

Attend the **Largest** **Healthcare Innovation** Event in the UK

Healthcare Innovation Expo 2011
9th & 10th March, ExCeL London



Expert and inspirational speakers include:



Andrew Lansley
Secretary of State for Health



Sir David Nicholson
NHS Chief Executive
Department of Health



Earl Howe
Parliamentary Under Secretary
of State, Department of Health



Jim Easton
National Director for
Improvement and Efficiency
Department of Health



Ian Dalton
National Managing Director of
Provider Development
Department of Health



**Professor
Sir Bruce Keogh**
NHS Medical Director
Department of Health



David Behan
Director General of Social Care
Local Government and Care
Partnerships
Department of Health



Sir John Oldham
National Clinical Lead, Quality
& Productivity
Department of Health



Dr Nick Stone
Head of Biophotonics Research
Unit, Gloucestershire
Hospitals NHS Foundation
Trust



Helen Bevan
Chief of Service Transformation
NHS Institute for Innovation
and Improvement



Dr Fiona Godlee
Editor in Chief
British Medical Journal



Ben Page
Chief Executive
Ipsos MORI



Dr James Kingsland
President
National Association of
Primary Care



Dr Paul Hodgkin
Founder and CEO
Patient Opinion



Helene Raynsford
Paralympic Gold Medalist



Geoff Mulgan
Chief Executive
Young Foundation



Lord Victor Adebowale
Chief Executive
Turning Point



Dame Christine Beasley
Chief Nursing Officer for England
Department of Health

Attend and experience:

- 250** inspirational speakers
- 10,000** attendees
- 250** exhibitors
- 180** seminars
- 10** interactive exhibition zones



>> Book your place today at www.healthcareinnovationexpo.com

Now in its second year, the **Healthcare Innovation Expo 2011** will bring together the best innovations from the private, public, academic, scientific and third sectors under one roof.

Show highlights

- > **i-Neighbourhood:** Features assisted living technologies including telecare and telehealth
- > **IBIZ 2011** will enable over 300 UK companies to meet and do business with 100 international buyers and partners from 31 markets
- > **Future Zone:** Discover the latest discoveries from eminent scientists
- > **iTAPP Wall:** Explore the Innovative Technology Adoption Procurement Programme
- > **Regional Innovation Fund Zone (RIF)**
- > **SHA Zone:** The latest innovative case studies from each region
- > **Public Health Zone:** Includes innovative ideas around prevention and wellbeing

Featured seminars:

- > QIPP
- > GP commissioning
- > Patient empowerment
- > Patient safety
- > Public health
- > Integrated care
- > Innovation in the third sector
- > Telecare and telehealth
- > Agents for change

Exhibitors:

All **Expo** exhibitors have passed a rigorous approval process. Innovations on display at the **Expo** are all ready for adoption and demonstrate a positive impact on patient outcomes and cost savings backed by evidence.

Expo 2011 will be the largest event of its type in Europe, attracting over 10,000 delegates from the public, private and voluntary sectors. With over 250 exhibitors, 250 speakers and 180 seminars, all featuring high impact changes that can deliver improvements in quality and productivity in the NHS.

Developed and supported by the Department of Health and UK Trade & Investment, the Expo will help managers, GPs, clinicians and front line staff understand the Coalition's reform agenda, the part they have to play in delivering change, and how they can drive adoption and diffusion of innovation.

Why attend?

If you only attend one event this year, then make it the Healthcare Innovation Expo 2011. Here's why:

- > This event is backed by the Government and the Department of Health to support improvement in outcomes and efficiency
- > A unique chance to find out more about the reform agenda
- > Hear from ministers and policy-makers
- > Learn from practical examples of innovations you can adopt immediately to improve care and drive efficiency
- > Witness an inspirational combination of local innovation, national and international vision
- > See the latest cutting edge technology, devices and pathways showcased by the world's leading companies

Who should attend?

Healthcare Innovation Expo 2011 will help **managers, clinicians, GPs, nurses** and **local government** drive savings and improve services, in health and social care, whether you're in the **public, private** or **third sector**.



Healthcare Innovation Expo 2011:

the must attend event of the year for
all health and local government professionals

Book your place today!

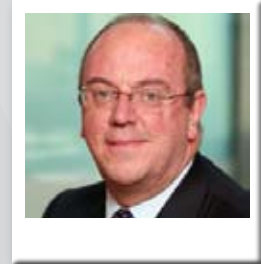


innovation for a healthier future



“This event will help equip delegates to deal with the challenges we are all facing in the coming years. It will be a great opportunity to experience and learn about evidence-based innovation, and how this might be adopted in every workplace. The Expo will give thousands of people the chance to better understand how the new NHS and social care programmes will work, and will show them how to make the most of the cutting-edge innovations on offer. Expo gives us an ideal platform to help frontline staff understand the part they can play in delivering change by the adoption and diffusion of innovation across organisations.”

David Nicholson, NHS Chief Executive, **Department of Health**

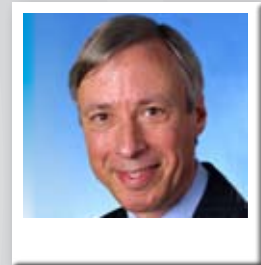


In these tough economic times, innovation is all the more important in order to continue improving the quality of care for patients in ways that are more productive and cost effective.

This year's Expo will provide a fantastic opportunity for innovators from the UK and across the world to showcase and share their ideas and best practice.

*I'm delighted that so many **creative** new ideas and innovations are already being developed by the NHS and universities across the country, but there is always room for more, and I believe the Expo **will act as a spur for further healthcare innovations into the future.***

Earl Howe, Parliamentary Under Secretary of State, **Department of Health**



HOW TO REGISTER

The registration fees include 2 days' admission, free booking of seminars and downloadable delegate packs. Admission is only available by pre-registration and early registration discounts are available until **Friday 17th December**.

REGISTRATION FEES

NHS Employee and Charity - Early Booking Rate = £125 + VAT

(ends 17 December)

Standard Early Booking Discount Rate = £225 + VAT

(ends 17 December)

NHS Employee and Charity Special Rate = £150 + VAT

Standard Rate = £299 + VAT

Great deals for group bookings!

Buy 5 tickets or more and get a 10% discount

Buy 10 tickets and get 1 free ticket

If you would like to take advantage of this offer please contact the helpdesk on **0845 833 2229**.

Don't miss out! Register online **www.healthcareinnovationexpo.com**
or call **0845 833 2229** between 09:30 and 18:00 GMT, Monday to Friday.

Main Stage Highlights

Opening and keynote address:

Andrew Lansley
Secretary of State for Health

Keynote address: Why the NHS needs innovation

Sir David Nicholson
NHS Chief Executive
Department of Health

The importance of private sector innovation

Innovative ways of improving healthcare in the US

Importance of innovation in government

Encouraging innovation
Professor Sir Bruce Keogh

NHS Medical Director

Department of Health

Importance of innovation to London

Innovation for business

An innovative approach to the third sector

Lord Victor Adebawale

Chief Executive

Turning Point

Inspiring story of patient journey

Helene Raynsford
Paralympic Gold Medalist

The power of innovation to unleash productivity

Jim Easton

National Director for Improvement and Efficiency

Department of Health

Masterclass Stage Highlights

Keynote address: The future of commissioning

The benefits of GP commissioning

Dr James Kingsland

President

National Association of Primary Care

Why patient opinion matters

Dr Paul Hodgkin

Founder and CEO

Patient Opinion

Science for innovation

Dr Nick Stone

Head of Biophotonics

Research Unit

Gloucestershire Hospitals NHS Foundation Trust

Encouraging innovation

Geoff Mulgan

Chief Executive

Young Foundation

Empowering patients online

Paul Wicks

Director of Research and Development

PatientsLikeMe

PatientsLikeMe

Creating an innovative environment

Providing a better health service

Ian Dalton

National Managing Director of

Provider Development

Department of Health

Accelerating innovation across the NHS

Helen Bevan

Chief of Service

Transformation

NHS Institute for Innovation and Improvement

Evidence that innovation in transparency drives productivity

Tim Kelsey

Founder of Dr Foster Intelligence and Senior Expert

McKinsey & Company

Making private sector innovation even more effective

Andrew Thompson

Chief Executive

Proteus

Design led innovation

Ben Page

Chief Executive

Ipsos MORI

Approaching innovation innovatively

Seminar Highlights

The Seminar programme will include something for everyone. With over **180 seminars** to choose from, this **is your perfect opportunity to tailor your learning experience**, and bring back **practical solutions** to your workplace.

A comprehensive series of seminars focused on high impact changes that can deliver improvements in quality and productivity, a great opportunity to see how others in the NHS are already delivering change and improvement.

QIPP seminars include:

- > **Productive Care**
- > **Technology/digital vision**
- > **Back Office Efficiency**
- > **Medicines Use**
- > **End of Life**
- > **Procurement**
- > **Right Care**
- > **Safe Care**
- > **Long Term Conditions**
- > **Urgent & Emergency Care**

Plus:

- > **GP Commissioning:** Hear national case studies of GP commissioning in practice
- > **Patient Empowerment:** Including seminars from **Patient Opinion** and **PatientsLikeMe.com**
- > **Information revolution**
- > **Patient Safety:** Discover innovative ways to measure safety and deliver outcomes
- > **Public Health:** Insight into the Public Health White paper and the Public Health Service
- > **Olympic Commitments:** The medical specialty of sport and exercise medicine
- > **Procurement:** Find out how the iTAPP (Innovative Technology Adoption Procurement Programme) is to produce more than £1billion productivity cash savings
- > **Local Innovation Case Studies:** Hear frontline innovation that is making a difference across the country
- > **Social Care:** The new vision for Mental Health, Health & Well Being Boards and the implications of the Social Care White Paper in practice
- > **Research & Development:** Participation from **NIHR Oxford Biomedical Centre** and **Liverpool Biomedical Centre**
- > **Integrated Care:** Sharing best practice including case studies from Torbay
- > **Third Sector Approach to Innovation:** Hear from **National Voices** and the **Development Trust Association**
- > **Provider innovation:** Innovation in the provision of services
- > **Telecare and Telehealth:** Featuring The Whole System Demonstrators, pilots from Kent, Cornwall and Newham
- > **Agents for Change:** Case studies from junior doctors around the country

>> Find out more at: www.healthcareinnovationexpo.com

Exhibition Highlights

All exhibitors at the **Healthcare Innovation Expo 2011** have to bid for exhibition space by providing evidence that their showcases will improve quality and productivity, as well as providing delegates with all the information to adopt them straightaway.

For the full list of exhibitors visit: www.healthcareinnovationexpo.com

Feature zones

- > **i-Neighbourhood** – the innovation house is back! New for 2011, a whole zone will be dedicated to displaying how technology can connect the community; a GP practice, a hospital and a pharmacy will all feature.
- > **Future Zone** – transforming the way patients are treated. Scientists will be talking about the most important discoveries and medical applications that will change the provision of care.
- > **iTAPP Wall** – showcasing the work of the Innovative Technology Adoption Procurement Programme (iTAPP), a NHS partnership with the Medtech sector to produce more than £1 billion productivity savings.
- > **Regional Innovation Fund Zone (RIF)** – learn more about high impact innovations supported by the regional innovation fund.
- > **SHA Zone** – your chance to meet the experts who have already adopted innovations and find out how you could implement them locally.
- > **IBIZ 2011** – an international business partnering event hosted by UK Trade & Investment to help UK Life Science companies achieve international success. IBIZ will enable over 300 UK companies to meet and do business with 100 international buyers and partners from 31 markets.
- > **Public Health Zone** – featuring prevention and wellbeing initiatives and examples of the public health and healthcare delivery around London 2012 Olympics and Paralympics.
- > **International Zone** – find out more about the NHS's international partnerships and explore sharing learning from around the world.
- > **iLEGX** – a zone demonstrating ways of reducing the number of legs that need to be amputated, includes an iLEGX conference for clinicians.
- > **BIBA Medical** – an exhibition zone and speakers area for clinicians focused on specialist cardiac conditions.

Interested in exhibiting?

Only the best can exhibit! **Healthcare Innovation Expo 2011** is a unique event for all participants. The main objective of the Expo is to encourage the spread of innovations that have a significant impact in improving the quality of patient care and productivity in the UK.

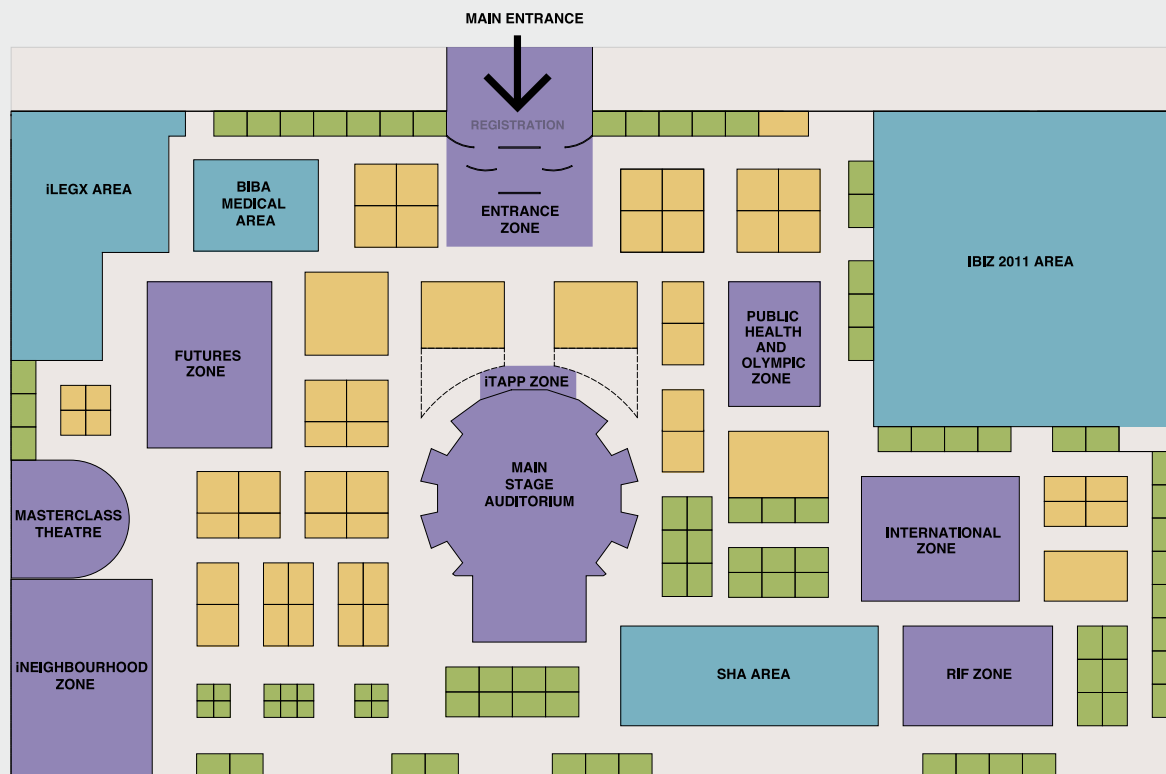
To exhibit at the Expo, you must stand out from your competitors by offering true innovation to the health sector. This is why to qualify to showcase at the Healthcare Innovation Expo 2011, all exhibitors must be able to demonstrate innovation ready for adoption, a positive impact on patient outcomes and costs savings backed by evidence.

Participating in the Expo will provide unrivalled opportunities for exhibitors, to interact directly with key buyers and decision makers in the NHS. Last year businesses secured tens of millions of pounds of orders. **This year will provide even greater opportunities as the show is expected to attract twice as many delegates.**

To be a part of this exciting event please contact Rebecca at rebecca@healthcareinnovationexpo.co.uk



An highly interactive exhibition



Healthcare Innovation **EXPO 2011** ■ EXPO Feature Zones & Theatres ■ EXPO Partner Areas ■ Exhibitors – Space Only ■ Exhibitors - Shell Scheme

Exhibitors confirmed for the Healthcare Innovation Expo 2011 include:

- > Alere
- > Arizant Healthcare
- > BIBA Medical, iLEGX
- > Birmingham City University
- > BMJ Evidence Centre
- > Bosch Healthcare
- > Cannon Hygiene
- > Capgemini
- > Carestream Health
- > Cellestis GmbH
- > Cook Medical
- > Dell Corporation
- > Deltex Medical
- > Demntia Life Limited
- > Devices for Dignity
- > DH - National End of Life Centre
- > DocCom Communication Solutions Ltd
- > Docobo
- > European Scanning Centre
- > Exmoor
- > GE Healthcare
- > H&R Healthcare Ltd
- > Healthcare at Home
- > Healthy Interactions
- > Heart of Birmingham Teaching Primary Care Trust
- > HemCon Medical Technologies, Inc.
- > Honeywell HomMed
- > Hydrate for Health
- > IBIZ 2011 (UKTI)
- > IBM
- > Intel
- > Intuitive Surgical
- > Kiosks4business (Sequoia)
- > KM+T
- > VitalPAC
- > Matrix Evidence
- > McKesson UK
- > Mediplus
- > NESTA
- > NHS - Christie Foundation Trust
- > NHS - Blackpool, Flyde and Wyre Foundation Trust
- > Mersey Care NHS Trust
- > Sherwood Forest Hospitals NHS Foundation Trust
- > DH NHS Contracting
- > NHS Direct
- > NHS Evidence
- > NHS Improvement
- > NHS Technology Adoption Centre
- > Institute of Innovation
- > South East Coast Quality Observatory
- > NHS National Innovation Centre (NIC)
- > NIHR - Oxford Biomedical Research Centre
- > Nucletron
- > Orthovita
- > Panasonic
- > Patientrack (UK)
- > Pharmarama international
- > Philips Healthcare
- > QED Consulting
- > Randox Laboratories
- > O2 Health & Blackberry SHAs
- > Technology Strategy Board
- > Telemedcare
- > Toshiba Medical Systems
- > TSG Associates LLP
- > Tunstall
- > UK Preventive Medicine
- > Unimedica
- > Vocera UK
- > The Young Foundation

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