

INNOVATION in HEALTHCARE and Medical Technologies

OVERVIEW

The landscape for innovation in healthcare and medical technologies has never been more dynamic.

The NHS and international health centres, together with the public, private, scientific and academic sectors, are all demonstrating their absolute commitment to innovation.

Internationally, cross-government commitment to increase the uptake on innovative medicines and technologies is accelerating engagement between industry and health-service providers as is demonstrated in the UK with the NHS.

Benefits of investing in Innovation in Healthcare and Medical Technologies 2010

1. **Communicate directly with key buyers and decision-makers**
2. **The only specialised business report that will cover academia, research & enterprise**
3. **Further circulation advantages from parent report *Innovation UK* (in association with UKTI) & its website**
4. **Search term “Innovation UK” is No1 on Google from over 50 million search results**
5. **Established report enjoys an international profile & readership of senior decision makers responsible for R&D and innovation**
6. **Invitation only ensures that only the editorially relevant profiles/advertisements are selected**

What you should promote

1. **Showcase projects currently in place with the NHS**
2. **Showcase new innovations**
3. **Highlight cost efficiencies and delivery**

Confirmed and suggested features – these are some examples:

The NHS Life Sciences Innovation Delivery Board

The role of the SHAs – Faster Innovation and sharing of best practice

The NHS Institute for Innovation & Improvement

NICE – The Innovation Pathway

Innovation in Procurement – commercial support units

Project Match – early stage evaluation of medical device innovations

The NHS Innovations Expo

Cutting-edge Medical Technologies

The Pharmaceutical Vision

Global Health Collaborations

The NHS goes global

The EC puts health first – funding opportunities

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Circulation Exposure

READERSHIP/CIRCULATION

Innovation in Healthcare and Medical Technologies 2010 will be presented to every delegate on registration at the Healthcare Innovation Expo on 6th and 7th October 2010.

NHS Expo will be attended by the who's who from across the medical industry.

Department of Health target 10,000 delegates.

All contributors to **Innovation in Healthcare and Medical Technologies 2010** will also benefit from additional readership from attendees at other major global science, technology and innovation events throughout the whole year.

Events

Advanced Technology Showcase

BIO 10

CDE Open for Innovation

CleanTech Innovation

DSEi

E-Health Insider

Economist Innovation Awards

EuroMedTech

EuroNano Forum 2009

FT Pharma BIO

GovNet – Science and Innovation

Health KTN Conference

Innovate '10

INSITE

ISPIM – The Future of Innovation

LAB 2009

Leadership and Management in Business
Incubation

Medical Innovation Forum

Medical Innovation Summit

Nano4Energy

NanoForum

NanoMaterials10

NanoTec10

NHS Innovations Expo

NHS Institute for Innovation and Improvement

Open Innovation (Norfolk Network)

Ordnance Survey event

Photonex

Proton Conference

RAate

Smart Healthcare Live

Tech Connect World

Technology World '10

The Carbon Show

UKBI/UKSPA Conference

UKSPA 25th Anniversary meeting

UKSPA members meeting

UKTI roadshows

Targeted mailing – wherever possible, by name:

PCT CEs

NHS Trust CEs

SHA CEs

Care Trust CEs

Foundation Trust CEs

Directors of Finance

Directors of Commissioning

Innovation Leads

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