

# MidTECH Matters

News from NHS Innovations West Midlands

## ‘sharing innovation for healthcare’

MidTECH Conference 2006



More than 90 representatives from the NHS, industry and academia across the West Midlands were brought together at the National Motorcycle Museum for this annual event.

The aim of the day was to present different perspectives on the innovation process within the NHS and to discuss how it can be taken forward for the benefit of all parties. Speakers came from the NHS, industry and venture capitalists, and included Dr Mark Goldman, Chief Executive of Heart of England NHS Foundation Trust. The presentations explored the opportunities and challenges for businesses developing new healthcare products, the changing culture within the NHS and MidTECH's role in

developing NHS innovations and linking NHS innovators with industry. Ways of funding innovation were also outlined. The day finished with a plenary session in which topics discussed included how to raise awareness of innovation and intellectual property amongst NHS employees and advice for NHS innovators and companies on how best to engage with one another.

MidTECH Director David Gleaves commented: "We were delighted to see so many people at the event and the feedback I have received has been very positive, with delegates commenting that the varied and informative nature of the programme had given them an understanding of the issues surrounding NHS innovations from all angles."

To download the presentations visit the news section of our website [www.midtech.org.uk](http://www.midtech.org.uk)



Prof. Alan Wenban-Smith

## MidTECH gets £750K to develop NHS Innovations

MidTECH was amongst 29 bidders that have been awarded cash from the Government's Public Sector Research Exploitation (PSRE) initiative to help turn research into a commercial reality.

The injection of £750K will be used to expand our activities across the West Midlands to protect and fully exploit new technology and devices, with the added opportunities that manufacture and commercial development can bring for regional businesses.

Dr Maire Smith, National Director of Technology and Product Innovation for the Department of Health said,

"The role of the NHS Innovation Hubs is to ensure that good NHS ideas stay within the NHS so that patients, inventors and their Trusts get the full benefit. I'm delighted that the work of MidTECH has been recognised through this funding award and I look forward to the West Midlands reaping the benefits of NHS innovation."

## Paul champions innovation at UHCW

As part of MidTECH's strategy we aim to fund several 'innovation champions' based across the region. These will be technology scouts 'embedded' in some of our client Trusts and will work with MidTECH to map capability, promote awareness of intellectual property and innovation, and identify potential opportunities. These champions will complement our core team of Innovation Managers.

The first of these champions is Paul Fairburn, who is based at University Hospitals Coventry and Warwickshire NHS Trust (UHCW). Paul's role includes building partnerships between the Trust and industry by bringing companies into UHCW to work on collaborations in focus areas driven by the Trust. The current project portfolio includes developments in teleradiology, risk assessment, wireless communication and transport media.

Paul says: *"This is an ideal place to encourage and develop innovation. The building of a state-of-the-art new hospital has created an environment that encourages people to challenge existing processes and progress new ideas."*

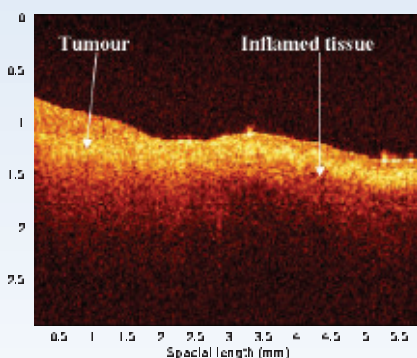
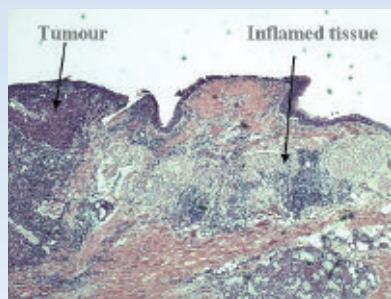
## a message from our Chairman

At the end of April MidTECH became a Company Limited by Guarantee (CLG). We remain a non-profit organisation, but this new status means that we can enter into commercial deals without putting the funds of member Trusts at risk. Our new status also means that we can develop a whole new battery of ways to help Trusts generate income from their innovations.

Less than two years on from the establishment of MidTECH, this is a major milestone which places us in the leading group of regional innovation hubs. We are hugely grateful for the vision, commitment and energy of the Trusts across the West Midlands that have got us this far, and look forward to paying them back in the most practical possible way.

Prof. Alan Wenban-Smith  
Chairman

## Innovative lung cancer probe delivered as first stage of OCT project



Tumour detection within bronchial mucosa reflected on scan as featureless tissue

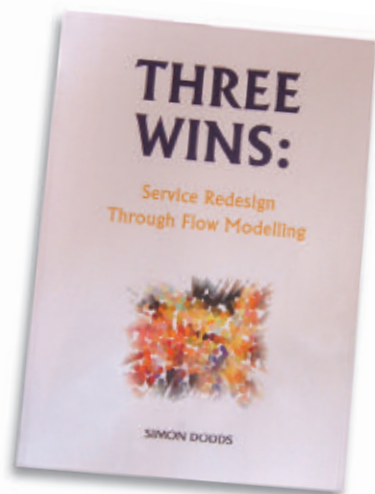
*“OCT has the potential to revolutionise surgery for lung cancer. OCT will enable surgeons to determine, at operation, the spread of the cancer, and enable complete removal of the tumour”*

University Hospital of North Staffordshire NHS Trust (UHNS) has taken delivery of an advanced optical probe for important research in lung cancer surgery. The new probe upgrades the UHNS equipment with a two times resolution improvement, providing an immediate improvement in image quality, and will be used to obtain sub-surface images of lung tissue at more than five times the resolution of state-of-the-art ultrasound systems. This is part of the Optical Coherence Tomography (OCT) project headed by Monica Spiteri, Professor of Respiratory Medicine at the Trust.

OCT looks set to impact many other areas of diagnostic medicine, including cervical and oesophageal cancer. MidTECH has been closely involved in the development of this project over the last year, and is currently helping to raise investment funding for development of the next generation of technology. This will be used by surgeons in an actual operation to ensure that all of a cancer has been removed without cutting out healthy lung tissue unnecessarily.

Professor Spiteri, who was one of the speakers at MidTECH's recent conference, said,

## Three Wins... for award-winning innovator



In 2004 Simon Dodds, Consultant Surgeon at Good Hope Hospital, at the suggestion of MidTECH Director David Gleaves submitted his team's Leg Ulcer Telemedicine Service for an NHS Innovation Award. When he subsequently received the national award for Innovative Service Delivery at that year's NHS Live event, he was asked what the team had done to achieve the award, leading him to write his recently published book - 'Three Wins: Service Redesign Through Flow Modelling'.

The book tells the story of how his team at Good Hope reinvented the way they worked in order to deliver better service to patients, a better working environment and improved performance and efficiency – the 'three wins' referred to in the title.

Dodds explains, "we have developed a better understanding of clinical process redesign and we have developed and tested tools that make this complex process easier, more predictable and less dependent on luck".

Aimed at all NHS staff engaged with service improvement and innovation in healthcare, the book highlights the important role that front-line staff can play in leading innovation for service improvement.

For more information about the 'Three Wins' philosophy and to order a copy of the book, visit [www.three-wins.com](http://www.three-wins.com).

## New pyjamas reduce infection and increase dignity



MidTECH has been helping a team from the urology ward at Heart of England NHS Foundation Trust to develop and test a new design for pyjama trousers. The unique design prevents catheters from kinking, therefore reducing the risk of infection through blockage, clot retention or urinary stasis. It also provides greater dignity and comfort for patients, as the crossover design of the front removes the tendency of traditional hospital pyjamas to over-expose catheterised patients.

Nurses Heather Gerrard and Belinda Briand and Consultant Urologist Dev Sarmah came to MidTECH with their first mock up of the trousers in 2005 after hearing about us from Bethan Miles, R&D Manager at the Trust. We protected the design by registering it and then through our regional partner HealthTech found a company, Mortex Enterprises, to make the first prototypes. After testing these at several Trusts, revisions have been made to the design, and the next batch of prototypes are now being tested with patients, with the eventual aim of manufacturing and marketing the pyjamas to make them available for the benefit of patients across the NHS.

## delivering... success at national healthcare computing conference

MidTECH and our regional partner HealthTech supported delivering..., an internet based planning and performance management tool developed by North Staffordshire Combined Healthcare, with a stand at the Healthcare Computing exhibition in Harrogate in March. This was the 23rd annual conference of Health Informatics in the UK and was an opportunity for the tool to reach a wider audience, including senior NHS managers and potential partner companies.

Anne Makins, Development Manager at the Trust said, "We were delighted to attend the Harrogate Conference and were very kindly supported by MidTECH and HealthTech. Promoting a product at an exhibition was a new and exciting experience for us. It resulted in some very promising leads which we are currently pursuing"

For more information about delivering... visit [www.deliveringsuccess.net](http://www.deliveringsuccess.net)

To find out more about HealthTech visit [www.health-tech.org.uk](http://www.health-tech.org.uk)

## member news

In each newsletter we aim to bring you news of exciting developments happening at our member Trusts. In this issue we bring news from members in Coventry and North Staffordshire.

# Health Technologies & Innovations Park proposed

University Hospitals Coventry & Warwickshire NHS Trust are part of a partnership who have developed a proposal for a Health Technologies and Innovations Park adjacent to their new £400m 'super' hospital.

The Ansty Park will co-locate Medical Technologies, Advanced Engineering and ICT and will build on three exceptional sub-regional incubation programmes led by UHCW, the University of Warwick and Coventry University. It will have dedicated access to the University Hospital, linking research, industry and healthcare together. Plans for the park also include a new housing



estate, including 200 units for key worker housing. The aim will be for Ansty to become one of the centres of excellence nominated by the DoH and DTI for the development and adoption of medical technology in the UK.

The primary stakeholders in the project are well placed to make it a reality. UHCW is a pioneering Trust with a growing international research base for advances in healthcare and is a leader in urban renewal. The University of Warwick has the fastest growing medical school in the UK and Coventry University has a history of healthcare innovation and design technology. Strong partnerships already exist with industry developing healthcare products. In addition, the unique geographical position of the site, at the heart of the motorway network and within easy reach of three regional airports, will make it an attractive proposition for companies.



TOP: The proposed site at Ansty  
BOTTOM: The new 'super' hospital in Coventry

# Helping the NHS to become a Good Corporate Citizen

UHCW were one of five Trusts across the country chosen to test the new NHS Good Corporate Citizen Self-assessment Model.

The Trust is the second largest employer in the area and believes it has a responsibility to add value beyond its core business. This can be achieved by being an active partner in local regeneration and becoming embedded into the community. UHCW are doing this by creating local jobs, stimulating innovation and creating strong partnerships within the community by initiating projects with local authorities, schools, universities and organisations such as the Chamber of Commerce and Learning and Skills Council.

David Roberts, Chief Executive at the Trust says: *"Tackling employment, housing, education and health in a coordinated way will deliver social gains and is Good Corporate Citizenship."*



# New research centre for North Staffs

The North Staffordshire Research and Development Consortium, in partnership with Keele University, has opened a dedicated patient focused research centre, which will allow research and development activities to flourish with the aim of improving the care of patients in North Staffordshire.

Construction started in November 2004 and the centre opened in April 2006. The project has already secured three million pounds of capital investment from the University Hospital of North Staffordshire NHS Trust, North Staffordshire Combined Healthcare NHS Trust and Keele University.

The new research centre will provide facilities for both clinical and laboratory based research and will support research in a number of key national and local health priority areas.

*Dr Darren Clement, R&D Manager says: "The research centre presents us with a unique opportunity to take our laboratory based advances in medicine out of the lab and into the clinic; applying new therapies and technologies with a view to improving health."*

*We already have an established portfolio of activity which will be accommodated within the building. The building will host research that will be of benefit to and impact on the health of the local community in North Staffordshire."*

# Launch of the Medical Technologies Cluster Programme 2006-2008



Advantage West Midlands (the Regional Development Agency) has recently committed £2.7m of funding over the coming two years to deliver the vision of the Cluster Opportunity Group (COG) to promote diversification, innovation, product development and access to procurement opportunities for medical technologies companies in the region. MidTECH is one of a group of West Midlands organisations who have been chosen to help achieve this.

The COG is an advisory body to the Agency, consisting of representatives from industry, NHS and academia, and has spent more than six months developing a strategy on promoting economic growth within the medical technologies cluster, as well as commissioning a major piece of research,

mapping the cluster and identifying new opportunities. The funding will be used to deliver the Medical Technologies Cluster Programme 2006-2008.

The programme recognises MidTECH's role as the regional NHS Innovations hub with an established network of client Trusts. We will assist in the delivery of the strategy by working with our regional partners, specifically Medilink West Midlands, who will act as the first point of contact for any company wishing to take advantage of the services available through the programme, which will be delivered jointly with HealthTech, CHID, Healthcare Purchasing Consortium and BE Together Staffordshire.

This joint delivery is a very positive development, which means that through a reduction of duplication in projects it will be possible to fund a wider range of projects than previously.

As well as company specific support on diversification and innovation, the programme will encourage spin out of IP generated within trusts, development of procurement protocols, enabling companies easier access to the NHS and promote greater uptake of science in schools to encourage a growing workforce. MidTECH will use the funds from AWM to build on our existing capacity by providing additional 'innovation champions', the first of which you can read about in this newsletter. MidTECH's involvement in the programme will give companies access to NHS advice and ideas and we can add value for industry and for the NHS by facilitating partnerships and collaborations.

For more information visit [www.advantagewm.co.uk/medical-technologies.html](http://www.advantagewm.co.uk/medical-technologies.html)

## The National Innovation Centre

The Wanless Report in 2002 described the NHS approach to adopting new technology and products as 10 years behind that of other developed economies. Following this, the Health Industries Task Force recommended the creation of a National Innovation Centre (NIC) to foster innovation in the uptake of medical products and technologies.

The NIC has been set up as part of the NHS Institute for Innovation and Improvement, and is involved in supporting MidTECH and the other regional innovations hubs, as well as new adoption and training hubs which are currently under development and will be based in Manchester and London respectively.

For more information about the NHS Institute for Innovation and Improvement visit [www.institute.nhs.uk](http://www.institute.nhs.uk)

By identifying promising technologies and providing investment to the best innovative ideas coming from healthcare, the hubs and the NIC have an important role to play in bringing good ideas into practice where they can have the greatest impact on patient care.

The NIC has an innovation landscape project underway that will map the roles of the different NHS bodies involved in innovation. The NIC will also build innovation networks with partners and other stakeholders such as the DTI, the Knowledge Transfer Network and industry at local and international level.

In September the NIC will hold a conference for all the stakeholders of the Innovation Hubs and the NIC itself. The NIC will launch its new web site at the conference.

## Frequently Asked Questions

**There are some subjects we are often asked about when talking to innovators and Trusts, so in each issue of MidTECH matters we will answer common questions on one of these topics, starting with copyright.**

### **What is protected by copyright?**

Any teaching material, flyers, handouts, patient information leaflets, computer programs, DVD's and videos you produce are protected by copyright.

### **Do I need to register copyright?**

No. Copyright protection is automatic in the UK, so you don't need to register, fill in forms or pay any fees.

### **How should I word the copyright statement?**

You don't have to have a copyright statement on your material for it to be protected, but it is recommended. This should have the © symbol, the year and the rightful owner, ie the legal entity who owns the copyright.

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