



Silicon Bridge Research Limited

Following the Money in Healthcare IT

Healthcare IT in the UK and Ireland – new developments

Course Leaders: Murray Bywater and Paul Goss, Silicon Bridge Research Ltd

Who is it for?

Both workshops are designed to be of particular strategic interest to a wide range of attendees from large and small organisations representing:

- Information technology and telecoms
- Healthcare IT applications and infrastructure
- Service suppliers and prime contractors
- Business and management consultants
- Financial institutions and VCs
- Medical devices and diagnostics

UK companies can assess current and future opportunities inside and outside the NHS National Programme in England – plus the other home countries and Ireland. USA or European companies can benefit from an up to date briefing on latest UK developments and explore emerging trends in the wider European market.

What is it about?

Things are beginning to happen in European healthcare as Governments rise to the twin challenges of explosive demand and crippling demographic change. By 2020, the retired and chronically sick population is set to exceed total European working population for the first time. This has serious implications for healthcare provision – and effective use of IT is now emerging as one of the key enablers for successful service modernisation.

In England, the NHS is slated to spend more than £6billion on the National Programme for IT (NPfIT) by 2010, with substantially more 'promised' from local NHS sources. But this represents less than one third of the full market potential. There are many opportunities in England outside NPfIT – and Scotland, Wales, Northern Ireland and the Irish Republic are all moving forward with their own versions of a high level IT strategy.

As the real shape of NPfIT begins to emerge, some tough strategic questions are being asked of the UK healthcare IT market. At the same time, other countries are looking to the NHS for early practical lessons on different aspects of IT infrastructure, and several USA vendors are

already sizing up potential opportunities in Europe. All of this adds up to significant business potential as the UK and Ireland lead the way in large scale IT deployment

Intellect is continuing last year's successful Autumn Series collaboration with Silicon Bridge Research to arrange two new strategic workshops. These have been designed specifically to help suppliers assess the practical impact of current market changes taking place in England and the rest of UK and Ireland.

Murray Bywater and Paul Goss of Silicon Bridge Research will present both half day workshops. The first workshop reviews NHS IT market opportunities in England (inside and outside NPfIT) while the second covers the equivalent UK and Ireland markets outside England.

How do you benefit?

All attendees will receive copies of the full presentation materials and will take away valuable strategic market insights. The workshops are structured to encourage discussion and interaction. Topics covered during these workshops include:

- Market growth forecasts
- Leading market shares
- Major strategic shifts
- Significant market players
- Recent mergers and acquisitions
- Government initiatives
- Country comparisons
- Potential opportunities

The formal sessions will be followed by a wine and cheese reception providing opportunities for further discussion with Silicon Bridge Research and also for networking with other attendees.

Course overview

Session 1 - Potential NHS business opportunities inside and outside NPfIT

- Welcome and introduction
- Global healthcare issues
- Current NHS market environment
- English National Programme for IT
- Different sources for NHS funding
- Market opportunities in England
- Summary and conclusions

Session 2 - Healthcare market opportunities in Scotland, Wales and Ireland

- Welcome and introduction
- Market context for UK and Ireland
- Review of individual country markets
 - Scotland
 - Wales
 - Northern Ireland
 - Republic of Ireland
- Common issues and strategic direction
- Summary and conclusions

Silicon Bridge Research

Silicon Bridge Research is the leading UK company specialising in IT and related services for healthcare. The company has wide experience of European and international markets – plus unique practical understanding of the NHS market and how it has evolved towards the current status of NPfIT.

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