

MidTECH Matters

News from NHS Innovations West Midlands

MIDTECH welcomes new Chief Executive



MidTECH, the NHS innovations hub for the whole of the West Midlands, has appointed a new Chief Executive to champion inventions and other trailblazing projects pioneered by health staff in the region.

Dr Barry Sturman-Mole takes over the helm at MidTECH from David Gleaves, Chief Executive for the last six years, who has left to launch a new career in teaching.

MidTECH is part of a national network of NHS Innovations Hubs, established by the Department of Health to identify, protect and commercialise innovative ideas from the NHS to improve and enhance the care of patients.

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 goes to the inventor and the NHS Trust where the projects were born.

Originally from the West Midlands, Barry is a highly experienced Intellectual Property (IP) and Commercialisation Director. His most recent positions were with ITI as Group Director of IP

and Commercialisation and, concurrently, Senior Director of Intellectual Asset Management with Scottish Enterprise.

In a career spanning three decades, other IP roles were at Caledonia Composites Ltd, ANGLE Technology Ltd, Highland Metals, QinetiQ Ltd, the Department of Textiles at Leeds University and the

Department of Physics at the Robert Gordon University.

Alan Wenban-Smith, Chairman of MidTECH, said: "We are very pleased to have attracted a person of Barry's calibre as our new Chief Executive.

"Under David Gleaves's management MidTECH has grown from strength to strength in supporting NHS Trusts to identify, protect and commercialise innovations in the West Midlands region.

Barry's appointment confirms our status as one of the leading NHS innovation organisations in the UK and will increase our ability to make the most of the bright ideas coming from staff in the front line of the local NHS.

In these challenging times this is hugely important to healthcare, the local economy and – not least – the morale of the staff themselves."

Dr Sturman-Mole said: "Innovation is crucial to the NHS; it brings improvements to patient care, greater operational efficiency and can generate invaluable income streams for the organisation. I am delighted to be joining MidTECH at this stage, where valuable foundations laid by my predecessor will be used to grow our activities as we seek to develop the benefits and services MidTECH can provide for the NHS.

MidTECH has a deep well of intellectual property (IP) and commercialisation expertise, together with access to an array of bespoke IP tools and a global network of experts in IP, law, R&D, design, prototyping, manufacturing and licensing. MidTECH will continue to provide impartial IP and commercialisation advice to its NHS Members, and develop the menu of services and products it offers so that it can provide a tailored service to each NHS Member."

“Innovation is crucial to the NHS. It brings improvements to patient care, greater operational efficiency and can generate invaluable income streams for the organisation” Dr Barry Sturman-Mole Chief Executive

A message from the editor

Wishing all our readers a very happy and prosperous new year!

Issue 10 of 'MidTECH Matters' brings you news of the very many positive developments taking place involving MidTECH and the West Midlands region. You will read about the appointment of our new Chief Executive, our latest licence agreement, our Innovation Awards Ceremony last November, plus member & partners news and much more.

2011 promises to be both a challenging and exciting year and with the ever changing economic climate, this will certainly make for interesting times for NHS Innovations West Midlands. We look forward to keeping you abreast of all new developments and most importantly, MidTECH's role in these initiatives.

Pam Kaur Marketing & Client Relations Manager

Eye Injection Aid - Licence deal



The Ophthalmic Injection Aid was developed by a clinician at Sandwell and West Birmingham Hospitals NHS Trust. The device was originally developed to aid with Lucentis injections, which are becoming increasingly commonplace in the treatment of macular degeneration.

The device helps clinicians to safely and securely hold the eye in place whilst administering the injection. It also helps to accurately guide the injection into the correct part of the eye via small holes in the device, which are arranged in the exact positions, so as to maximise the effect of the drug and minimise potential harm to the patient.

The device attracted interest from numerous commercial organisations that MidTECH had approached and a deal was eventually struck with SD Healthcare. SD Healthcare will be manufacturing and distributing the Eye Injection Aid and it will be used for ophthalmic injections nationwide in 2011.

Member News

Lord Stafford Awards 2010



The team behind the BackSaver were shortlisted in the Open Collaboration category in the Lord Stafford Award for innovation which took place in November 2010 at Stoneleigh Park. The awards seek to showcase and celebrate the best of innovation between universities and businesses.

Mike Smith, Senior Innovation Manager at MidTECH Innovations Limited, said: "The majority of wheelchair users are usually older people and lifting heavy wheelchairs into the boot of a car can cause a risk of back injury.

"Although there are products on the market that can lift wheelchairs, they are generally expensive and require modification to the vehicle.

"The idea which originates from our member trust, South Birmingham PCT, is a simple one in that it can be installed to any popular passenger car, is transferable and is available for just over £100.

"Although we didn't win on this occasion, we were delighted to have been shortlisted for the award, which is a recognition of the way the different partners have played their parts in taking the BackSaver from an idea to the marketplace."

Awards Patron Lord Stafford said: "The BackSaver is a fantastic invention which, for a fraction of the cost of existing solutions, is, I'm sure, making a huge difference to the lives of disabled and elderly people.

"The way this product has developed from an idea to being commercially available is a tremendous example of what is necessary to bring ideas to life."

Special Feature

'TEGGY' Toothbrush triumphs at MidTECH NHS Innovation Awards

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The 'Teggy' mouth care device project, led by Natasha Wileman and Dr Margaret Goodman, won the £4,000 top prize at the 2010 MidTECH NHS Innovation Awards, held last night (Thurs November 25th) at Birmingham's Botanical Gardens.

Runners-up, each winning £2,000 for the further development of their projects, were innovations by staff from North Staffordshire Combined Healthcare NHS Trust, Stoke-on-Trent Community Health Services and University Hospitals Birmingham NHS Foundation Trust.

A total of more than 50 entries were received by MidTECH from NHS organisations in Birmingham, Solihull, the Black Country, Staffordshire, Coventry, Warwickshire, Herefordshire, Worcestershire and Shropshire.

Twelve were shortlisted for the final and the award winners were unveiled by BBC Radio WM presenter Joanne Malin at the Oscars-style ceremony.

Barry Sturman-Mole, chief executive of MidTECH, said: "We were bowled over by the sheer number and quality of entries this year and it was an extremely hard task to choose the ultimate winners.

"The finalists came from a wide variety of health care roles and they showed just how innovative and dedicated local NHS staff are in designing and developing new ways to improve care for patients."



Winning entry, the 'Teggy', was developed by Natasha Wileman, research and development business manager, and Dr Margaret Goodman, research facilitator at University Hospitals Coventry and Warwickshire NHS Trust.

They set about the project after the hospital's chaplain, the Rev Kirsteen Macaulay, commented that there should be a more modern and comfortable way of cleaning patients' mouths after watching nurses and support workers struggling to brush people's teeth.

Dr Goodman explained: "Patients who cannot clean their own mouths need assistance from nurses and healthcare assistants to keep their mouths clean and comfortable and usually this is done with a standard toothbrush and fluoride toothpaste.

"But normal toothbrushes can be hard, inflexible and dry quickly inside the mouth, especially in patients who are already debilitated by their illness.

"This makes it more difficult for staff to help patients, making their mouths painful and uncomfortable.

"That's why we developed the Teggy, which incorporates a water reservoir in the base, which when squeezed emits a thin mist of water into the patient's mouth via the soft bristles.

"It has an angled and flexible neck and a hygienic cover to protect it. All of this leads to better health and comfort for patients, making the whole experience more pleasant for all concerned."

Natasha said: "We are ecstatic about winning the MidTECH Innovation Award 2010 and hope it will help us to turn our prototype Teggy into a real product that will improve the comfort and wellbeing of patients – not just at our hospital but maybe even around the world.

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The £4,000 prize will certainly pay towards further developing our invention.

Natasha Wileman University Hospitals Coventry and Warwickshire NHS Trust

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Runners Up



The runner-up from North Staffordshire Combined Healthcare NHS Trust was nurse consultant **Alister Campbell**, and **Simon Wilson**, team leader of the Early Intervention Team, for psychosis awareness films, which are now freely available on the internet.

People suffering from psychosis wrote and acted the script and the films are aimed at improving general awareness of the condition among patients, the staff who care for them, their families and the general public.

Health visitor **Julie Henderson**, from Stoke on Trent Community Health Services, won her runner-up award for devising fridge magnets and a mobile to help parents to realise the importance of stimulating their children's brains in the first three years of their life.

The project focuses upon increasing breastfeeding rates, language and vocabulary development, which is particularly important in areas where there is a high level of deprivation.

The other runner-up was **Dean Grinham**, IT programme delivery manager at University Hospitals Birmingham NHS Foundation Trust, for a software package that is now helping in the treatment of military personnel in Afghanistan.

Dean developed the Wound Infection Surveillance System (WISS) by working in collaboration with the Royal Centre for Defence Medicine.

It provides crucial medical information for clinicians working at Camp Bastion, the main British military base in Afghanistan, about the likely infections that could follow treatment in a particular geographical area.



Other Finalists

Dr David Newbould, consultant anaesthetist and intensive care consultant, **Sandwell and West Birmingham Hospitals NHS Trust**, for the Accurate-Suck-Soft Indicator-Tip (the A.S.S.I.T.), which is a newly designed device for oral and everyday surgical suctioning, used on patients either during surgery by surgeons or after they awaken by anaesthetists, or on wards, from the intensive care unit to casualty. Existing devices have been known to cause damage, including sore throats, infections and damaged teeth in patients. However, the A.S.S.I.T. has a soft silicone rubber tip and anatomical 'J-shaped' design to allow better throat access. It also incorporates a 'soft-bite' block to protect the teeth, variable accurate control of suctioning and a 'single use' indicator to prevent cross infection.

Mary Rutledge, 'Deadly Trio' programme manager, **Heart of Birmingham Teaching Primary Care Trust (PCT)**, for developing visual aids to encourage patients to make informed choices about their diet. An analysis of patients of the PCT following the first year of the 'Free NHS Health Check' programme found one in four adults were obese. Mary has produced a box of visual aids to be used by health care professionals which include containers of fat, sugar and salt to highlight the often shocking amounts of each in a range of everyday food and drink products.

Dr Bill Thomson, consultant physicist and head of department, **Sandwell and West Birmingham Hospitals NHS Trust**, for an online calculator to help healthcare professionals using a form of radiotherapy to treat patients whose thyroid glands are producing too many hormones. Patients receiving such treatment need to follow a range of restrictions to limit the radiation they could pass on to others in the weeks following their therapy. Doses of radiotherapy and restriction advice needs to be tailored to each patient's particular home or work

circumstances, such as whether a member of their family is pregnant. Dr Thomson's innovation makes it easier for healthcare staff to calculate the relevant dose limits and restrictions that patients should follow.

Maggie Denton, practice facilitator, and **Emma Fish**, modern matron, **University Hospitals Coventry and Warwickshire NHS Trust**, for a unique and distinctive 'Please Respect Privacy' sign. Privacy and dignity is a high priority in the NHS to make sure that patients are not disturbed when receiving care in their hospital bed or in side rooms. The new warning sign can be used to tie the curtains around a bed together or be hung on door handles. It provides a clear signal to anyone approaching a treatment area that the privacy and dignity of the patient must be respected.

Diane Faulkner, specialist health visitor, **Walsall Community Health Trust**, for 'Voices to be Heard', booklets illustrating the journey that families undertake from first receiving a diagnosis of disability for their child and the life-changing effect this has on their world. The booklets aim to tell the story in the words of such families – not only of the heartache and personal struggles but also the achievements and rewards that each child brings to their family. The booklets are in two formats – one for the parents and children and the other for use as a training tool for professionals.

Cedd Burge, 'Oasys' IT manager, **Heart of England NHS Foundation Trust**, for the 'Oasys' internet database, which is a computer program to help to diagnose and assess patients with occupational asthma, which is caused through the work they do. Occupational asthma is the most common lung disease and can stop skilled people from working in the middle of their careers. Diagnosis is difficult and until now has required patients to spend a week in hospital to

BBC Radio WM presenter Joanne Malin (left) announced the awards at the ceremony at Birmingham's Botanical Gardens on Thursday November 26th.

be assessed. However, the 'Oasys' programme analyses, with a high degree of accuracy, records of patients' breathing capabilities and the system takes about 30 minutes to use.

Anne-Marie Fern, team manager, **Birmingham and Solihull Mental Health NHS Foundation Trust**, for the 'Crack Pack', which supports stimulant users to abstain from drug use or reduce the harm caused by their habit. It stores vital resources to promote their safety and contains information leaflets and remedies, as well as an innovative mobile SIM card to help them to break contact with their dealers and drug using associates. It also contains a set of playing cards with 52 tips to help them break their habit and to reduce the harm they could face as they tackle their addiction problem.

Shaz Hussain, senior manager (web and interactive media), **Heart of England NHS Foundation Trust**, for the 'SBAR Interactive Training Scenario'. This is a short film, featuring Heart of England NHS Foundation Trust staff, telling the story of a clinical case, from admission to treatment. The scenario is paused at key points, which the user then has to negotiate correctly in order to continue. It scores performance, resulting in a final report – and a certificate if the trainee has performed satisfactorily – to help trainers to identify areas of weakness in both the user and the wider educative programme.

Partner News

Four Scoop Business Awards

Industry association MedilinkWWM has announced the winners of its annual Medical and Healthcare Business Awards.



L to R
Warwick Oakey, Andrew Parton, Tom Collett
Hugo Technology

Teal Patents earned the Innovation Award for its portable and mobile hot water hand wash units that require no water service connections and no fixed drainage.

Hugo Technology earned the Outstanding Achievement (Growth) Award demonstrating a significant increase in turnover and market share of its independent service for the maintenance, calibration and repair of patient-connected biomedical equipment.

Newcomer, **Symptometrics**, is a company that offers an innovative service designed to capture large volumes of daily patient symptom data (under licence from UHNS, this agreement was negotiated by MidTECH) and has beat the competition to earn the Start-Up Award with its Menstrual Symptometrics module.

Physiological Measurements (PML) won the award for Partnership with the NHS on the back of recognition received for their flagship service at Bexley Care Trust who won the National Association of Primary Care (NAPC) 2010 Vision Award for Best Service Redesign – Cardiovascular/Diabetes for the Rapid Access Chest Pain clinics, which form part of the Community Cardiology service managed by PML. Physiological Measurements Ltd are an independent company providing innovative and cost effective solutions in the delivery of non-invasive diagnostics, patient management centre services and bespoke software.

Chain Reaction

An unprecedented drive to link every healthcare and medical company in the UK is being launched by a specialist membership organisation, myM-link.

Showcasing the opportunities that exist for Life Science companies in the UK market, the myM-link 'Chain Reaction' campaign is designed to physically demonstrate how possible collaborations can lead to innovation and global sales.

Companies and healthcare personnel across the UK are invited to join the growing chain, by filling in individual 'link-cards' stating the one thing that could transform their business, and list the three companies with whom they would most like to meet.

myM-link manager Sue Wilde said: "Through active participation and by association, we're hoping to physically connect every Life Science company in the UK. Lord Darzi has added his own link-card to the chain at ComPaMED, demonstrating his commitment to link with industry.



"I hope this campaign will show the sheer scale of the collaborative opportunities available to businesses that could help them grow and we should also get some interesting statistics about the scale of ambition within these firms and the main challenges they face."

The link-cards are available online at www.myM-link.co.uk - log on and fill in yours today!

Through active participation and by association, we're hoping to physically connect every Life Science company in the UK

Sue Wilde myM-link manager

Dates for Diary

NHS Innovation EXPO 2011
9 & 10 March
ExCel Centre, London Docklands

NHS Confederation 2011
6 - 8 July
Manchester Central Convention Complex

Nursing in Practice 2011
22 November
NEC, Birmingham

Medica 2011
16 - 19 November
Düsseldorf, Germany

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MidTECH identifies and manages intellectual property in the West Midlands on behalf of the NHS