



**Silicon Bridge Research Limited**



## **Understanding the NHS Market for IT**

This intensive Intellect workshop provides a comprehensive strategic market overview and informed insights into key recent developments in NHS IT - and assesses potential industry impact of the NHS National Programme for IT on wider UK healthcare markets.

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

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### **Who is it for?**

This highly acclaimed Intellect workshop will be of specific interest to management, strategic planning, consultancy and marketing representatives from a wide range of vendors offering technology, applications and professional services to the UK Healthcare IT market. The strategic market information provided is relevant to large prime contractors, small specialist suppliers and anyone else interested in working in or around UK healthcare IT.

### **What is it about?**

Despite continuing fallout from the economic downturn, banks and venture capital organisations are still looking for new investment opportunities in the healthcare IT sector. With bad news looming on every financial front, healthcare looks set to repeat the experience of earlier industry recessions and out-perform other comparable IT sectors. In the UK, this effect is likely to be magnified by significant changes in direction for the NHS National Programme for IT.

With reviews of NHS IT under way by Connecting for Health, National Audit Office and Opposition parties – plus a General Election within the next two years – the pace of change in NHS IT shows little sign of slowing. A recent market study by Silicon Bridge indicates significantly increased activity in the UK healthcare IT market since 2006. Many new companies have entered the NHS market, predominantly from the UK but also from abroad.

The big question for UK suppliers is how effectively the Additional Supply Capability and Capacity framework will work in practice. It is still not clear what, if any, central funding will be available, and there is even some doubt about whether or not any 'unspent' funds from the central budget will remain available for future or alternative projects. The good news is that leading NHS managers are now highly motivated to implement practical short term solutions to the pressing business problems associated with Practice Based Commissioning, Payment By Results and World Class Commissioning.

### **How do you benefit?**

This intensive half-day Intellect workshop provides a comprehensive strategic market overview and informed insights into the latest developments in NHS IT. Based on solid up-to-date market research, Silicon Bridge Research provides the facts and figures needed to build successful strategies for an evolving NHS market, both inside and outside NPfIT. With normal market forces beginning to return, this is an ideal reference point to learn about the NHS market for IT and validate strategic sales and marketing plans for 2009.

### **Course Overview**

Major topic areas covered during the workshop include:

- Current and future NHS environment
- Strategic direction for NHS IT
- New approach to NHS procurement strategy
- Potential impact of NHS IT market changes
- Future evolution and NHS market metrics
- New IT opportunities in healthcare

### **Course Leader**

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

**Don't miss this opportunity to share uniquely informed perspectives on the NHS IT market - and learn about exciting new opportunities in NHS IT as NPfIT finally addresses itself to more practical local objectives.**

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