



UK

INNOVATION

PROMOTING BRITISH INNOVATION

Healthcare
Medical
Innovation UK

HEALTHCARE and MEDICAL INNOVATION UK

SPRING 2010

The Spring 2010 edition of Innovation UK will launch a special supplement **Healthcare and Medical Innovation UK** with a key focus on innovative solutions and the role of medical innovation in 21st century healthcare.

Objectives

Healthcare and Medical Innovation UK will play a key role in transforming the face of healthcare, focusing on new technology developments and procurement of innovation to help leading healthcare institutions such as the NHS and service providers, deliver better care and solutions to patients.

The pan-government focus on life sciences places responsibility on the healthcare technology industry to advance the impact of healthcare innovation as one of the key supports of the UK economy.

Contributors in the Current Edition Include:

NHS Institution for Innovation and Improvement	Sagentia
Meditrox	NHS National Innovation Centre
NHS Purchasing and Supply Agency	Raumedic
XGEN	Brunel Healthcare Associates
National Institute for Health Research	ITL
National Institute for Health and Clinical Excellence	Integrated Technologies

Commercial Viability and Partnerships

Healthcare and Medical Innovation UK will focus on sustained progress in the production of life improving and life saving innovations and ensuring that these can be easily utilised and transferred to market quickly.

Healthcare and Medical Innovation UK will be relied upon by key organisations looking to take product to market, investing in medical products and services, procuring solutions for the National Health Service and aiming to achieve collaboration and partnerships.

Readership

This mirrors our **Innovation UK** readership, which we have developed with our wide network of media partners, in which copies of **Healthcare and Medical Innovation UK** are in the delegate packs and on registration desks of all major key technology innovation events and medical/healthcare forums, where readers are at their most receptive.

Internet Exposure

Innovation UK is now NUMBER ONE on the Google search engine and we are the UK market specialists in promoting British innovation. **Healthcare and Medical Innovation UK** will also feature on the Innovation UK website with full page-turning technology and live links to e-mail and websites.