



Winter 2004

A SALES & MARKETING DIRECTOR FOR £2.25 A DAY



Medilink West Midlands works to raise the profile of the region on behalf of all those organisations engaged in the medical and health sectors. Its focused commitment to

date has been wielded on behalf of members at no charge, courtesy of Advantage West Midlands, which will continue to subsidise membership until the end of March 2005.

"April 1st 2005, however, will see Medilink West Midlands, in line with the UK's other Medilinks, charge a membership fee," says Tony Davis, Chairman of MedilinkWM. "The amount will be nominal, covering the costs of gathering and disseminating information to provide members access to commercial opportunities."

The fee will be calculated on a sliding scale, ranging from £100 for a sole proprietor to £823 for an organisation with 250 or more personnel. Recognition of the value which the MedilinkWM team brings to bear has led to some members already committing to payment well ahead of the due date.

MedilinkWM offers its members a full time:

- Salesforce
- Marketing team
- Internet presence
- Research department
- Event manager
- And signpost through the medical and healthcare maze

Medilink West Midlands is your association but, to make the most of it, you need to become a paid up member. Medilink West Midlands' objective is to give the region and you a voice where and when it matters. The greater its membership, the louder the voice attracting attention from government departments, potential customers and partners. The fee may only be a token amount but the return is much greater, in terms of reputation and business.

As one member with over 250 personnel said, "Where else could I get a sales and marketing director, a research department and an event manager for £2.25 a day? And if I was a sole proprietor, I'd be adding significantly to my resource for 27p! It's fantastic value!"

Membership Rates: 17% off by 17 February

MDT at the NEC is one of the year's key events and will see Medilink West Midlands continue its drive to put West Midlands industry on the map. During the show, MedilinkWM will run a special promotion whereby membership will be offered at a 17% discount to any organisation paying their dues for the '05-'06 year by the 17th of February 2005.

The Show Special will be available for organisations not attending the show by calling the MedilinkWM office and providing credit card or bank details. Payment can also be made via cash or cheque as long as it arrives in the office on or before the 17th.

Holiday Cheer at the Children's Hospital

Instead of sending the usual trough of Christmas cards, the MedilinkWM team opted to gather monies to add to their donation of £500 toward the purchase of a hydrogen breath monitor for the gastro unit at the **Birmingham Children's Hospital**. Stayed tuned to see how much we raised!!



Colour-Coded Instruments and Implants

Surgeons and clinicians have been moving toward colour-coded prostheses and instruments to allow accurate determination of right & left orientation, type or size of the components. Recognising the need for manufacturers to have a cost-effective method for creating this value-added feature to their products, Balco Engineering has just launched the TITAN machine for the colouring of Titanium, Niobium and Tantalum.



With TITAN, the anodic oxidation process is very straightforward: after pre-treatment and cleaning, the oxide layer is built up by immersion in a low toxicity solution, then a direct current is applied. TITAN's unique digital meters ensure colours are achieved accurately with repeat capability.

Blue and green colours are often used to identify left hand and right hand body implants or different surgical instruments. Pinks can be used to modify the grey shadow of the Titanium surface allowing a more comparable skin tone when an implant is close to the skin's surface.



Training to use a TITAN machine only takes an hour and is conducted by Balco, whose experience spans 30 years in manufacturing metal processing equipment. More information is available www.balco.co.uk.

MedilinkWM Events

Speaking of Infection



MedilinkWM again proved it had its finger firmly on the pulse of issues affecting the medical sector, with its event looking at finding solutions to the challenge of MRSA.

'Infection Control – Working together with Industry' was hosted by Birmingham Heartlands at Solihull NHS Trust and the opening address was from Mark Goldman, Chief Executive. He outlined the challenges facing the NHS in combating infection – and MRSA in particular – and some of the strategies under consideration.

A presentation on the significance of hospital design in minimising the incidence of infection followed and MedilinkWM members with relevant services and products then shared their expertise with the audience. The morning was brought to a close with an insight of how the food industry sets and regulates standards of cleanliness and hygiene.

After lunch delegates applied their greater understanding of the challenges in a series of break-out groups.

NHS PASA in the Spotlight



This interactive workshop, the third in a planned series themed around "Selling to the NHS", saw lively discussion throughout as Medilink West Midlands' members kept senior NHS procurement personnel busy answering a wide and varied series of questions.

After an update on current NHS procurement matters, the workshop began its task of exposing issues of most concern to regional manufacturers and suppliers. Understanding their experiences, expectations and barriers to selling to the NHS provided procurement personnel from the West Midlands Alliance with a valuable insight into how the NHS procurement processes are perceived, or have been experienced from a supplier perspective.

With the newly launched NHS E-Business Programme creating further discussion, the workshop provided PaSA and the West Midlands Alliance with plenty of 'food for thought' and a comprehensive action list.

"I was impressed by the quality of the speakers at the PASA event, these guys were heads of procurement departments, answering any and every question put to them, and they did it rather well." *Bob Boyd, Boyd Networks Ltd*

For your Diary

Date	Title
26 January	Preparing Your Business for Funding
27 January	Meet the Editors – how to get into trade press
9 February	Clinical Trials – how they are run and how to fund them
24 February	Innovation Panel – feedback from industry experts
16/17 February	MDT 2005, NEC Birmingham
10 March	Medical Device Quality & Regulatory Requirements
Early March	Orthopaedics – materials and manufacturing techniques
Mid March	Medical Imaging – technology transfer

MidTECH – NHS Innovation to Industry



Surgeons, clinicians and nurses are well poised to come up with new products and ideas to serve

patients, and the new NHS Innovation Hub is in now in place to capture those ideas and assist them to market. Medilink West Midlands has formed a strong partnership with its NHS counterpart to facilitate these new ideas being commercialised with local designers, manufacturers and distributors. Commercial opportunities will be pushed out to the MedilinkWM membership via the established routes: direct email to relevant members, portal to WM companies and via the newsletter for prospects in the West Midlands and companies outside the region and internationally.

Medical Device System Design Compliance with a Focus on Software Solutions

This seminar considered the implications of increased regulatory scrutiny of the use of software in the design and manufacture of medical products.

The event was geared towards medical device companies using software in the design and manufacture of their products:

- to control the medical device itself
- in the device's design and manufacturing processes
- in the supporting quality system

The seminar provided insights and guidance from experts on medical device design and software-related issues, including techniques for designing software in a controlled, reliable, safe and cost effective manner compliant with regulation.

SMART Inclusive Housing Opportunities

Housing represents one of the single most important factors in leading a healthy life, but many homes often inhibit and disable their residents, principally because they fail to meet the practical needs of changing personal situations and abilities. SMART Inclusive Housing is concerned with the issues involved in helping more people to leave hospitals and less-abled people to lead more independent lives.

MedilinkWM, in conjunction with Rowley Regis & Tipton PCT and the Black Country Housing Association, has drafted a document to assess the current situation and products on the market, and identify opportunities for West Midlands SMEs. Initial opportunities are being sourced for companies in the tele-care and assistive technologies sector, and suggestions have been made for home improvements and better designed products.

More information is available on the Smart Inclusive Housing website at www.id-advantage.org.uk



MedilinkWM Members

New Members

Advanced Colour Coatings Ltd

Specialist applicators of pre-treatments, paints and powder coatings to a wide variety of substrates

Applied Functional Materials

Specialise in the development, manufacture, application & characterisation of functional ceramic materials, composites & devices

BAL Broadcast Ltd

Supply the broadcast industry with innovative video and audio equipment

BIOAXCESS

Business Development Agency for innovative and sophisticated quality research reagents. Provide independent and confidential consulting services to let scientists successfully access the worldwide market for research reagents

Bio-Diagnostics Ltd

Supply and manufacture of diagnostic products, test kits and dermatology products

Cancer Vaccines Ltd

Focus on the development of safe and effective therapeutic vaccines for the treatment of cancer

Faraday Technology Ltd

Design and manufacture of filters, delay lines and open board signal converter products

Fischen Ltd

Supplier of revolutionary new first aid dispenser range

G&H Training Associates

Consultants in project development, product development, sales and marketing, lean manufacturing

Hygieia Pharmaceuticals Ltd

Development and sales of anti-bacterial, conditioning and moisturising barrier creams

Jerry Elford Models

Manufacture of prototypes, design concepts and 3D models in both stationary and animated formats using processes such as fibre glass and silicon moulding, casting in resin, aluminium, bronze and precious metals

Longden Ltd

Deliver tailored training and development solutions, including team building, NVQs in sales, customer services and administration and tailored workshops such as appraisal skills and assertiveness

Pathogen Solutions Ltd

Marketing company dedicated to the removal of airborne infection

SDD Ltd

Design and development of seating technology

SRS Technology Ltd

Design, manufacture, install and maintain electronic assistive technology

The Science Shop

Environmental test kits and equipment for the home, education and industry, such as water test kits for education, swimming pool test kits, Legionella test kits and personal UV monitors.

Members Moving Forward...

Contour Casings won Best New Start-up at the Mustard.uk.com Awards – highlighting the best of the region's young businesses

ST Solutions sold a trust-wide license of Fearfighter, Computer Aided Cognitive Behaviour Therapy product, to Waltham Forrest PCT

Fischen Ltd struck a deal with insurance giant HFS for first aid dispenser giveaway with new policies

Bright Futures Group is planning a massive expansion programme after raising £870,000 through stockbroker Corporate Synergy

Medi-Tag lifesaving jewellery comes to the rescue!

Real-life story in Take A Break magazine raises awareness

<http://www.MedilinkWM.co.uk/>

[index.php?dir=news&page=newsdoc.php&head=News&docID=192](http://www.MedilinkWM.co.uk/index.php?dir=news&page=newsdoc.php&head=News&docID=192)

Member Profiles

Helfet Design

Helfet Design is a design consultancy specialising in medical devices and equipment.



Keith Helfet, Design Director at Helfet, was working as a designer for Jaguar Cars when approached by an executive of Elscint Ltd., a multi-national medical equipment manufacturer. They had seen Helfet's work and wanted Keith

to design their new MRI body scanner. Incorporating feedback from users and surgeons, Keith was able to create a patient-friendly product by applying the sculptural design style unique to Helfet.

Helfet Design was formed in 1993 and has developed a range of successful product designs including MRI scanners, Gamma Cameras and therapy tables.

www.helfet.co.uk

GVR Products Ltd



GVR Products Ltd specialises in the design and adaptation of lights for supply and distribution into the medical market. The company was founded in 1994 by Dr G V Reddy. GVR's first product "The ReddyLite", a portable head-light that gives the user hands-free operation, remains a successful seller. ReddyLite is

now the brand name for an extensive range of powerful hands-free and hand-held portable lights which are ideal for use by hospital specialists, GP's and nurses. GVR are at prototype phase of 3 new lights, one an award winning design using LED technology.

www.reddylite.com

"The connectivity MedilinkWM brought to the table has been invaluable in enabling our company to enter a brand new market sector, and the team there provided a rich source of information for our business."

John Burrows of Brandenburg UK Ltd commenting on personal introductions arranged by Medilink West Midlands

MedilinkWM Members

Biocote Limited Wins Business Award



The judges of this year's "Best of the Black Country – Innovation in Business" award recognised Biocote's anti-microbial technology is ideal to combat the increase in Hospital Acquired Infections (HAIs) – presenting Biocote with top honours at an award banquet amidst strong competition from other Black Country businesses.

Biocote collaborates with manufacturers in the Healthcare Industry to make their products antimicrobial, and also provides a full range of sales, marketing and technical support services to these partners, ensuring a Total Hygiene Solution. Products bring into play Biocote's patented antimicrobial powder paints, liquid paints, gel coats, polymers and textiles, creating higher market demand and increased sales in the hospital and private clinic marketplace.

The antimicrobial efficacy of Biocote products has been proven against a wide range of potentially harmful organisms, such as E.coli, Staph aureus (including MRSA strain), Listeria, and Salmonella, as well as a broad spectrum of fungi including Aspergillus Niger (Black Mould).

Industry's Recommendations to Government

Over the last year, industry-led working groups of the Healthcare Industries Task Force (HITF) have been meeting to identify the bottlenecks in getting products to market. The findings from these working groups have been reported back to the co-chairmen of the HITF, Lord Warner and Sir Christopher O'Donnell, and an "ambitious" work programme involving continuing co-operation between industry, government and the NHS has been launched, with some items going forward as a matter of urgency.

"In particular, from 1 April 2005 we are aiming to start:

- The development of the existing Device Evaluation Service into a new service managed by the NHS Purchasing and Supply Agency, to better inform purchasing decisions.
- A new Innovation Centre in an appropriate organisation is planned to spread best practice in promoting and supporting development of new healthcare technologies.
- A new concept for the development of Healthcare Technology Co-operatives as centres of excellence will be piloted, and training and education for health professionals will be developed to improve skills and spread best practice in the use of medical devices.
- Steps to maximise the UK's influence in international regulatory matters are in hand and a focused export strategy is under development.

We believe that these proposals represent significant improvements that will deliver considerable benefits to patients and service users, to the NHS and the social care system, and to industry."

This excerpt of the Healthcare Industry Task Force final report was reprinted with permission from ABHI. Copies of the entire document are available on the Medilink West Midlands' web site at www.MedilinkWM.co.uk

Design Investment Returned in Just 12 Days' Sales



Smallfry has proven how attention to design detail can make a huge difference at the tills – thrilling its clients and reaping design awards.

Smallfry's design for the Marks & Spencer Travel Fan has taken top prize at the Design Business Association 'Design effectiveness' awards, which focus on rewarding design that proves itself to be commercially successful, AND the 2004 Marketing Design Awards.

Despite being launched last December (not the optimum time for travel fan sales), the fan sold so well during Christmas 2003 that all the development costs were recouped within just 12 days of the product going on sale, making the fan one of M&S' fastest selling products. Eight weeks later, demand was still so high that a second set of tooling had to be commissioned. Overall, the travel fan achieved, on average, a 105% sales volume increase compared to the design it replaced.

Smallfry's successes are not limited to the retail sector. Over the last 25 years it has consistently delivered commercially successful products for clients in a variety of markets.

A recent Smallfry project for Crookes Healthcare involved the creation of a new dispensing and vaporising system for Karvol oil for use in their plug-in vaporising unit. The previous product had been involved in a product recall and the company wanted a replacement product that would lead the way in child safety and user benefits. The resulting product, which utilised innovative locking and refill systems, recouped its investment costs within four weeks of its launch.

Smallfry's clients include Adidas, GSK, Schering Healthcare, Comet and Boots the Chemist.

Formula One Coating Cuts into Medical Market



Wallwork Heat Treatment is bringing a hard and chemically inert diamond like-carbon (DLC) coating from the Formula 1 sector into the West Midlands medical community through a joint venture with the French company, Innovative Coatings Company (I.C.C.).

Addressing the issue of wear and tear on prostheses and cardiac implants, the DLC coatings can achieve Vickers Hardness (HV) of 4500; friction levels less than 0.05; and are highly biocompatible because carbon is a natural component of body chemistry.

Wallwork Heat Treatment's DLC coating is comparable in price to a Titanium-nitride (TiN) coating, and is adding hardness to bone cutting tools and extending the life of surgical tools.

Opportunities

Medilink West Midlands prides itself on providing business opportunities for its members. These opportunities are compiled from multiple sources around the country, and advertised here and on our portal. A benefit of membership is that when an opportunity comes in that is specifically relevant to your company, we zip it to you via email to ensure you don't miss it. So make sure you have joined as a member – and if you see something here you are interested in, please contact our Network Team for additional details by emailing us at Opportunities@MedilinkWM.co.uk.

Collaboration

Real-time kits for the detection and differentiation of oncogenic HPV (human papilloma virus)

A Spanish company has developed a series of kits for the detection and differentiation of oncogenic HPV genotypes in cervix samples. These kits are aimed at the clinical and diagnostic laboratories, and incorporate the latest technology for early detection of HPV (human papilloma virus), especially of oncogenic genotypes. Commercial and technical collaboration is sought. (Ref.151)

Manufacture

Industrial sewers (non-drainage)

A Midlands based company seeks an industrial sewer for a new in-house project. They are looking for a person or company who can undertake sewing of 4oz PU coated nylon into structure which measures 1.5m x 2m x 1.5m. Templates for the structure will be provided so would be looking for someone to cut them out and stitch to a high quality. Machine sewn is favoured highly over hand. (Ref.152)

Rehabilitation glove

A radically advanced "Rehabilitation Glove" for use by patients following hand trauma has been developed by a multi disciplinary research team. The glove stimulates muscle movement, giving the hand the gentle movement it needs to prevent loss of function. The company seek a licensee to manufacture, distribute and sell this CPM device. (Ref.153)

Electronic Devices for Assessment

A West Midlands company is looking for an ISO 13485:2003 or ISO 9001:2000 approved company for the manufacture of 3 types of electro-mechanical medical devices. A Signal Amplifier, lighting device and a platform. These devices are used in the assessment of dyslexia, dyspraxia, attention deficit disorder and similar conditions. (Ref.154)

Personnel

Experienced medical equipment export sales executive seeks position with company actively promoting their business overseas. (Ref.155)

Development

Low-cost light curtain on a micro mirror device

An Austrian company has developed a low cost light curtain based on a micro mirror device. Employing a laser diode, this device generates a plane or pyramidal security perimeter. If the sensing zone is penetrated, the change in stray light is detected. Since the scanner unit and photo detector are mounted in a common shell, no external parts are necessary for operation. The company is looking for industrial partners for further development. (Ref.156)

Rotary piston machine

A Polish SME has elaborated a rotary piston machine that acts as an air compressor. It can also act as a liquid pump, vacuum compressor or an engine and can have special applications e.g. dental compressors. The advantage is low lubrication intensity as well as higher volumetric and thermal efficiencies. Industrial partners are sought to produce and market. (Ref.157)

UV radiation measuring technology

An Israeli SME developed a unique technology to measure Ultra Violet (UV) radiation by colour change of irreversible photochromic dyes, and has successfully applied the technology to a sunburn-warning patch. The company is looking for partners for further application of this technology in various fields that need to monitor UV exposure, including dosimeters for industries that use artificial sources of UV light, or to monitor the storage of sun-sensitive products. (Ref.158)

A.I.A.M. - Information Architecture for Medical Applications in the field of home care therapy

An Italian company has developed a new information system for public and private health centres providing home care assistance. All data from wireless mobile units can be managed by the system. The main advantages are real time accessing and editing of patients' clinical information; capability of the system to follow technology changes and using open source technologies (Linux, java, tomcat, MySQL). The company is looking for IT companies to develop and commercialise the proposed system. (Ref.159)

Supply

Skin complexion

A large UK company is seeking new products or product / device combinations that would improve skin health and appearance. Any technologies at any stage of development are welcome including devices based on light and/or electrical therapy. (Ref.160)

UK distributor needed for new bath lift device

A UK manufacturer of emergency and assisted living transportation devices requires a distributor for their new product which provides assistance for people who have a mobility problem with getting in and out of the bath without the aid of this device. The distributor will be needed for the UK in the first instance but also worldwide. (Ref.161)

Packaging and filling solutions

An innovative pharmaceutical company requires an organisation that can offer a wide range of packaging facilities such as filling of dispensing bottles and tubes (soft PVC), collapsible plastic containers either as stand-alone items for shipping in cardboard containers or alternatively to be placed inside display boxes for supermarket shelving. Ability to mix solution ready for packaging or interest in working with additional sub-contractors would be an advantage. (Ref.162)

Licence

Micro-particles for controlled release of bone growth factors

A Spanish University has assayed poly(lactic-co-glycolic) microspheres with human growth hormone. The encapsulation of the human growth hormone (rhGH) in biodegradable polymers allows local control over its release during long periods of time. It could be applied over osteoporotic bones to stimulate its regeneration. Public or private partners related to chemical, pharmaceutical or biomaterial industries interested in making use of this technology are sought. (Ref.163)

Agents Wanted

New personal UV monitor distributor seeks UK and European Agents (Ref. 164)

Moving Design Forward



Scoping out the possibilities for design work in China, member companies Delcam, Creactive, Firsthand Design and InterAlign joined Medilink West Midlands at the first ever China Industrial Design Week exhibition in Wuxi, China.

While there were the usual challenges of a first-time show (lack of previous visitor lists to target, vague details about logistics, etc), there were unexpected opportunities, (visitors spent more time on the stand, time to meet with exhibiting manufacturers and so on). The group made the most of the situation and proactively identified potential collaborations and sales leads.

Sterilox Reaches Bavaria

Germany has always been a priority target market for the innovative medical instrument sterilisation process created by Sterilox Technologies International of Stoke on Trent. However, they had deferred action because of the scale of the market and the complexity of the regulatory environment.

The 'Reach Bavaria' project, promoted by UK Trade and Investment and MedilinkWMM, offered a structured approach and funding to encourage a new effort. Sterilox's International Director, Karen-Anne Cole, received one-to-one advice from the British Consulate in Munich, focused market research, targeted introductions to German intermediaries and undertook a supported visit to Bavaria.

They have now identified a company to stock, sell, install and service their equipment in Germany and have successfully navigated the obstacles in the testing and certification of medical technology products in Germany. This breakthrough will create jobs both in the UK and in Germany, where they propose to establish an office with their new partners.

Background

'Reach Bavaria' is an international trade project aimed at companies in the biotechnology, medical technology and healthcare sectors in the West Midlands'. The project is part of the West Midlands regional strategy to develop international trade in the priority Medical Technology and Healthcare cluster.

Free Service Scores 11 Meetings for MCS at Medica

MCS Medical jumped at the opportunity emailed out by MedilinkWMM to have sales meetings arranged for FREE at Medica. The service, offered through Midlands Innovation Relay Centre (MIRC), matched MCS Medical's profile with other attending companies and secured 11 meetings during the show.

Warren Gray, MD of MCS Medical, noted, "Yet again, Medilink West Midlands has brought opportunities to the membership, and by taking advantage of it we have potentially expanded our global customers."

To take advantage of this service during MDT in February, contact Barbara Wild immediately.

Publicise Your Products Overseas



UK Trade and Investment offers an extensive range of services for organisations researching or expanding into overseas markets. The New Products from Britain programme offers:

- a professionally written press release and photo-caption
- translation, where necessary
- multiple copies of a photograph illustrating your product from your original
- printing of the press release, caption and commercial notes for the editor
- distribution to appropriate sections of the media by specialist at the posts
- a list of the media outlets targeted by the post

All this for a charge of £100 for the first national market and £50 for each additional one.

Contact Michelle at MedilinkWMM for more details.

Promoting You AND the Region

The week of 7 March 2005, Medilink West Midlands and the Region will be host to fifteen Commercial Officers from around the world, including China, USA, Spain, Japan, India, Brazil, Hungary, etc.

This is your chance to showcase your products and technologies. On **Wednesday, 9 March** companies will have the opportunity to exhibit their products and have 1:1 meetings with Commercial Officers from your chosen markets.

Specific market segments from which we are looking for technology and product demonstrations are: **ophthalmics, dental, assistive technology, laboratory and pathology.**

Lastly, if you are interested in just securing a 1:1 meeting with a specific Commercial Officer, or attending the networking drinks social, there are reserved places for West Midlands industry.

Please contact Michelle at MedilinkWMM immediately if you are interested in participating in this programme.

Distributor Opportunity from Medica

Large U.S. leader in laboratory instruments seeks a U.K. distributor for its chemistry analyzer line of products. This particular product line is very unique because a single analyzer can be used to handle biochemistry assays as well as microwell-based enzyme immuno assays.

The company will be in the U.K. the end of January to meet potential distributors, contact Michelle immediately to schedule an appointment.

CONGRATULATIONS...

to Richard Knox of Medicet.com for winning the trip to MD&M West at our Export Event

