

MidTECH Matters

News from NHS Innovations West Midlands

'DIAMOND' NHS INVENTIONS SET TO SHINE IN REGIONAL AWARDS

MidTECH has launched a regional competition to find the best new inventions, pioneering techniques and other innovations by NHS staff throughout the West Midlands.

MidTECH, the regional NHS innovation 'hub', is urging local health staff to enter their trailblazing ideas for improvements in healthcare into the 'Making ideas reality' competition – held during the year the NHS marks its Diamond Anniversary.

A prize fund worth a total of £10,000 will be shared by the winners and runners-up – to invest in the further development of their projects.

The awards – the fourth organised by MidTECH – will be presented at an 'Oscars' style ceremony at 'Thinktank' at Millennium Point, Birmingham, on November 27th 2008.

The winners will also qualify for the national NHS innovation awards to be held in London later in the year.

"Last year we had more than 80 entries from over 30 NHS organisations around the West Midlands – and we hope for even more for this year's event," said David Gleaves, chief executive of MidTECH.

"After all, it is the 60th, or 'diamond', anniversary of the NHS – an organisation which has always been at the forefront of international healthcare and is still the envy of much of the world.

"We never cease to be impressed by the enthusiasm, creativity and commitment demonstrated by NHS employees – and their ingenuity when it comes to developing new initiatives to improve care for patients.

"Now we want them to tell us about their innovative ideas – not only could they win a prize in these awards but there could be potential to progress their projects towards commercial success."

Last year's MidTECH winners included Dr Rob Higgins, consultant nephrologists for University Hospitals Coventry and Warwickshire NHS Trust, who earned the 'High Tech' category award for his pioneering work on 'living donor' kidney transplants

for patients who would otherwise be unable to have one because their antibodies would reject a donor's organ.

Sandwell and West Birmingham Hospitals NHS Trust, won the 2007 'Innovative Practice' award for 'shaded observation charts', which help nurses and doctors to keep better track of any deterioration in a patient's condition.

And South Birmingham Primary Care Trust clinched the 'Community Engagement' award for a project devised by occupational therapist Sanjeev Badwal to help people with moderate to severe learning disabilities.

"Any innovative technologies and services can be entered – for example, medical devices or diagnostic developments, information technology, publications or training

and rehabilitation or aids to help people with disabilities," said David Gleaves.

Entries can be from individuals or from teams of staff working for NHS organisations in Birmingham, the Black Country, Solihull, Coventry, Warwickshire, Staffordshire, Herefordshire, Worcestershire and Shropshire.



David Gleaves

A message from our Chief Executive

As part of the national network of NHS Innovation hubs, MidTECH plays a vital role in the innovation process: identifying, protecting and commercialising innovative ideas from the NHS.

This includes helping to patent or otherwise protect the ideas, linking up with industries that may help to commercialise them – and aiming to ensure that a share of the profits go to the inventor and the NHS Trust where the projects were born.

MidTECH has continued to demonstrate its impact in the regional build on its continued success in managing and commercialising NHS intellectual property and has been recently recognised by a further award of funding from the Department of Innovation, Universities and Skills.

I am delighted to report that in the operating year up to the end of March 2008, MidTECH concluded 12 licensing and intellectual property agreements. This is a significant increase on previous years and evidence of the growing momentum of innovation within the NHS.

This issue of MidTECH Matters celebrates the Diamond Anniversary of the NHS and features the 60th celebrations plus the recent publication of Lord Darzi's 'Our NHS, Our Future' report and brings news of regional and national developments across the whole innovation pathway.

You will read about the launch of the 2008 West Midlands NHS Innovation Competition which welcomes new ideas from across the region. Winning innovations will be highlighted in our annual West Midlands NHS Innovation Awards ceremony, which will be held at the end of November at Think Tank in Birmingham. Last year we were delighted to receive 80 entries from more than 30 of the region's NHS Trusts and PCTs, evidence that there are many innovative individuals and teams throughout the West Midlands. Again, we hope to see some of the entries developed into new products in the future and are working towards achieving this.

As our project portfolio matures and grows, I look forward to an increasing number of deals coming through, for the benefit of the regions Trusts and innovators, the NHS and its patients.

David Gleaves
Chief Executive

Anyone interested in entering the competition can find out more by calling **0121 455 0346** or visiting www.midtech.org.uk, where they can apply online. The closing date for entries is **September 12th 2008**.

West Midland NHS innovations given **£986,000** boost

A boost of almost £1 million has been given to the organisation responsible for fostering NHS innovations, inventions and pioneering techniques in the West Midlands.

MidTECH, the regional NHS innovations 'hub' for the West Midlands, has been awarded £986,000 from the Government's Public Sector Research Exploitation (PSRE) initiative. The money will help MidTECH turn West Midlands NHS research and innovation into commercial reality.

It will use some of the new funds to establish regular 'innovation challenge' workshops in NHS Trusts to identify new problems and solutions and attract new ideas from NHS staff. It also plans to develop new rapid showcasing facilities that will enable ideas to be quickly visualised and presented to industry.

MidTECH chief executive David Gleaves, said: *"I'm delighted at this news. Ongoing support from Department for Innovation, Universities and Skills is evidence of the growing benefits that NHS innovations – and MidTECH's role in managing their commercialisation - will continue to have on the UK business landscape."*

Since MidTECH was formed in 2004, it has helped secure manufacturing licences for NHS innovations with more than 20 companies, of which eight have been launched as products.

The new funding was announced by Government Science and Innovation Minister, Ian Pearson, at an event at the Natural History Museum in London. MidTECH was one of 33 successful bidders from across the UK to receive the funding.

Mr Pearson, said: *"The PSRE Fund supports the exploitation of research from every corner of the public sector. It allows laboratories to develop professional expertise in everything from managing Intellectual Property to setting up new businesses."*

"Public sector organisations are involved in innovative research that could lead to more effective tests for diseases and improved health care for patients. That's why the PSRE fund is so important in taking great research and turning it into great business ideas."

"This type of commercialisation makes a direct contribution to the DIUS innovation agenda that I set out in the 'Innovation Nation' White Paper earlier this year. It enhances public services through creativity and knowledge."

Member News

Hook-On IV Stand Revolutionises Portable Drug Administration

Community healthcare staff in Wolverhampton have invented a piece of equipment that will revolutionise the way intravenous drugs and fluids are given to patients in their own homes.

Working closely with Wolverhampton based company Medical Devices Technology International Ltd (MDTi), the intermediate care team from Wolverhampton City Primary Care Trust has developed the Hook-On, a portable lightweight drip stand that enables bags of intravenous drugs or fluids and monitoring equipment to be securely attached so that nursing staff can safely administer treatment.

The idea for the stand came after staff identified a need for a portable stand to enable them to safely and effectively administer intravenous drugs and fluids to patients at home.

MDTi have worked in conjunction with Wolverhampton City PCT, to design, test and evaluate the stand. MDTi specialises in developing innovative medical devices and equipment designed by clinicians and healthcare staff and the Hook-On stand was designed to work with the Hook-it IV portable drip hook created by John Edwards, a theatre nurse at New Cross Hospital in Wolverhampton.

Martin Levermore, CEO of MDTi, said: *"The Hook-On could revolutionise patient care, not just at home but in busy hospital wards and incident scenes. I'm proud of our team and delighted to have the support of Wolverhampton City PCT."*



(from left - right) MidTECH Chief Executive David Gleaves; MDTi CEO Martin Levermore; Maxell Financial Director Andy Camm; Intermediate care team Karen Parsons and PCT Chief Executive Jon Crockett at the Hook-On launch.

"...a portable stand to enable nurses to safely and effectively administer intravenous drugs and fluids to patients at home."

Jon Crockett, Chief Executive of the PCT, said: *"We're absolutely delighted that the PCT is able to add our backing to the development of such an innovative piece of equipment. This will make a huge difference both to our staff and to their patients."*

Staff from the PCT intermediate care team have taken part in a training DVD, produced by MDTi, demonstrating how to assemble and use the stand. The video will be used to help market the invention and profits from sales will be ploughed back into patient care.

Working closely with the PCT and MDTi, MidTECH, negotiated a licence agreement between the two parties that provides the company with the necessary permissions to produce and sell the product. In return the PCT receives a royalty on sales of the product.

David Gleaves, Chief Executive of MidTECH, said: *"We're very pleased to have been able to assist the Trust in licensing such an innovative product that can help a wide range of patients in many different situations."*

To find out more about the Hook-On IV Stand contact MDTi on 01902 778380 or visit their website www.mdti.co.uk.

Everest climb patient celebrates the opening of new groundbreaking drug trials unit at Cannock Chase Hospital



(from left - right) Cannock Chase Hospital consultant Dr Tom Sheeran, with Professor Peter C Taylor, at the official opening of the rheumatology clinical trials unit at Cannock Chase Hospital.

A medical research unit that has seen hundreds of patients across Staffordshire benefit from groundbreaking new drugs has moved to a purpose built unit in Mid Staffordshire NHS Foundation Trust's Cannock Chase Hospital.

One patient who was among the guests at the official opening of the new Rheumatology Clinical Trials Unit last Friday (June 20) was 45-year-old Andrew Hodgkinson, who is taking on the world after receiving new treatment there.

The father-of-two from Gnosall, near Stafford, has suffered from the painful condition Ankylosing Spondylitis for more than 20 years. The illness is a chronic condition that eventually causes fusion of the spine.

Before he took part in a drug trial last year, Andrew's condition had deteriorated to the point where he sometimes needed the aid of a walking stick.

But since trialling the drug Enbrel at the hospital, Andrew's health has improved so much he is planning to climb Mount Everest later this year.

The 5,500 feet climb, to Everest Base Camp, in October, will be the last of four incredible gruelling challenges Andrew has set himself this year.

Andrew completed a 60-mile bike ride in May to raise money for the Stafford-based Katharine House hospice. He also took part in last weekend's London to Brighton bike ride to raise cash for the British Heart Foundation.

And just one week before he sets off for Everest, Andrew will attempt the Longmynd Hike in Shropshire, which will see him walk 50 miles in less than 24 hours, in aid of Macmillan Cancer Support.

Andrew said the activities were only made possible thanks to the work of the clinical trials unit staff.

"I can't sing their praises enough," he said. "I have been a patient at Cannock Chase Hospital for 20 years and my treatment has always been first class.

"I have always tried to keep myself as active as possible but my health was getting worse. Within a week of taking the new drug, I had noticed a positive difference."

Andrew said his wife Sharn and children Megan, aged 15 and Joe, 11, had all seen a change in him.

"It has made a huge difference to my family life. I can do a lot more running about and can play football with the kids without getting so tired.

"I couldn't plan anything in advance before as I just didn't know how good my health was going to be.

"Before the new drug, there was no way I would have been able to plan bike rides or a climb to Everest base camp, as I wouldn't have known what sort of condition I would've been in on the day. But now I just feel spot on.

"The fact that this new trials unit has opened is fantastic news for everybody."

The Rheumatology Clinical Trials Unit was established in 1993 and has participated in numerous clinical trials over the years. It was previously based in the hospital's Hollybank rheumatology ward but has now moved to its own self-contained unit.

Consultant Rheumatologist Tom Sheeran said:

"The unit has evolved into a research organisation with national and international recognition in the area of rheumatology clinical trials. We have been involved in many pivotal trials that have brought many changes to the treatment of chronic inflammatory joint diseases. We have enormous support from our patients and believe that this development will add a significant positive impact upon patient care."

The new unit was officially opened by the renowned Professor Peter C Taylor.

Dr Taylor is Professor of Experimental Rheumatology at the Kennedy Institute of Rheumatology. This world famous establishment performed the first anti-TNF clinical trials in patients with rheumatoid arthritis. Professor Taylor is a leader in the imaging and assessment of rheumatoid arthritis.

Licence Deals for 2008

Kevin Eardley of Shrewsbury and Telford Hospitals NHS Trust designed a new surgical drape specifically for the procedure of inserting a tunnelled line for haemodialysis. The procedure is prone to cause infection and the appropriate drape aims to minimise this possibility. The drape is of specific dimensions allowing for easy access, large area coverage and a transparent window to monitor the patient and ensure their comfort.

MidTECH used their in-house designer to produce drawings of the design and these were shown to a local company, 365 Healthcare. The managing director, Rob Gidley, showed an immediate interest in the idea and produced a batch of prototypes for testing. Once the dimensions were finalised, MidTECH protected the intellectual property and negotiated a licence deal on behalf of the Trust. The Trust will now receive a percentage of all sales of the drape worldwide. The product is due to be launched within the next few months.

Dudley Group of Hospitals NHS Trust Learning and Development team worked with a company, BDM Development, to produce an innovative software-based program interface known as the Learning Portal. The system allows a user to navigate through a 'virtual hospital' where they would be able to gather and access important training information. BDM Development were very impressed with this new take on the software design and were looking to roll it out across their product offerings.

MidTECH helped negotiate a commercial licence on behalf of the Trust to ensure they receive income to reflect the intellectual input to the product design. This licence was signed earlier this year and product roll out is expected soon.

Summer Events

At the NHS Confederation conference and exhibition - in Manchester in June, the nine English NHS Innovations Centres (or 'hubs'), prompted themselves under the NHS Innovations brand.

As well as showcasing a wide range of technological and healthcare innovations, senior staff from the nine hubs met with CEO's and directors of the numerous NHS Trusts attending the conference to explain how they plan to retain their individual identities and regional responsibilities whilst increasingly pooling information, sharing expertise and working together. The intention, said John Stedman Chief Executive of NHS Innovations South East, one of the centres - is to ensure that we are even better-placed than before to promote better patient care and improved outcomes by bringing innovation from within the NHS through to commercialization.

Later that same month, NHS Innovations staff were at Venturefest in Oxford, meeting delegates at an extremely popular and busy exhibition stand and running a seminar for investors, business leaders and entrepreneurs. The main purpose of the well-attended seminar was to bring investors and healthcare businesses up-to-date on the work of the centres and, in particular, to explain their role in helping businesses with innovative healthcare products to access NHS markets.

NHS
NHS Innovations



Analysis of health trends then and now

It is easy to forget that standards we now take for granted were once novel:

- In 1948, a cataract operation meant a week of total immobility with the patient's head supported by sandbags. Now eye surgery is over within 20 minutes, and most patients are out of hospital the same day.
- In 1958, hip replacements were so unusual, the surgeon who invented them asked patients to agree to return them post-mortem. The NHS now carries out 1,000 of these replacements every week.
- The first UK heart transplant patient in 1968 only survived 46 days, but the procedure is now routine enough for two dozen to be carried out in such a period.
- The world waited until 1978 for Britain to produce the first test-tube baby, now 6,000 are born here annually.
- The breast-screening programme introduced in 1988 now saves the lives of 1,400 women a year.
- The introduction of NHS Direct in 1998 launched a pioneering alternative to GP services that currently handles more than half a million calls a month.



MidTECH Chief Executive David Gleaves at Venturefest

LIVE

NHS Live

Learning ideas vision experience

Part of the NHS Institute for Innovation and Improvement

Celebrating
NHS 60

60th Anniversary of the NHS

This year marks the 60th anniversary of the NHS.

It provides an ideal opportunity to reflect on the past and pay tribute to NHS workers that have contributed to the service over the years; focus on the present to ensure the highest quality of service is provided; and continue looking to the future to create a modern service that meets the challenges of today's society.

Throughout its history, development has been a constant feature of the NHS. This will continue to be so because services cannot afford to stand still if they are to keep up with advances in medical science and social needs.

Following a period of substantial investment and reform, the NHS is now reaching a transformational stage where it will focus on quality of care and outcomes based on local engagement, clinical leadership and evidence. This ambitious approach will help to achieve the vision for an NHS that is fair, personalised, effective and safe for all in the 21st century.

Our Past

In 1948, for the first time, prevention, diagnosis and treatment were brought together under one umbrella organisation to create one of the most comprehensive health services in the world. Over the last 60 years, the hard work and skills of NHS staff, coupled with medical progress, has helped continually improve the standards and quality of care for millions of people.

People are now living on average at least ten years longer than they did in 1948; there are hardly any deaths from tuberculosis, which was once the UK's biggest killer; deaths from cancer and heart disease have fallen dramatically; and Britain is one of the safest places in the world to give birth.

It is clear that the NHS has shown the world the way to health care, not as a privilege to be paid-for, but as a fundamental human right.

Our Present

Marking the anniversary is an ideal time to reflect on how healthcare has evolved and how a renewed NHS will be even more important to the future for all.

The challenges faced by today's generation are different to those faced over the last 60 years and the NHS strives to provide a modern response to such new and future challenges. Record levels of investment over the last 10 years and broader, deeper reforms are placing the service in the best shape to embark upon its next 60 years.

The anniversary offers an opportunity for celebration with purpose and a chance to:

- Strengthen the reputation of the NHS amongst staff, patients and the public
- Generate high awareness of the 60th anniversary amongst staff, patients and the public
- Support the 'Our NHS', our future themes of fair, effective, safe, personalised and locally accountable - projecting a vision of the NHS of the future
- Increase sense that staff feel valued and improve staff advocacy and pride
- To promote health and well-being messages, and a better awareness of how the NHS works among children and young people
- To strengthen the NHS reputation as a world leader in the provision of health and care services

The anniversary week 29 June - 5 July 2008 will provide the central focus of a year of activities with celebrations to unite all those who have contributed to the NHS over the last 60 years.

The best of NHS care has always depended on its staff for innovation, commitment and professionalism and the 60th anniversary celebrations aim to foster a feeling of pride in the NHS.

Our Future

The NHS has never stood still - it has changed and reformed to meet the rising expectations of the public and the needs of a changing society. The reforms and investments we're making now will help us cement the NHS for the future and achieve a vision of the NHS that is fair, safe, effective and personalised.

The recent publication of Lord Darzi's 'Our NHS, Our Future' report - which has been based on an unprecedented programme of engagement with fellow clinicians, staff and patients over the past few months - lays out plans for an NHS as vital for the next 60 years as it was for the last (the full report can be found at www.ournhs.nhs.uk). These plans will continue to be based on core principles of the NHS - values held dear by patients and the public who use and fund the service, and the staff who provide it.

This report, coupled with the proposed development of a new NHS constitution, setting out for the first time the rights and responsibilities associated with an entitlement to NHS care, will set a clear vision for the next decade of the NHS and beyond.

The shared ambition of achieving an NHS that is more personal and responsive to individual needs - and is as good at prevention and keeping people healthy as it is at providing care and cures - will be achieved by an NHS that is able to offer the help and support people need to make healthy choices. Only then can the NHS be transformed from a sickness service into a genuine health service suitable for the next 60 years.

It is clear that the NHS has shown the world the way to health care, not as a privilege to be paid-for, but as a fundamental human right.

Intelligent Health i-House Launch

Midlands' medical innovators welcome the future of healthcare at the launch of the UK's first i-House – the home of smart healthcare technologies.

Intelligent Health is a national initiative by Medilink West Midlands to showcase best practice and innovative technology. Utilising the expertise and experience of leading manufacturers, health authorities and active housing associations in the West Midlands, it seeks to identify mainstream and cost-effective solutions to support smarter, community-based healthcare. The initiative is funded by regional development agency Advantage West Midlands through the Technology Strategy Board.

Iain Gray, Chief Executive for the Technology Strategy Board (TSB) officially opened the refurbished, terraced house in West Bromwich, which pioneers the principles and technologies for sustainable, assisted living.

Proving that the technology already works in real housing situations, the i-House uses intelligent health technology from Midlands' based manufacturers and access-focused building design concepts.

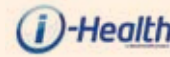
The aim of the home, created with the help of partners from Health and Social Care, Housing Associations, Industry and people living with physical or sensory impairments, is to help participating companies refine, improve and develop their technologies while raising awareness amongst health service providers and create demand from the public. The i-House has been refurbished by Birmingham-based BN Kaushal, with support from West Bromwich Building Society, Sandwell PCT, Urban Living and Black Country Housing.

Christina Keey-Andersen, Medical Technologies Cluster Manager, Advantage West Midlands commented: *"Intelligent Health is an area of huge potential for our regional industry to develop new products for a rapidly emerging market. The i-House marks a great step forward in the future delivery of healthcare and this is the first time that healthcare specialists, local authorities and businesses across the UK can see and learn from the techniques and technologies in development. Then we can all begin to invest in sustainable, lifetime housing for our aging generation."*

For more information log on to www.MedilinkWm.co.uk



(from left to right) Tony Davis CEO of Medilink West Midlands, Iain Gray of the Technology Strategy Board (VIP opening the house) and project partner Richard Baines of Black Country Housing and Community Services Group.



Frequently Asked Questions

In each issue of MidTECH Matters we answer questions on a specific area of intellectual property. This time we focus on trade marks.

What is a trade mark?

This is a sign or a symbol that allows your services or your products to be identified as yours and not your competitor's. You can apply for a trade mark which will protect your sign or symbol from anyone else using it without your permission.

What examples of trade marks are there?

Many common product or service names are trade marks. 'Coca Cola®', 'Apple®' and 'McDonalds®' are some of the most common (note the '®' showing they are registered marks). All of these examples have logos or images associated with them and they form part of the trade mark too. As these have been registered with the Intellectual Property Office you cannot use these symbols and words when selling similar products or services.

Do I have to get trade mark protection for my product name or symbol?

No you don't but it makes protection much easier. If you don't register your mark then you need to rely on other forms of legal protection if a competitor were to brand themselves in a very similar way to you. This can prove very complicated and expensive. Registering a trade mark, on the other hand, is actually relatively cheap and simple and something MidTECH can assist Trusts and their employees with.

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