

Medilink Y&H has developed a consortia that has recently won funding under the first round of NHS Yorkshire & Humber's Regional Innovation Fund (RIF), to develop a Tele-wound management tool that could dramatically improve the treatment of chronic wounds.

The consortia, composed of Nurse Consultants (Bradford Royal Infirmary & Sheffield PCT), Longhand Data Ltd, ADL Smartcare Ltd, O2, Medilink Y&H and Medipex, will support the development and implementation of the innovative Tele-wound management system.

The system uses an electronic pen and mobile phone functionality to allow community nurses send photograph(s) of wounds, along with the written summary of a patient's symptoms to an experienced tissue viability nurse based in either a hospital or primary care organisation.

The tissue viability nurse can then telephone or e-mail instructions on how best to treat that patient, representing a major step-change in how chronic wound care can be carried out within a community setting.

**Pilot trials are shortly to commence in 32 Care/Nursing home settings.**

## Medilink Board signs off three year strategy

Medilink Y&H's board recently ratified our forward strategic plan for the coming three years - using their experience from across Industry, Academia and the NHS to help shape a strategy that is geared towards improving services and support for organisations across the Healthcare Technologies sector.

**Top l-r:** Paul Thorning - Director the Institute of Pharmaceutical Innovation, Kevin Kiely - MD Medilink Yorkshire and Humber (Y&H), Alan Ashby - Vice President of Global Concept Development De-Puy - Professor Gareth Lloyd-Jones Chairman Medilink Y&H, Colin Glass - Non-executive Director, Surgical Innovations, Graeme Hall - Managing Director, Brandon Medical, Janet Knowles - Company Secretary and partner of legal firm Eversheds LLP.

**Bottom l-r:** Richard Clark - Chief Executive Medipex Ltd, Lucy Fountain Yorkshire Forward (observer), Richard Jones - Professor of Physics and Pro-Vice-Chancellor for Research and Innovation University of Sheffield, Stephen Owens - Managing Director and Chairman Park House Healthcare Ltd, Phil Coates - Vice-Chancellor of the University of Bradford, Sir Andrew Cash - Chief Executive Sheffield Teaching Hospitals NHS Foundation Trust.



# INNOVATOR/10

The Yorkshire and Humber Innovation Awards

## The importance of being innovative

With the future of business relying on successful innovation, the region's most forward-thinking innovators were recognised this month with Yorkshire Forward's - Innovator 10 awards in Leeds.

The awards celebrate innovation and collaboration among businesses in Yorkshire and Humber, and act as a platform for businesses to grow and develop; providing winners with £3,000 to spend on further innovative developments and activities.

The awards, held on Wednesday 3rd March at Leeds City Museum, were led by guest speaker Tim Smit, founder of the Eden Project.

The winners were:

- The Innovation in Action Award - EMSc (UK) - for their voltage optimisation unit that works to reduce energy consumption.
- The Young Innovative Business Award - Radio Design Ltd - after developing a way of allowing up to three cellular base stations from two UK-based mobile phone system operators to share the same antenna system; resulting in both site rental and equipment cost savings.
- The Sustainable Innovation Award - Harvard Engineering - for LeafNut, their central monitoring, and wireless control system for street lights; reducing both carbon emissions and money.
- The Lord Stafford Partners in Innovation Award - having developed the use of glycerine, a co-product from diesel production, in various applications, including the generation of biogas.

## Medilink Communities launch

Medilink Y&H communities provide you with a platform to foster collaboration and disseminate knowledge.

By bringing together individuals from the NHS, healthcare companies, universities, and charities, our newly launched Woundcare community will provide a platform to harness a vast wealth of expertise and experience - with access to a portfolio of woundcare professionals, facilitated engagement across the network and dedicated news, events and market intelligence

**To join our Woundcare community visit <http://bit.ly/92A33>**



## USA

### Medilink takes mission to US conference

With the US orthopaedic industry holding over 50% of the market share, Medilink Y&H took companies from across the region to the American Academy of Orthopaedic Surgeons (AAOS) – the largest orthopaedic event in the world.

The five strong mission used the event to learn more about current trends in the US orthopaedic industry, test out their ideas on US surgeons, as well as to build relationships with potential US partners.

The missioners at the event varied from companies seeking to enter the orthopaedic market, regulatory and testing organisations to precision engineering and existing implant manufacturers.

The event was extremely well received with all companies picking up leads and discovering opportunities.

If you are interested in attending next years event, which will take place in San Diego, please contact Giles Proffitt [g.proffitt@medilink.co.uk](mailto:g.proffitt@medilink.co.uk)



## Europe

### The creators of the next generation in scalp cooling, Paxman Coolers, have been recognised for their international success winning the Best Market Entry Strategy at the Going Global Awards 2010.

Providing cancer patients with the best possible chance of retaining their hair whilst undergoing chemotherapy treatment, Paxman Coolers have been working alongside UKTI, Medilink Y&H and Yorkshire Forward to grow their business internationally, using the Targeted Export Support Scheme (TESS) to access the French market and achieve a 300% growth over three years.

Organised by Yorkshire Forward and UK Trade & Investment, the Going Global Awards 2010 are designed to recognise regional companies that are growing their business through international trade.

Richard J. Paxman, Operations Director of Paxman Coolers Ltd, said: "To receive such an award is a great honour and recognition for all the hard work and dedication of the Paxman team. We plan to continue to work with Medilink Y&H and UKTI to drive Paxman into new markets across the globe including Asia and America."



## Asia

### Yorkshire companies impress the Middle East

Fifteen companies from across the region enjoyed the most successful Arab Health exhibition on record this year, when they exhibited their pioneering products at the largest and most prestigious trading platform in the Middle East

With over 25, 000 visitors at the show, Arab Health allowed exhibitors from across the region to highlight exactly how their pioneering products are improving healthcare around the world.

Supporting companies at the show, Charlotte Fraser, International Manager at Medilink Y&H, said: "Yorkshire and Humber enjoys an excellent trading relationship with countries across the Middle East, with sustained investment in health delivery reforms leading to the demand for the latest technologies and medicines.

This year there were a wide range of pioneering companies at the exhibition showcasing the latest in cutting edge products and innovations."

For more information on international exhibitions visit [www.medilink.co.uk/internationalise](http://www.medilink.co.uk/internationalise)

## Focus on: Surgical Innovation

**With obesity affecting over 60 million people in the US and being the second largest cause of preventable death, Surgical Innovations (SI) recognised the need to target US surgeons with their latest device Logi®Flex - an instrument designed to help surgeons with gastric banding deployment.**

Over the last few years the company has worked closely with the international team at Medilink Y&H and UKTI to access key funding, seek professional advice and devise an export strategy for the US.

This route to market was kick started with the launch of the device at the International Federation for the Surgery of Obesity and Metabolic Disorders Congress in August 2009 in Paris, the largest obesity event in the world which is attended by many US surgeons.

Support was given to SI to help them attend this event through regional Targeted Export Support funding (TESS); helping secure their place at the Congress and fund a bespoke exhibition stand, marketing material and PR support (delivered by Medilink) in the run up to the event.

SI has also worked with their US master dealer

Surgical Innovations US Inc. to successfully secure a three-year agreement with Premier Purchasing Partners, one of the largest Group Purchasing Organisations in America. This agreement will provide access to over 2,300 member hospitals. Graham Bowland Managing Director of Surgical Innovations, said: "Since LogiFlex was unveiled back in August last year it has been described as an 'innovative cost effective solution' by surgeons and we fully expect it to be a success throughout the US. Working with regional agencies such as UKTI and Medilink Y&H, SI has been able to devise an export marketing strategy and create a clear route to market in which to sell this innovative device."