

# medilink

summer 2009

# news



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to stimulate the sector

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## forward

Tom Riordan Yorkshire Forward

Welcome to the summer edition of Medilink News, the regional magazine for Yorkshire and Humber's Healthcare Technologies sector.

Our region has one of the largest concentrations of healthcare technology companies in the UK with an enviable reputation for innovation as evidenced at the Medilink Healthcare Business awards. Together with our internationally renowned clinical and academic research base this places Yorkshire & Humber in a strong position to come through the economic downturn and enhance our competitive position globally.

However, whilst the Healthcare Technologies sector is proving to be more resilient than many other sectors there are still real challenges ahead. In classifying Healthcare Technologies as a priority sector, Yorkshire Forward is supporting innovation, productivity and competitiveness in our

region. This in turn will bring real economic benefits to all. It will help to create high levels of added value in engineering, biological research and manufacturing, as well as in other rapidly developing areas such as ICT. In the present climate, we are acutely aware that access to finance to support research and innovation is a priority need for our region's businesses.

Yorkshire Forward is currently rolling out a number of support programmes for industry to take advantage of, such as the Access to Finance Investor Readiness programme and new sector network activity, which we are particularly pleased to be partnering with Medilink Yorkshire & Humber to deliver.

This magazine, particularly the centre page feature, provides an insight into some of this new networking activity and also reflects the importance of business support agencies working in partnership with organisations such as Medilink to maximise service delivery.

The success of the Healthcare Technologies sector is vital to the region's future economic prosperity and Yorkshire Forward will play its part in ensuring that the sector continues to receive the support it requires to innovate and enhance our global reputation.



forward provides a quarterly platform to a prominent figure from the regions Healthcare Technologies sector



## MEDILINK MOVES TO NEW PREMESIS

Medilink's new prestigious offices reflect the excellence of Yorkshire's healthcare industry; providing a wealth of opportunity and additional support to the region's Healthcare Technologies sector.

Based in the newly built Smithy Wood Business Park, Sheffield, junction 35 - M1; the modern offices offer a range of high spec facilities, specifically designed to meet the needs of regional businesses and organisations.

These new facilities include:

- The main office environment for Medilink's expanded consultancy team, that encompasses the Product Innovation, Public Relations, International, Events and Sector Networking departments
- Two fully furnished 'serviced' offices - ideal for new start up companies or small businesses

that give occupants direct access to specialist business support through the Medilink team and offer a great fast track networking route into the healthcare technology industry

- A state-of-the-art conference facility, which can be hired for events, meetings and bespoke training sessions. The room is fully furnished and accommodates 16 people in conference style and 35 in a workshop/training session
- Exhibition facilities to showcase the best of Yorkshire products

Kevin Kiely, Managing Director of Medilink Y&H, said: "The Medilink team are proud of the new facilities it is now able to offer to the region's Healthcare Technologies community, providing easy access to members and a place where they can host meetings with important UK and overseas guests. We look forward to welcoming you to our new offices."

## NEW MEMBERS

In this edition we are proud to welcome seven new members to the Medilink network.

### Stylex

Associate Membership

Specialise in the design, engineering and manufacture of a wide range of complex trim solutions including the manufacturing the Bradford Sling - a versatile sling which increases patient comfort and encourages a faster recovery  
[www.stylex.co.uk](http://www.stylex.co.uk)

### TWO Medical Limited

Corporate Start Up Membership

Formed to market a range of revolutionary infection control and wound care products developed in the USA. All of the products have the ability to form discreet layers upon the skin, thereby being able to lock out pathogenic contamination and seal in the provision of nutrients to the skin.  
[www.twomedical.co.uk](http://www.twomedical.co.uk)

### Tomorrow Options

Corporate Start Up Membership

An electronics diagnostics company focused on electronic devices development and production. Based in Portugal, the company has recently opened an office in Sheffield. They have a wide range of products one of which is used for patients with diabetic foot ulcers.  
[www.tomorrow-options.com](http://www.tomorrow-options.com)

### Roboleo & Co Ltd

Corporate Start Up Membership

Have a broad range of experience in building leading-edge healthcare businesses as senior managers/directors and as consultants/business advisors - supported by a comprehensive network of experts from industry, academia and the NHS.  
[www.roboleo.com](http://www.roboleo.com)

### Medezine Ltd

Corporate Start Up Membership

Producers of medical saws for over 20, their products are used extensively throughout the world. Safety and efficiency are key factors and the 4000 - the company's flagship saw - has been specifically designed with these features in mind.  
[www.medezinesaws.com](http://www.medezinesaws.com)

### Pd-m International

Corporate Start Up Membership

Design, manufacture and project management specialists, Pd-m offer a fully integrated service from design through to manufacture and delivery.  
[www.pd-m.co.uk](http://www.pd-m.co.uk)

### METR C

A virtual lab pooling expertise from leading research centres across universities in the north of England with a focus on soft nanotechnology and its applications in UK industry. They deliver the strategic R&D services needed to drive the research agenda and stimulate economic growth.  
[www.molecularengineering.co.uk](http://www.molecularengineering.co.uk)

## EVENT SPONSORS:

Yorkshire Forward  
Access to Finance for  
Healthcare Technologies



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HENDERSON  
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QUBA  
Questions Answered

# MEDILINK INNOVATION DAY & HEALTHCARE BUSINESS AWARDS 09

## Celebrating Yorkshire's Healthcare excellence

The cream of Yorkshire's Healthcare Technologies sector was recognised at the Medilink Yorkshire and Humber (Y&H) Innovation Day and Healthcare Business Awards 2009; the Yorkshire healthcare industry's equivalent to the Oscars.

At a ceremony held at The Royal Armouries, Leeds, the event celebrated cutting edge innovation, outstanding business achievements and international success; attracting over 200 healthcare specialists from across the region.

The Medilink awards is the region's premier healthcare event and this year was sponsored by leading medical device specialists Xiros plc and

The Medilink awards is the region's premier healthcare event and this year was sponsored by leading medical device specialists Xiros plc and supported by Business Link, Access to Finance for Healthcare Technology Companies, CPD for Health, Medipex and Hull Forward.

Kevin Kiely, Managing Director of Medilink Yorkshire and Humber, said: "The show has highlighted the quality of innovation within the region's Healthcare Technologies sector; this being key if we are to come out of recession globally competitive. It has been an honour to host the awards and witness the innovative capacity and vibrancy within the sector."

## New members of the Medilink Team

Medilink Y&H is delighted to welcome two additional members to its consultancy team - PR Officer Victoria Haley and PA to the Managing Director/Project Co-ordinator, Emma Martin.

Having just finished a four year dual honours degree in Journalism and French at the University of Sheffield and working with Medilink for the past year, Victoria has excellent journalism and media liaison skills. To complement these practical skills, she has also studied journalism law, political organisation, ethics and



Victoria Haley

standards and is fluent in French.

Emma, formally a PA to the Chief Executive at Teesdale District Council, has a wealth of experience in running an efficient and effective office, as well as project managing, liaising with external partners and administration.



Emma Martin

Following increasing demand for Medilink's services, both Victoria and Emma form part of Medilink Y&H's programme to provide increased support to the Healthcare Technologies sector.



## ...and the winners are...

### UDL 'Innovation Award'

This award was presented to Leeds-based Brandon Medical Company Ltd for developing Quasar; the first operating light with extremely high colour rendition across the full visible spectrum. The revolutionary device makes it much easier to see small differences in tissue. [www.brandon-medical.com](http://www.brandon-medical.com)

Intervene has aligned itself with NHS Supply Chain and a further range of needles and a disposable tourniquet have been accepted on contract with the NHS. [www.ivltd.co.uk](http://www.ivltd.co.uk)

### Jonathan Lee Recruitment 'Partnership with the NHS Award'

Winner of the Partnership with the NHS Award was Independent Care Products Ltd (Halifax), who has worked hand-in-hand with the NHS to bring to market the Dignity bidet - a product that was identified as key to patients and patient groups. [www.independentcareproducts.com](http://www.independentcareproducts.com)

### UK Trade and Investment (UKTI) 'Export Achievement Award'

The Export Achievement Award was awarded to Trio Healthcare Ltd (Skipton) for their outstanding performance in international trade. The company has increased their export sales by 146% over the past year, 77% of which is through new market development. [www.triohealthcare.co.uk](http://www.triohealthcare.co.uk)

### Beacon Award

The Medilink Beacon Award was received by Sir Chris O'Donnell - recognising his outstanding contribution to the Healthcare Technologies sector.

### 'Eversheds Growth' in Sector Award

This Growth in Sector award was won by Huddersfield-based Paxman Coolers for their consistent, sustainable and profitable growth within the sector. Paxman Coolers have developed the Paxman Hair Loss Prevention System, a cap used to minimise hair loss during cancer treatments and have demonstrated a clear structured access to market, resulting in a sustainable growth pattern. [www.paxman-coolers.co.uk](http://www.paxman-coolers.co.uk)

Sir Chris has worked at the highest level for some of the country's best known healthcare technology companies, including Managing Director of Vickers Medical Division, Vice President of Europe for CR Bard, Inc. and Managing Director of Smith & Nephew's Medical Division, becoming CEO of the company for ten years.

### Yorkshire Bank 'Start Up Award'

Sheffield-based InterVene was awarded the Start Up Award. InterVene's product, a female Luer lock enteral syringe, is now on contract with the NHS and sales have begun in America.

He jointly chaired the UK Government and industry - Healthcare Industries Task Force, which aimed to stimulate the growth and performance of the UK healthcare industry to maximise the benefit to patients. He is also the Chair for the Council at the University of York and a member of the Ministerial Medical Strategy Group. Sir Chris's hard work and dedication to the sector was recognised by the Queen in 2003 when he was knighted

For a full list of all the winners stories and to view pictures from the event visit [www.medilink.co.uk](http://www.medilink.co.uk)



connect,  
innovate,  
**flourish**

For over a decade, Medilink has been pioneering specialist service provision for the Healthcare Technologies sector, bringing together industry (suppliers), universities (technology) and the NHS (customers) in a formal partnership to stimulate innovation and enhance the competitiveness of our industry base.

In servicing this important sector, Medilink recognises that we also need to work in partnership with key business support agencies to maximise assistance and create joined up service provision. To this end we have worked seamlessly with Yorkshire Forward, Business Links, UKTI and the DoH/NIHR.

In the last few months we have seen a major resource commitment from our Regional Development Agency - Yorkshire Forward, toward the Healthcare Technologies sector; we are delighted that Medilink was chosen to deliver an enhanced level of sector networking activity - designed to maximise collisions / engagement between business and the academic and clinical communities.

## The development of new networks / communities

Medilink will be involved in the development of networks, supporting new communities to become more sustainable, such as the Yorkshire Association of Innovation of Wound Management; and also create new networks around important industrial and clinical led areas such as orthopaedics and bariatric care.

## Programme of events

Over the next year Medilink will increase its programme of events, some of which will be commissioned by the new networks, with others picking up on themes such as sharing innovative practice and communicating new clinical / technological advances. What all the events will have in common is increasing the collisions and sharing of ideas.

## Medilink's new offices offer fresh opportunities

By the time you read this newsletter, Medilink will have moved to new high specification offices on the Smithy Wood Business Park, Junction 35 - M1, providing easier access to member companies and sector organisations.

In these testing economic times we have seen a need to provide greater support to organisations – and this investment is geared toward that, extending service delivery from the Medilink team.

## Opening up new horizons with Medilink and UKTI

Research consistently shows companies that export outperform those that don't, and with the pound down against other global currencies, now is the perfect time to increase investment in export activity.

As UK Trade & Investment's sector specialists, Medilink can provide the specialist support needed to access new marketplaces – a perfect example being the Gateway to Global programme, designed to offer experienced and innovative exporters a flexible programme of support. The scheme helps exporters improve business performance internationally, providing companies with an in-depth review of their current export position and a strategic action plan to help take their business to the next level; identifying things such as funding streams, training and any other support that is available. To find out more visit [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

## Medilink Web portal

The new Medilink web portal, which will go live in the next few months, will be at the heart of the new network activity, having been developed to facilitate rapid and targeted communication, secure enhanced sector engagement / interaction and serve as a central repository of sector knowledge and market intelligence (see web portal below)

Medilink will also be partners in two new initiatives sponsored by Yorkshire Forward, one aimed at 'future proofing' companies by identifying future challenges and creating new business opportunities and the other to increase 'joined up' international activity. We will be updating you on these activities through future issues of Medilink News and the Medilink portal.

# calendar of events

Medilink organises a wide range of sub-sector specific and general showpiece events, designed to keep people up-to-date with the latest technology advances in the field and also provide a showcase for the region's cutting edge innovations.



**23rd July (9am - 1pm)**  
Electronics for Medical Device Applications  
Advanced Manufacturing Park



**18th – 31st November**  
MEDCIA exhibition  
Düsseldorf, Germany



**30th September 2009**  
Going Global  
Harrogate



**1st December 2009**  
Medical Innovation Forum  
Harrogate



**14th – 17th October,**  
REHACARE exhibition  
Düsseldorf, Germany



**2nd December 2009**  
Asia Pacific Life Science Clinic  
Harrogate



**28th – 31st October**  
CMEF exhibition, China

To find out more information on UK events please contact Nikola Alevizos on 0114 2329277 or email [n.alevizos@medilink.co.uk](mailto:n.alevizos@medilink.co.uk), or for international events contact David Howarth on 0114 2329 273 or email [d.howarth@medilink.co.uk](mailto:d.howarth@medilink.co.uk)

If you would like to discuss any of Medilink's services, or would like to find out more about leasing facilities at Medilink's new offices please contact any of the Medilink team on 0114 23 292 92.

## The key to successful travel



Nicole Andlaw PressPlan Travel

In today's economic climate companies are looking for ways to cut budgets and ensure that they receive value for money for those services they outsource.

Whilst some companies believe that money can be saved by searching for the best deals and booking their own travel, independent surveys regularly show that Corporate Travel Management companies (TMCs) are capable of consistently delivering the best fares available and save companies valuable time.

A good TMC can help with travel policies for internal cost control purposes and will load traveller profiles into the reservation systems so information is always pre-loaded into subsequent bookings. It is essential that the selected TMC also has a good and reliable 24 hour service which the traveller can depend upon once the journey has started. Travellers can be confident that should last minute changes need to be made wherever he / she might be and in whatever the time zone,

they always have a friendly English speaking travel consultant on hand to assist.

Pressplan Travel which has been in business for 35 years has now partnered with Medilink to offer not only the services mentioned above but much more. Our consultants are all selected from senior management positions and between them offer years of experience. Our state-of-the-art systems also enable us to monitor, report and analyse the clients travel spend and where applicable recommend changes which may prove cost effective.

It is through a combination of the systems used and our experienced and knowledgeable travel consultants that savings can be made. Through our creative ticketing skills we recently saved one of our clients 65% on an itinerary which included Budapest, Rome, Verona and Munich.

When changing or selecting a supplier of any service, companies should consider; reliability and professionalism, cost effectiveness, friendliness and the ability to make perceived problems manageable. The recommendation of a tried and tested organisation such as Medilink who have the best interest of its members at heart is a testament to Pressplan's services.

Please contact Nicole Andlaw on 01727 833291 or at [nicole@pressplantravel.com](mailto:nicole@pressplantravel.com) for further details or to arrange a meeting to discuss your individual needs. We look forward to hearing from you soon!



## PM praises Yorkshire Healthcare companies at Number 10



Yorkshire companies who have helped boost the UK's economy with their success overseas were praised by the Prime Minister Gordon Brown in a face to face meeting at Number 10.

The Prime Minister welcomed 100 companies from across the country in recognition of their business success in the UK's export market; including three healthcare businesses from the Yorkshire and Humber region - Trio Healthcare Ltd, Tunstall Healthcare (UK Ltd) and Inditherm plc.

Speaking at the event Mr Brown, said: "I want to thank you for everything you are doing for the British

economy, for British exports, and for British confidence. All of you here are successful businesses. All of you have made important innovations in the way you do business.

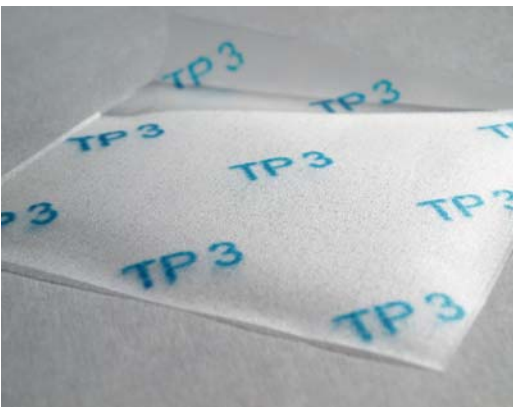
"Many of you are helping this country go through one of the most difficult financial periods and doing so by increasing your growth rates and making sure the economy can remain strong for the future."

The companies were selected by the PM, after being nominated by Charlotte Fraser, International Manager at Medilink Yorkshire & Humber and regional sector specialist for UKTI for their contribution to the UK's export market.

## Surgical Adhesive Polymer Company Seeks Partners

Tissuemed Ltd, a world leader in developing self-adhesive polymers for use in surgery, has launched a partnering initiative that offers other medical device companies the chance to benefit from its adhesive polymer platform technology.

The Leeds-based company has already brought to market the TissuePatch product family of multilaminate absorbable surgical sealant films – a range of thin, synthetic, highly adherent films which act as a barrier to air, blood and other fluids encountered in surgery. More adherent than surgical glues, the films are easy to apply, require no preparation and are effective within 30 seconds of contact.



The pioneering programme - Tissuemed Adhesive Biomaterials Technology Group - offers companies and surgeons the chance to work with Tissuemed's team of dedicated scientists to develop bespoke polymer designs and add new functionalities to their products. It also offers support in other areas including clinical and regulatory, physical and biochemical testing, intellectual property protection and sales and marketing expertise.

Nick Woods, CEO of Tissuemed, said: "This is a way of leveraging our technological capability and working with innovative thinkers outside our own group to benefit all parties, not least the patient for whom quicker, more reliable and ultimately more effective treatment is of primary importance."

For more information visit [www.tissuemedbio.com](http://www.tissuemedbio.com)

## Regional workshop helps to break down the barriers of NHS procurement

Medical companies from across Yorkshire and Humber attended two free networking seminars to provide an understanding into the NHS procurement process and help them overcome common obstacles.

The first session 'Selling to the NHS', offered a practical view of how local companies can get their new technologies seen and bought by the NHS.

The afternoon workshop 'Why Develop Your Evidence Base?' focussed more on the knowledge companies need to develop a suitable evidence base, and how this works in relation to the procurement and adoption

processes across the NHS.

Speaking after the event, Giles Proffitt, Innovations Manager at Medilink Y&H, said: "The event was a great success. The presentations were excellent and we had fantastic feedback from all the companies. The day gave a valuable insight into the market and illustrated the importance of communication."

The event, organised by Medilink Yorkshire and Humber (Y&H) and Medipex, was supported by Business Link Yorkshire and Yorkshire Forward and took place on Thursday 7th May at Thorpe Park Hotel, Leeds.

## India – opportunities abound

Whilst India's healthcare system and its capacity for research and technology translation still lags behind the West, developments are taking place rapidly and opportunities (including collaboration) exist for UK companies, universities and research councils to partner with Indian organisations.

These are the findings of Kevin Kiely, Managing Director of Medilink (Y&H), who recently wrote a report about the Indian healthcare market after taking part in a scoping mission to the country.

The visit gave Medilink and UK Trade & Investment the opportunity to visit Medical Fair and Bangalore Bio to assess whether it would be an appropriate show for a UK Trade Pavilion in 2010, including a concurrent

health technologies symposium - a model recently adopted with the CMEF show in China.

The visit also provided an opportunity to meet with key institutions to gain a better understanding of infrastructural developments, incentives and current IP practices relating to technology transfer and product commercialisation, with a view to informing future international business development for the Health Technologies KTN.

The full report will be available soon on Medilink's new web portal [www.medilink.co.uk](http://www.medilink.co.uk)



## Brandon Medical lights up India

The UK's leading theatre equipment manufacturer, Brandon Medical, has joined forces with India's Triviron Healthcare-India's biggest medical technology provider- to build a state-of-the-art medical technology park in Chennai, India.

'Brandon Triviron Medical Technologies' has been established to manufacture high tech operating theatre lights in India for the rapidly

expanding Indian market.

Brandon's Managing Director, Graeme Hall, said: "We are delighted to have the opportunity to work in such a forward thinking and medically progressive country. We are helping to lay the foundations for a new Indian medical device industry that will benefit the world's biggest population."



## Latin America

Record numbers of Yorkshire companies were on display at HOSPITALAR 2009 Brazil – the largest and most prestigious healthcare technologies fair in Latin America.

Supported by Medilink Yorkshire and Humber and UK Trade & Investment, 22 companies from UK, many from across the region, had the chance to showcase their expertise and explore new export opportunities. Among those who attended was Yorkshire based company Anetic Aid, a leading supplier of operating theatre equipment.

Mike Pritchett International Sales Manager of Anetic Aid said: "Latin America has been a largely untapped opportunity for Anetic Aid. Going to Hospitalar with Medilink was a valuable source of intelligence for the region as a whole. Our stand in the UK pavilion helped to promote the Anetic Aid name and our products and also gave us an excellent opportunity to spend some time working with our new Latin American distributor."

## Focus on: Tunstall



## Middle East

Halifax-based Active Tagging are seeing real benefits in the burgeoning Middle Eastern export market, specialising in innovative active tagging solutions, the company has gone from strength to strength in the Middle East over the last 12 months and today is selling thousands of devices to military, naval and Ministry of Health hospitals across the region.

Reflecting on the success Managing Director Chris Bullock says it has been 'face-to-face' meetings with key business partners that has been the key to their success; as well as taking advantage of support available from agencies such as UKTI and Medilink.

Chris said: "Exporting internationally, especially to countries like the Middle East is a learning process but I cannot emphasise enough the importance of building international relationships, spending time with contacts, establishing relationships and getting to understand your distributors and customers' needs."

When Tunstall Healthcare Group - the world's leading provider of telehealthcare solutions, identified a need to grow their Spanish market share they enlisted the help of Medilink (Y&H) and UK Trade and Investment (UKTI).

Having worked closely with both organisations for many years, Tunstall was confident of their strength in supporting UK companies' growth internationally and took advantage of their expertise and experience to help them engage with high level Spanish Government officials.

As part of their 'one to one' tailored international development support and advice package, a telehealth seminar in Madrid was arranged - which was attended by representatives from almost every Spanish province, including city councils and private companies. There was also a high level presence from British officials including the British Ambassador HMA Denise Holt.



## Ireland

Ireland is the UK's fourth largest export market, after the US, Germany and the Netherlands and in 2008 was worth £19,025 million; it is the only major world market where the UK is the dominant supplier, with particularly strongly healthcare and pharmaceuticals sectors.

One of Medilink's members, who is going from strength to strength in the Irish market is Knaresborough-based Salitas, who chose it as a target export country because of its close proximity and lack of language barriers.

After past attempts to access the market independently failed, Managing Director Richard Wilson decided to use the support of Medilink and UKTI to source an exclusive distributor

Richard said: "We tried a few years ago to find a partner on our own but it came to no avail so we decided this time to seek specialist help. UKTI identified three potential partners for us 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 event was extremely successful in showcasing Tunstall's innovative telecare and telehealth practices, offering real examples of how their technologies can help vulnerable people live more independently and also reduce global healthcare costs.

James Buckley, Chief Executive of Tunstall, said: "Over the past 12 months we have been working with Medilink and UKTI to expand our market share in some of our key European markets including Spain and have been delighted with the support we have received.

"We have been able to engage with key opinion leaders, clinicians and governments in various markets to further our strategic European development - which would have been difficult for us to engineer directly as a commercial entity."