



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

**Healthcare Innovation Expo 2011**

9th & 10th March, ExCeL London

Opening times 8:30 to 18:00

Innovation  
2011 EXPO  
supporting QIPP



## Expert and inspirational speakers include:



**Andrew Lansley**  
Secretary of State for Health



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



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



**Jim Easton**  
National Director for  
Improvement and Efficiency  
Department of Health



**Dame Barbara Hakin**  
National Managing Director of  
Commissioning 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



**Professor 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 Medallist &  
Public Health Colleague



**Geoff Mulgan**  
Chief Executive  
Young Foundation



**Lord Victor Adebawale**  
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
- 250 seminars
- 10 interactive exhibition zones



in association with



>> Book your place today at [www.healthcareinnovationexpo.com](http://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

- > **iNeighbourhood:** 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
- > **Stay Healthy 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 250 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!**

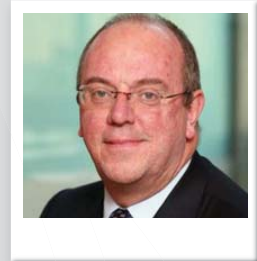


innovation for a healthier future



*“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.”*

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

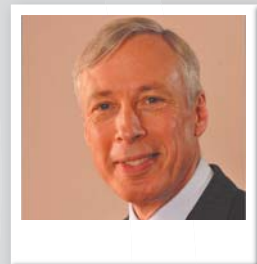


*“In these tough economic times, innovation is all the more important in order to continue improving the quality of care for patients in ways that are more productive and cost effective.*

*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.”*

**Lord 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 group discounts are available. For further details call 0845 833 2229.

### REGISTRATION FEES

**NHS Employee and Charity Special Rate = £150 excl VAT**

**Standard Rate = £299 excl 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](http://www.healthcareinnovationexpo.com)** or call **0845 833 2229** between 09:30 and 18:00 GMT, Monday to Friday.

## Main Stage Highlights

**Facilitator: Martyn Lewis,  
Broadcaster**

**Opening and keynote  
address**

**Andrew Lansley  
Secretary of State for  
Health**

**Keynote address:  
The new NHS  
commissioning system: the  
driver of innovation**  
**Sir David Nicholson**  
NHS Chief Executive  
**Department of Health**

**Research led innovation**  
**Ben Page**  
Chief Executive  
**Ipsos MORI**

**Encouraging innovation**  
**Geoff Mulgan**  
Chief Executive  
**Young Foundation**

**The NHS - a driver for  
economic growth**  
**Lord Howe**  
Parliamentary Under Secretary  
of State  
**Department of Health**

**An innovative approach  
to the third sector**  
**Lord Victor Adebawale**  
Chief Executive  
**Turning Point**

**The boat and beyond**  
**Helene Raynsford**  
**Paralympic Gold Medallist**

**A system driven  
by innovation**  
**Jim Easton**  
National Director for  
Improvement and Efficiency  
**Department of Health**

## Masterclass Stage Highlights

**Keynote address:  
Commissioning for better  
outcomes**  
**Dame Barbara Hakin**  
National Managing Director of  
Commissioning Development  
**Department of Health**

**The benefits of GP  
commissioning**  
**Dr James Kingsland**  
President  
**National Association of  
Primary Care**

**If only Apple did Healthcare**  
**Jim Dawton**  
Partner, **Designit**

**Innovation from bench  
to bedside: illuminating  
early cancer diagnosis**  
**Professor Nick Stone**  
Head of Biophotonics  
Research Unit  
**Gloucestershire Hospitals  
NHS Foundation Trust**

**The Future isn't what it used  
to be!**  
**Sir John Oldham**  
National Clinical Lead, Quality  
& Productivity  
**Department of Health**

**Empowering patients  
online**  
**Paul Wicks**  
Director of Research and  
Development  
**PatientsLikeMe**

**Can dinosaurs learn to  
dance? Social media and the  
NHS**  
**Dr Paul Hodgkin**  
Founder and CEO  
**Patient Opinion**

**Transparency works!  
Making the Information  
revolution a reality**  
**Tim Kelsey**  
Founder of Dr Foster Intelligence  
and Senior Expert  
**McKinsey & Company**

**Creating contagious  
commitment to change  
for quality and cost  
improvement**  
**Helen Bevan**  
Chief of Service  
Transformation  
**NHS Institute for Innovation  
and Improvement**

**Healthcare for Everyone**  
**Andrew Thompson**  
Chief Executive  
**Proteus Biomedical**

**ilegix initiative to reduce  
major leg amputations**  
**Professor Roger M.  
Greenhalgh**  
**Imperial College London  
AHSC**  
and panel members

**Does the NHS want your  
Technology? Helping SMEs  
develop the right healthcare  
technology for the NHS**  
**Brian Winn**  
Head of NHS National  
Innovation Centre (NIC)

## Seminar Highlights

**The Seminar programme will include something for everyone.** With over **250 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
- > **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**
- > **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](http://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](http://www.healthcareinnovationexpo.com)

## Feature zones

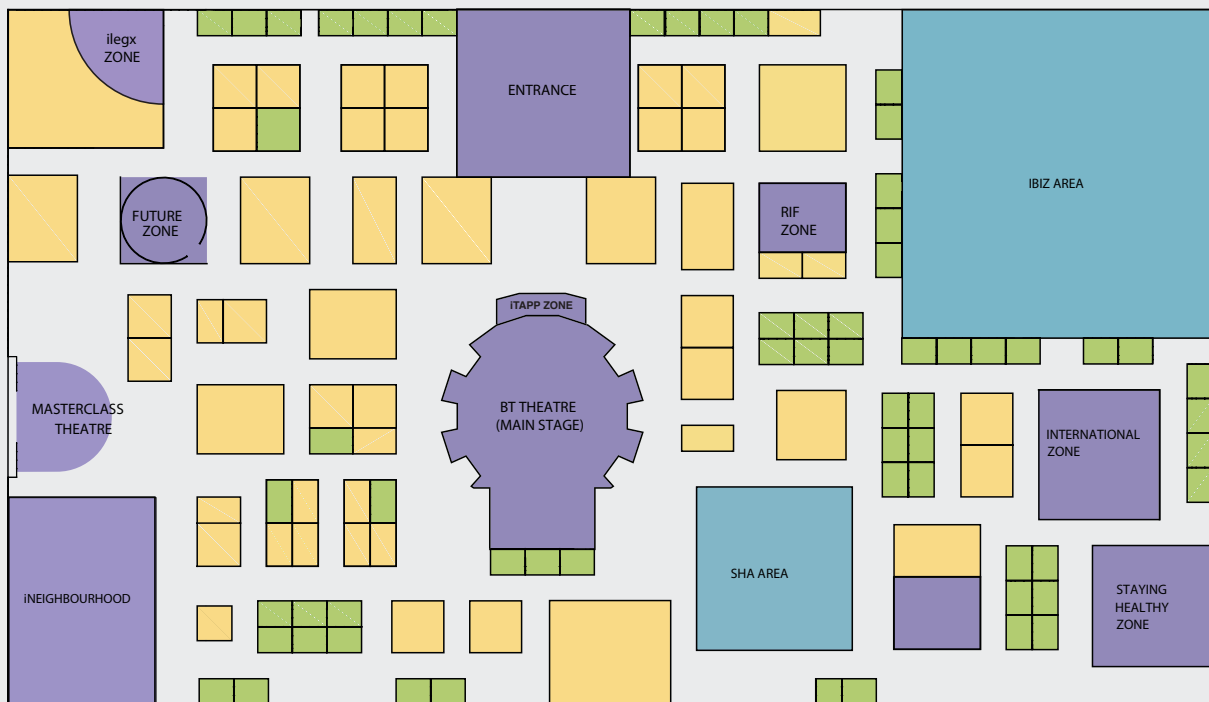
- > **iNeighbourhood** - the innovation house is back! New for 2011, a whole zone will be dedicated to displaying how technology can connect the community; a GP practice, a hospital and a pharmacy will all feature.
- > **Future Zone** - transforming the way patients are treated. Scientists will be talking about the most important discoveries and medical applications that will change the provision of care.
- > **iTAPP Zone** - 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.
- > **Staying Healthy Zone** - find ways to improve and take responsibility for your health and wellbeing. Don't just talk about it - come and do something practical.
- > **International Zone** - find out more about best practice healthcare innovation case studies from around the world.
- > **ilegx** - the ilegx initiative began in 2008 in response to rising major leg amputations. Early referral of foot ulceration and interdisciplinary management is demonstrated by King's College Hospital expert team for saving legs.

>> Find out more at: [www.healthcareinnovationexpo.com](http://www.healthcareinnovationexpo.com)



# Highly interactive exhibition

Floor plan subject to change



Healthcare Innovation EXPO 2011

EXPO Feature Zones & Theatres

EXPO Partner Areas

Exhibitors – Space Only

Exhibitors - Shell Scheme

For full list of exhibitors (inc the IBIZ 2011, AHSC and SHA areas) please visit the event website;

- > 360CRM
- > Academic Health Sciences Centre (AHSC)
- > Accenture
- > Alere
- > Andago
- > Arizant
- > Association of British Healthcare Industries
- > Association of Pharmaceutical Industry
- > Assura Medical Ltd
- > AstraZeneca
- > AXA - ICAS
- > BARRX Medical/Synmed UK
- > Bell Pottinger
- > Boots
- > Birmingham City University
- > BIVDA
- > Blackpool Teaching Hospitals
- > BMJ Evidence Centre
- > BMJ Group
- > Bosch Healthcare
- > BT: innovation, now
- > Cannon Hygiene
- > Capgemini
- > Capita
- > Carestream Health
- > CBRT International Ltd
- > CCRT Ltd
- > Cellestis GmbH
- > Claritos Intelligence Solutions
- > Continua
- > Cook Medical
- > Deltex Medical
- > Dementia Life Ltd
- > Department of Health Pathology Programme
- > Devices for Dignity
- > DH NHS Contracting
- > DocCom
- > Docobo Ltd
- > E.Novation UK
- > European Scanning Centre
- > Exmoor
- > GE Healthcare
- > Graphnet Health Ltd
- > H & R Healthcare Ltd
- > Healthcare at Home
- > Health Protection Agency
- > HSJ, Nursing Times and LGC
- > Healthcare Scientists in the NHS
- > Heart of Birmingham Teaching Primary Care Trust
- > Hemcon Mediacal Technologies, Inc
- > Honeywell HomMed
- > Hydrate for Health
- > i2r Medical
- > ilegx Initiative
- > IBIZ 2011 (UKTI)
- > IBM
- > Ideal Health
- > Intel
- > Intuitive Surgical
- > Invest Northern Ireland
- > Isabel Healthcare
- > Kiosks4business (Sequoia Technology Group Ltd)
- > KM+T
- > M3AT
- > Matrix Evidence
- > McKesson UK
- > Mediplus
- > Medtronic
- > Meridian Productivity Ltd
- > Mersey Care NHS Trust
- > National End of Life Care Programme
- > NDL
- > NHS Diabetes and Kidney Care
- > NHS Direct
- > NHS Evidence
- > NHS Improvement
- > NHS Institute for Innovation and Improvement
- > NHS Innovations
- > NHS Networks
- > NHS Quality Observatories - South East Coast
- > NHS Shared Business Services
- > NHS Professionals
- > NHS Technology Adoption Centre
- > NIHR Manchester Biomedical Research Centre
- > NIHR BRC Oxford and Liverpool
- > Nucletron UK Ltd
- > O2 Health
- > Orthovita
- > Pall Medical
- > Panasonic Computer Products Europe
- > Patientrack UK
- > Patient Opinion
- > Pfizer Health Solutions
- > Pharmarama
- > Philips Healthcare
- > QED Consulting
- > Quest Diagnostics
- > Randox
- > RealTime Health Ltd
- > Sandhill
- > Savience
- > Sg2
- > Shape (Strategic Health Asset Planning and Evaluation)
- > SharpSmart Ltd
- > Sherwood Forest Hospitals NHS Foundation Trust
- > South East Coast Quality Observatory
- > Strategic Health Authorities (SHAs)
- > Technology Strategy Board
- > Telehealth Solutions Ltd
- > The British Lung Foundation
- > The Christie NHS Foundation Trust
- > The Institute for Healthcare Improvement
- > The World Healing Centre
- > The Young Foundation
- > Toshiba Medical Systems
- > Tribal Group
- > Tunstall Healthcare (Ltd)
- > UK Healthgateway Ltd
- > Unimedica Passion for Prevention®
- > UnitedHealth UK
- > Vascular Health Check Service
- > Vantage Diagnostics Ltd
- > VitalPAC
- > Vocera UK
- > Vodafone
- > West Midlands Digital Zone
- > Wortham Laboratories, Inc

>> Visit: [www.healthcareinnovationexpo.com](http://www.healthcareinnovationexpo.com)

March 9/10 ExCeL London



# IBIZ 2011

Connecting global life sciences

Hosted by UK Trade & Investment (UKTI), IBIZ 2011 is an international Life Sciences business event that can help companies who want to expand their business internationally.

**IBIZ is an opportunity for businesses to forge new partnerships with 100 international buyers, pitch for investment, exhibit innovative products and source market information.**

### What's in it for you?

- IBIZ is a cost-effective way to arrange meetings with potential overseas buyers and partners
- IBIZ is a source of market information through seminars and UKTI Commercial Officers
- IBIZ is a great place to make business contacts
- IBIZ gives you the tools to achieve international success

### Seminar Programme

Our seminars are expected to be very popular with industry leading speakers on such topics as – Selling to UN Organisations and the International Red Cross, Personalised Medicine and Regenerative Medicine.

Confirmed speakers include:

**Prof. Sir John Bell**

Chair, Office for Strategic Co-ordination of Health Research (OSCHR)

**Prof. Chris Mason**

Chair of Regenerative Medicine Bioprocessing, UCL

**John Jeans**

Chief Operating Officer, MRC

**Register online at:**

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

**Evidence shows that companies new to exporting on average experience a 34% increase in productivity in the first year of exporting and are 11% more likely to survive.**

Source: The UK. Standing Out 2009

### 'Meet the Buyer' Opportunities

UKTI is bringing 100 international buyers from 31 countries, who are looking to partner and buy from British companies, as well as 31 in-country trade specialists to offer help and advice on their country.

UK companies can manage their own meetings by accessing the IBIZ online partnering system, to book meetings with buyers and commercial officers who can help you access international markets.

**The following markets will be represented at IBIZ 2011:**

Australia	Malaysia
Brazil	New Zealand
Canada	Poland
China	Russia
Czech Republic	Saudi Arabia
Denmark	Singapore
Dubai	South Africa
Egypt	South Korea
France	Spain
Germany	Switzerland
India	Syria
Iraq	Taiwan
Israel	Thailand
Japan	Turkey
Jordan	USA
Lebanon	

IBIZ will be an exceptional networking two day event and is part of the Healthcare Innovation Expo.

**Register online at:**

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

Registering gives you full show access to IBIZ 2011 for the two days, including partnering and entry to the Healthcare Innovation Expo and seminar programme.

For further information or to register, log on to

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

