



Silicon Bridge Research Limited

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REPRESENTING THE UK TECHNOLOGY INDUSTRY

Understanding the NHS Market for IT

Course Leader: Murray Bywater, Managing Director, Silicon Bridge Research

With the new Coalition Government in place, many important issues are beginning to clarify, and significant changes are expected following the results of a post election review of the National Programme for NHS IT revealed in September. This course will provide an informed market update – covering all the most recent developments. The workshop format offers an ideal forum to review market implications and new business opportunities beyond the previous limitations of large scale central IT procurements.

Who is it for?

This course will be of particular interest to management, strategic planning, consultancy and marketing representatives from a wide range of organisations offering technology, applications and professional services to the UK Healthcare IT market. The market information provided is relevant to large prime contractors, management consultants, small specialist suppliers and anyone actively involved in or around UK Healthcare IT.

What is it about?

The future of the NHS is becoming clearer, with some surprisingly radical measures particularly in commissioning of care services. These imply a significant shift from the original concept of the National Programme for IT (NPFIT) and big changes for LSP (Local Service Provider) contracts. A return to more normal market conditions will also have important implications for the structure and market metrics of the NHS IT.

UK market activity already reflects growing supplier interest in local NHS sales opportunities. New companies are entering the market, offering specialist healthcare solutions and new technologies to help address today's practical business needs. These are likely to be in greater demand as NHS organisations seek to achieve productivity improvements to help offset possible funding constraints and meet increased service demands.

This intensive half-day course provides a comprehensive market overview with informed insights into the latest developments in NHS IT. Based on up-to-date market research, this event is organised by Silicon Bridge Research to provide the facts and figures you need to build successful strategies for a rapidly evolving NHS market. Now is an ideal time to refresh corporate perspectives of NHS IT and validate marketing plans for the years ahead.

Course Overview

Specific topic areas addressed by the workshop include:

- Current and future NHS environment
 - *NHS Trust topology and new buying points*
- Latest strategic direction for NHS IT
 - *NHS White Paper and subsequent documents*
- New approach to NHS procurement strategy
 - *Financial aspects of Government changes*
- Potential impact of NHS IT market changes
 - *Significance to suppliers*
- Future evolution and metrics of NHS IT market
 - *Significant potential growth areas in the UK*
- Emerging opportunities in healthcare
 - *Impact of clinical and medical technology*

Course Leader

Murray Bywater, Managing Director of Silicon Bridge, will be the workshop facilitator. Murray led early development work on UK eHealth market opportunities for the DTI in advance of the National Programme for IT. Silicon Bridge was one of the original co-founders of Healthcare Information Network Europe (HINE), a strategic market research group supported by the EC and leading pan-European healthcare technology suppliers. Murray has extensive personal experience of UK and global markets for Healthcare IT, and advises HIMSS Analytics Europe (HAE) on UK market issues. He is well qualified to provide this hard-hitting and highly focused briefing on key issues for the NHS Healthcare IT market.

With big changes ahead, don't miss this opportunity to share well informed and up to date perspectives on the NHS IT market - and learn about exciting new opportunities as NHS IT attention switches away from central IT initiatives back towards addressing local business priorities.

Venue	Intellect Conference Suite, Russell Square House
Maximum attendees	16
Duration	Half day
Time	13:30 – 17:00
Fee	Intellect members £295+VAT non-member £495+VAT