



SME's Barriers to Growth

A Medilink North West Perspective

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Birchwood Park 23rd July 2017

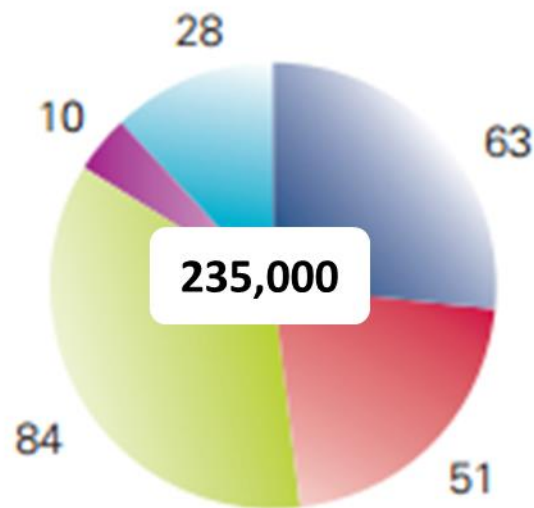
Agenda

- UK Life Sciences Sector
- SME landscape in the North West
- Barriers to business growth
- Medilink?
- Questions

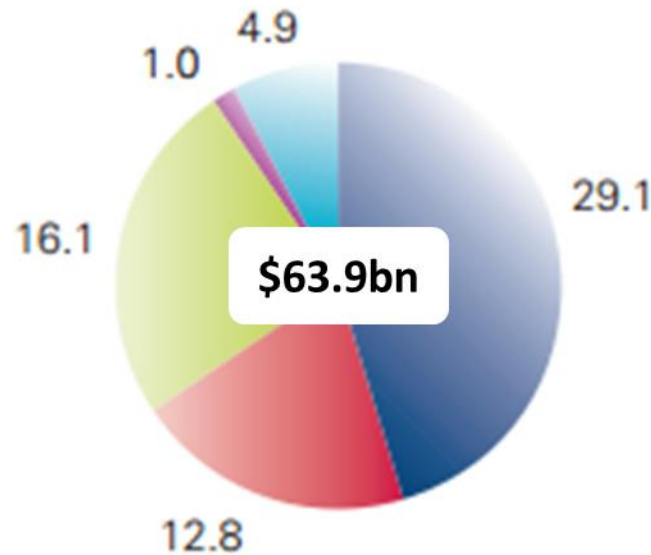


Total UK Life Sciences Sector Figures

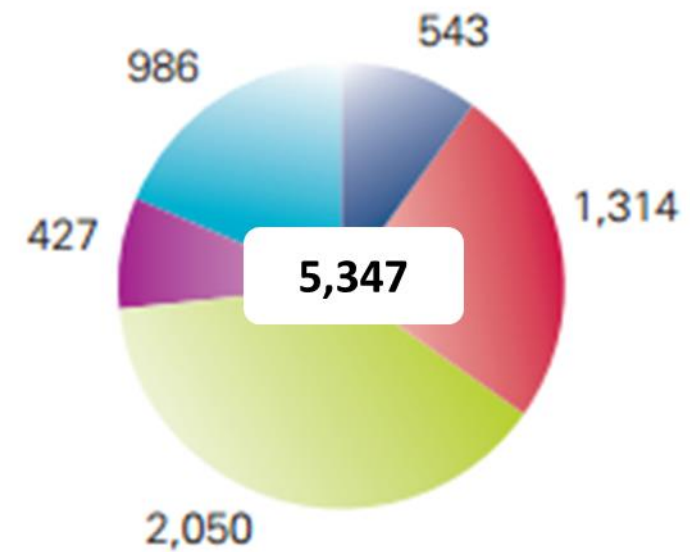
Total employment, turnover and number of companies in the life science industry by sector and including the digital health segment



Employment
(thousands)



Turnover (£bn)



Companies

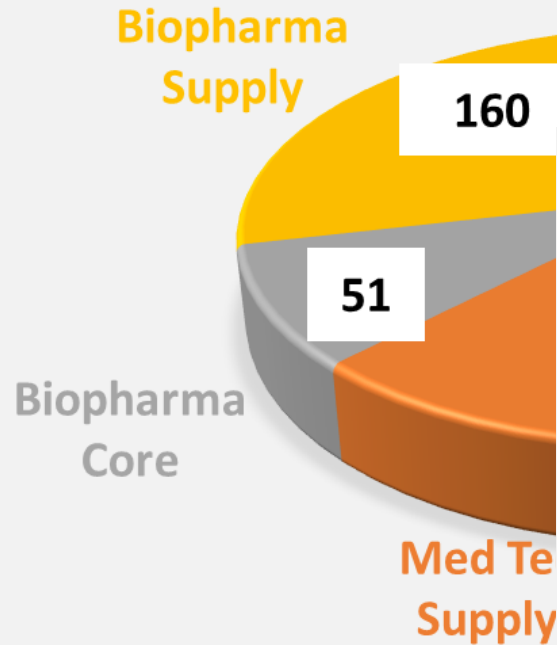
■ Biopharmaceutical core
■ Digital Health

■ Biopharmaceutical Services & Supply
■ Medical Technology Service & Supply

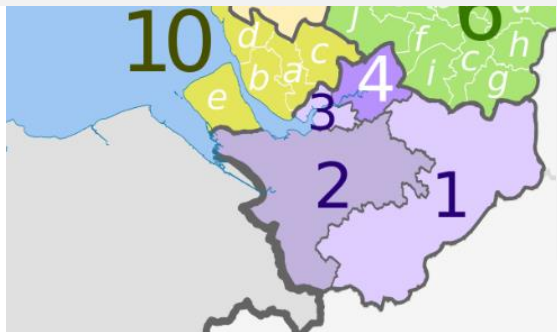
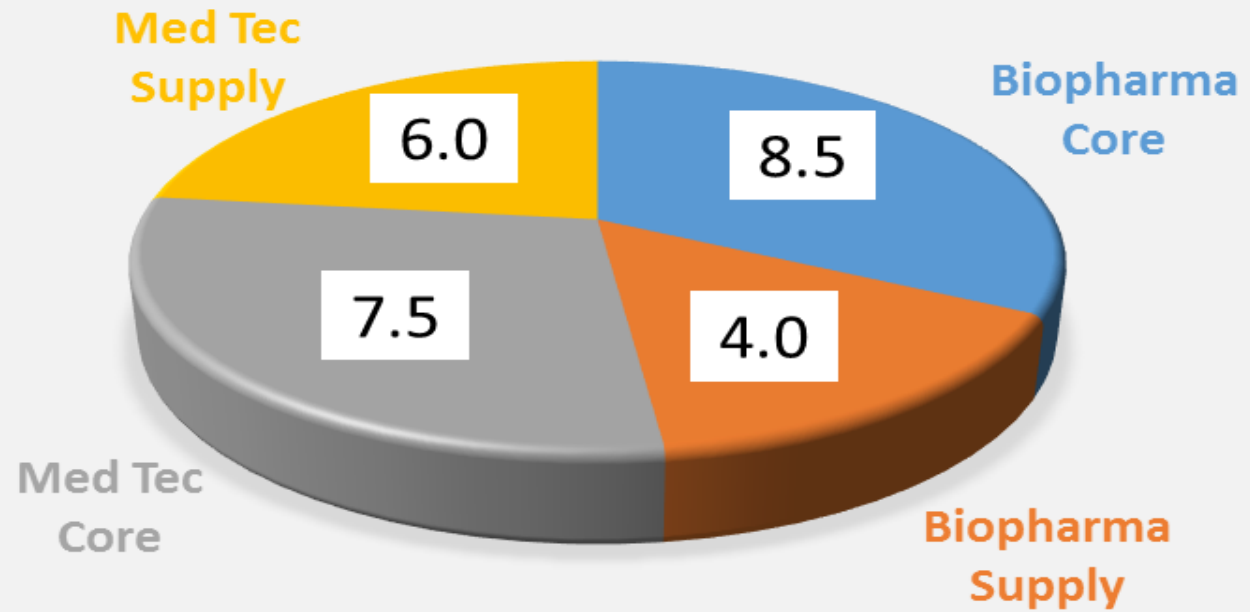
■ Medical Technology core

NW Life Sciences Businesses

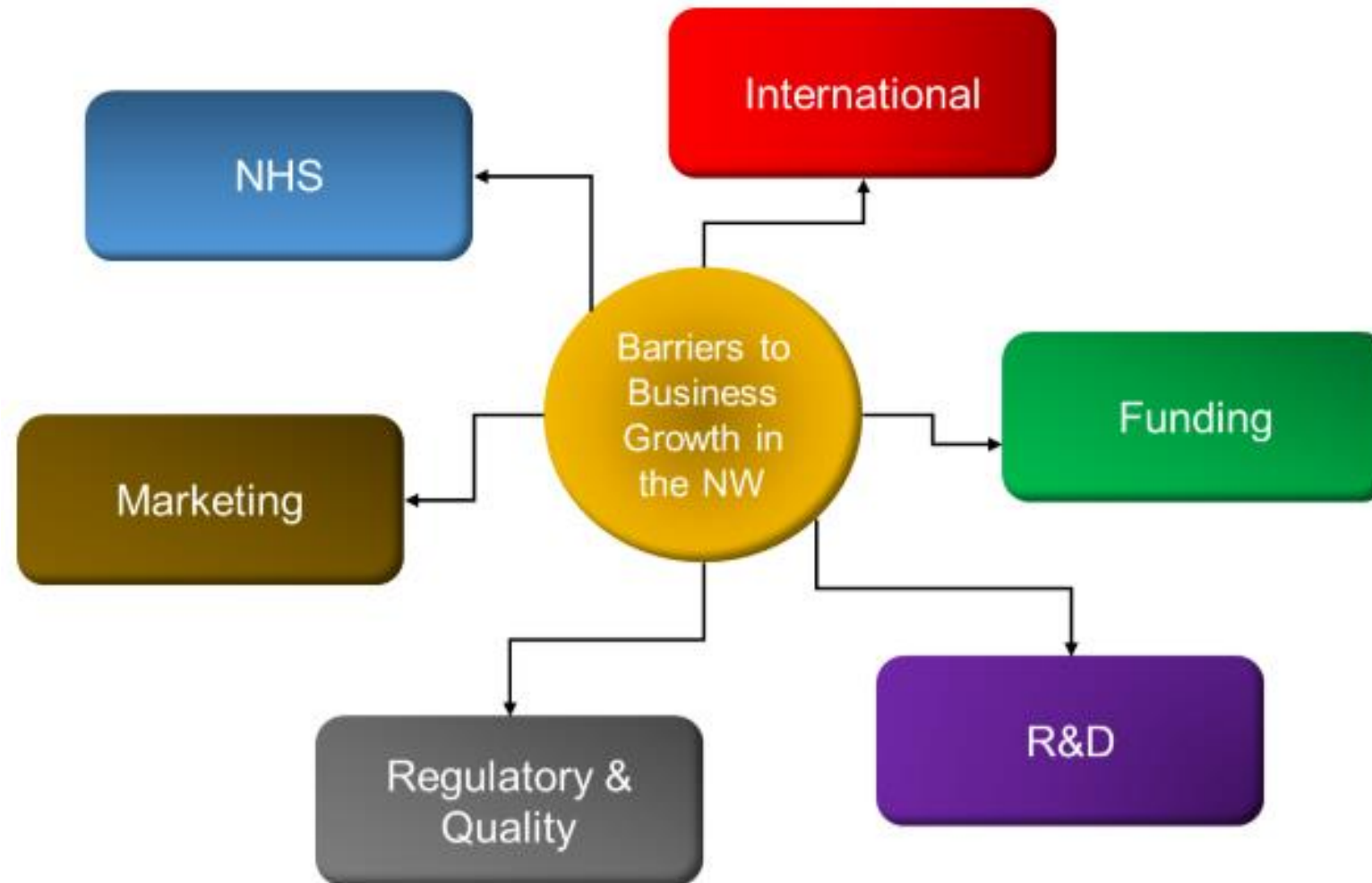
NUMBER OF COMPANIES

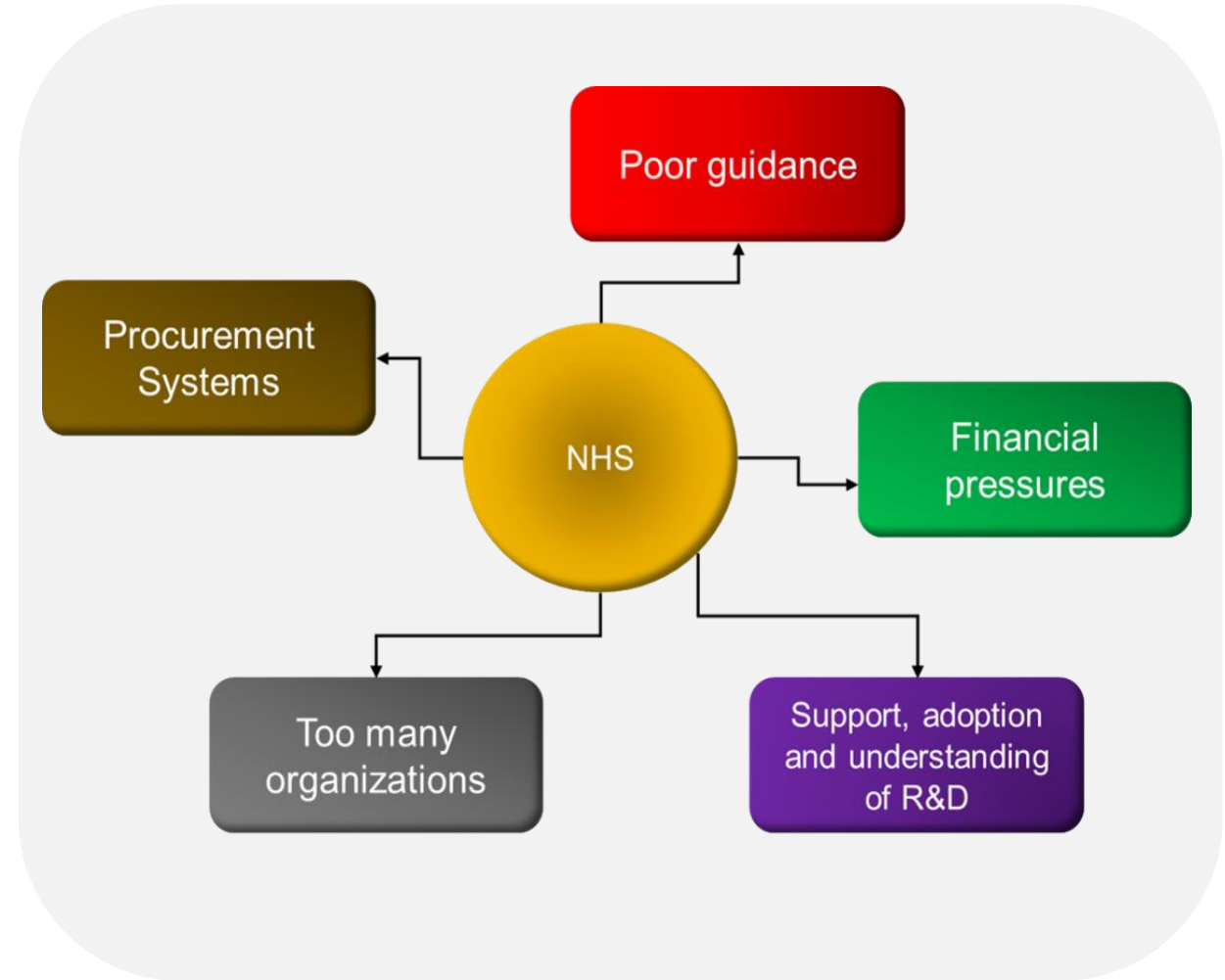
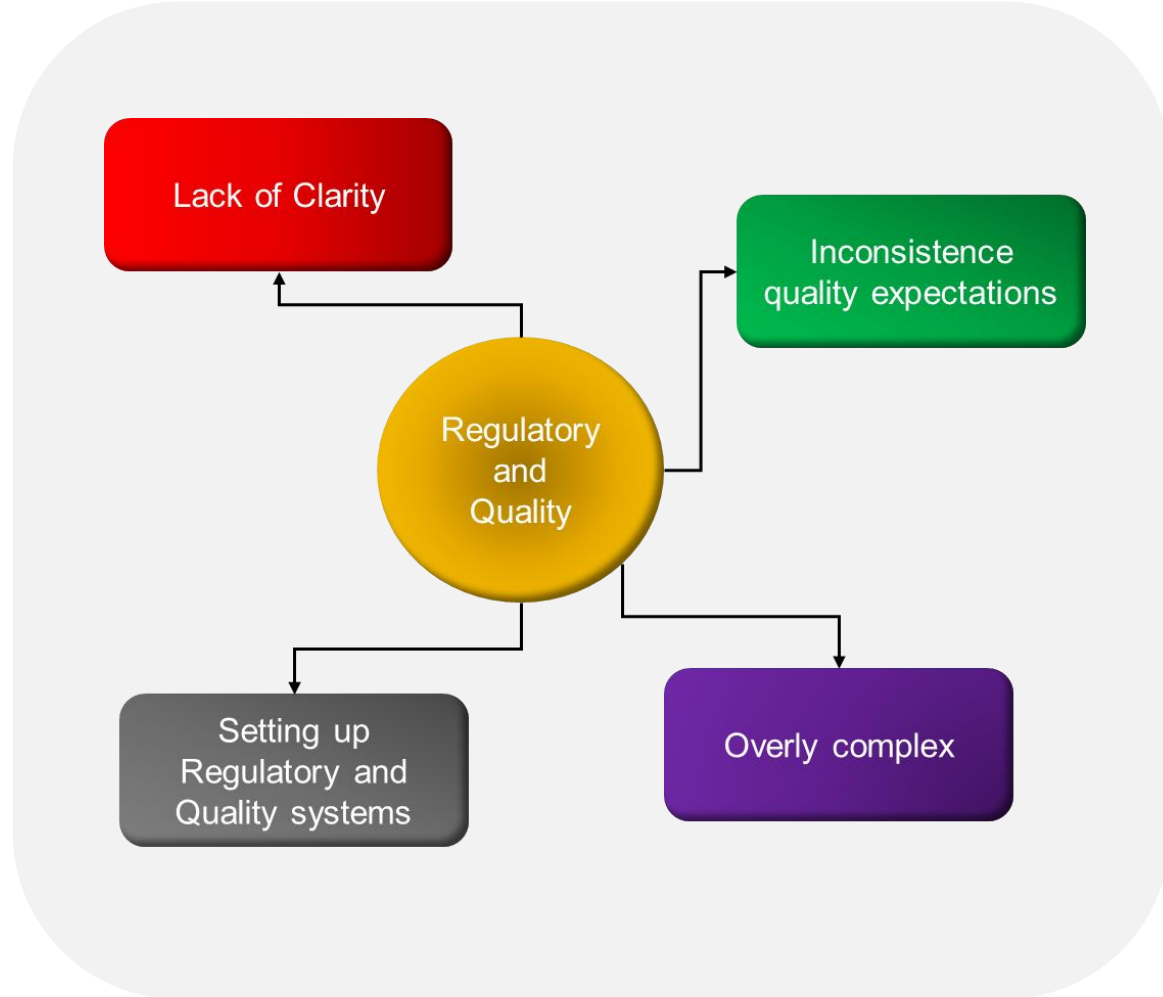


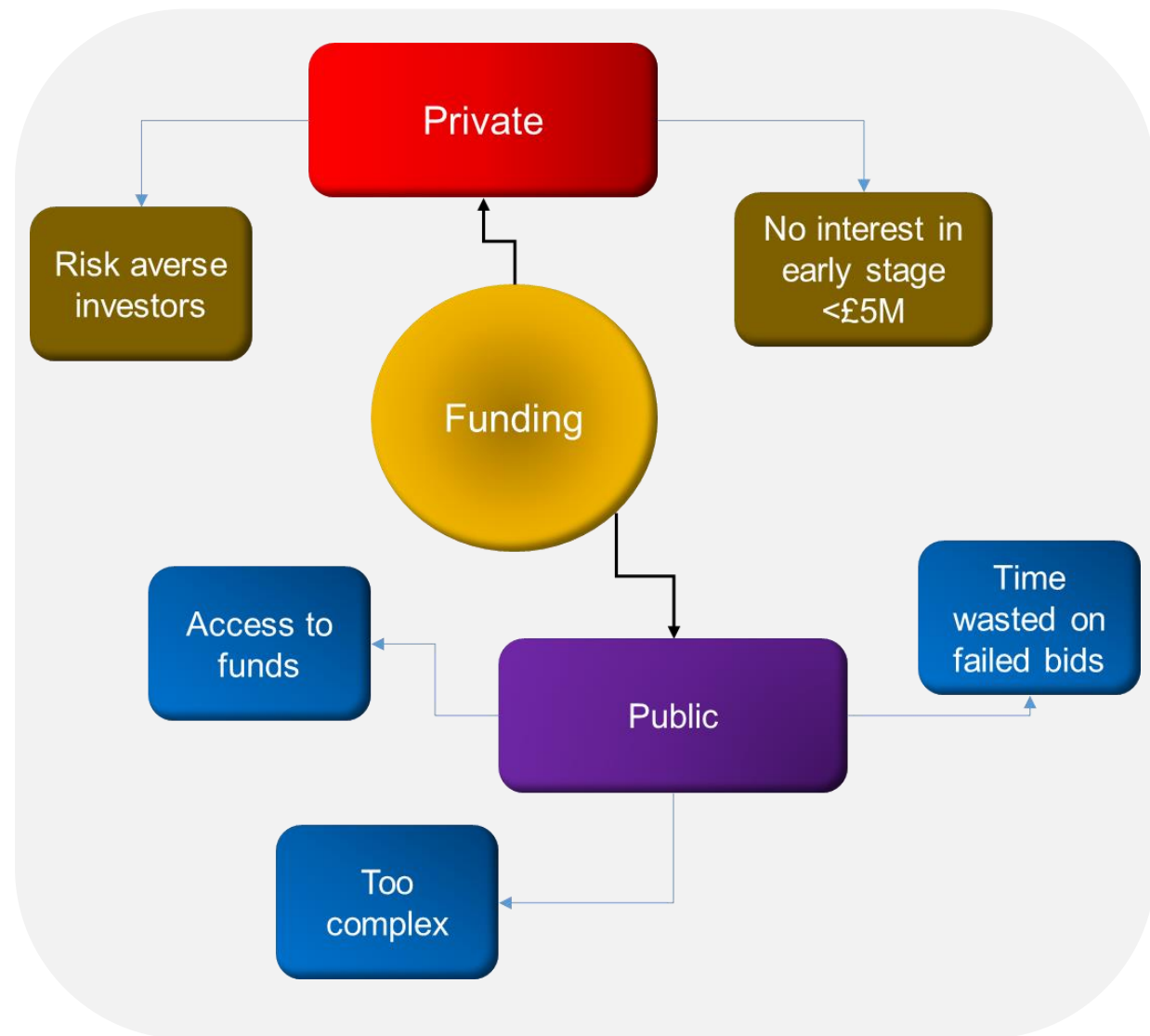
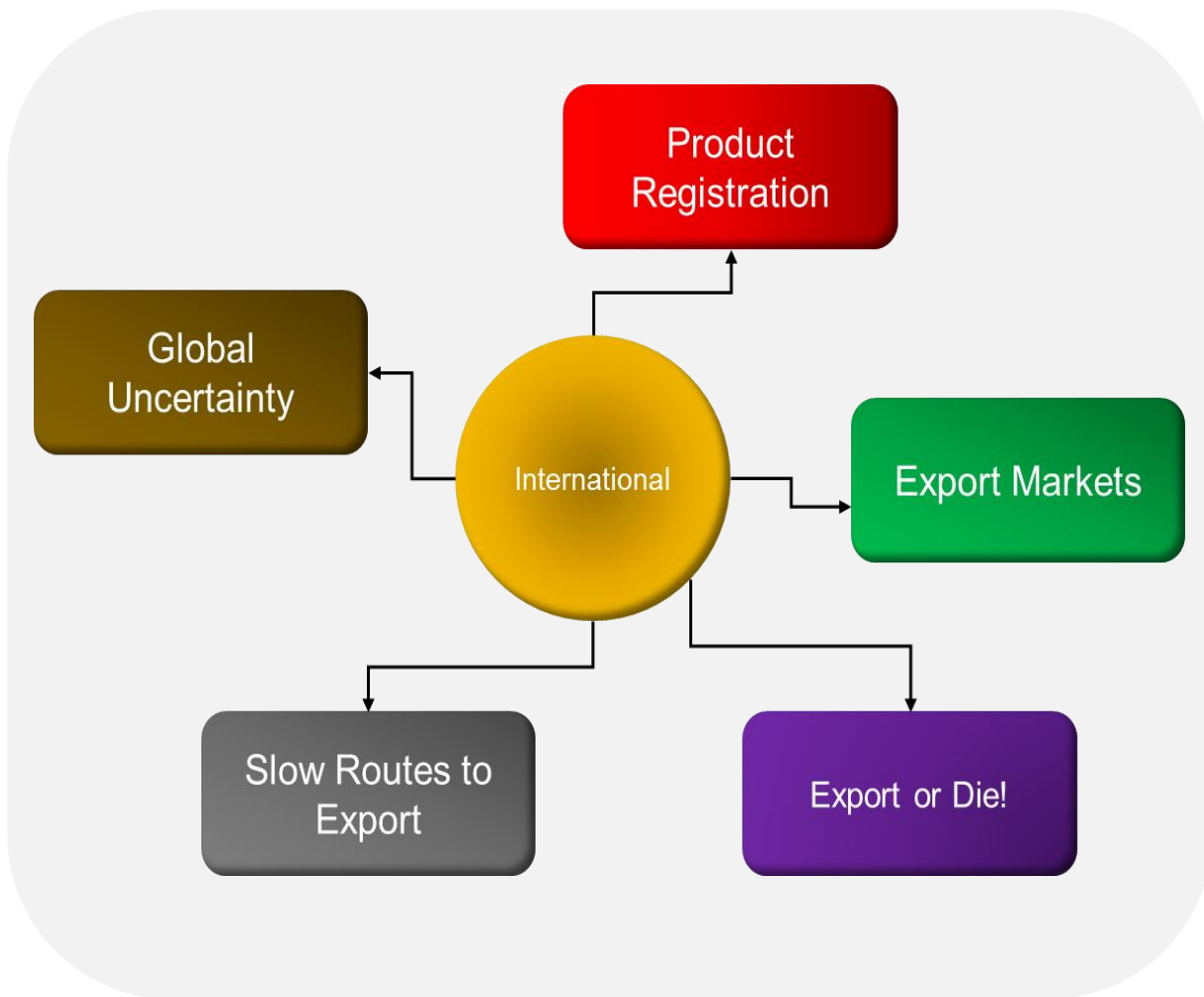
EMPLOYEES [THOUSANDS]

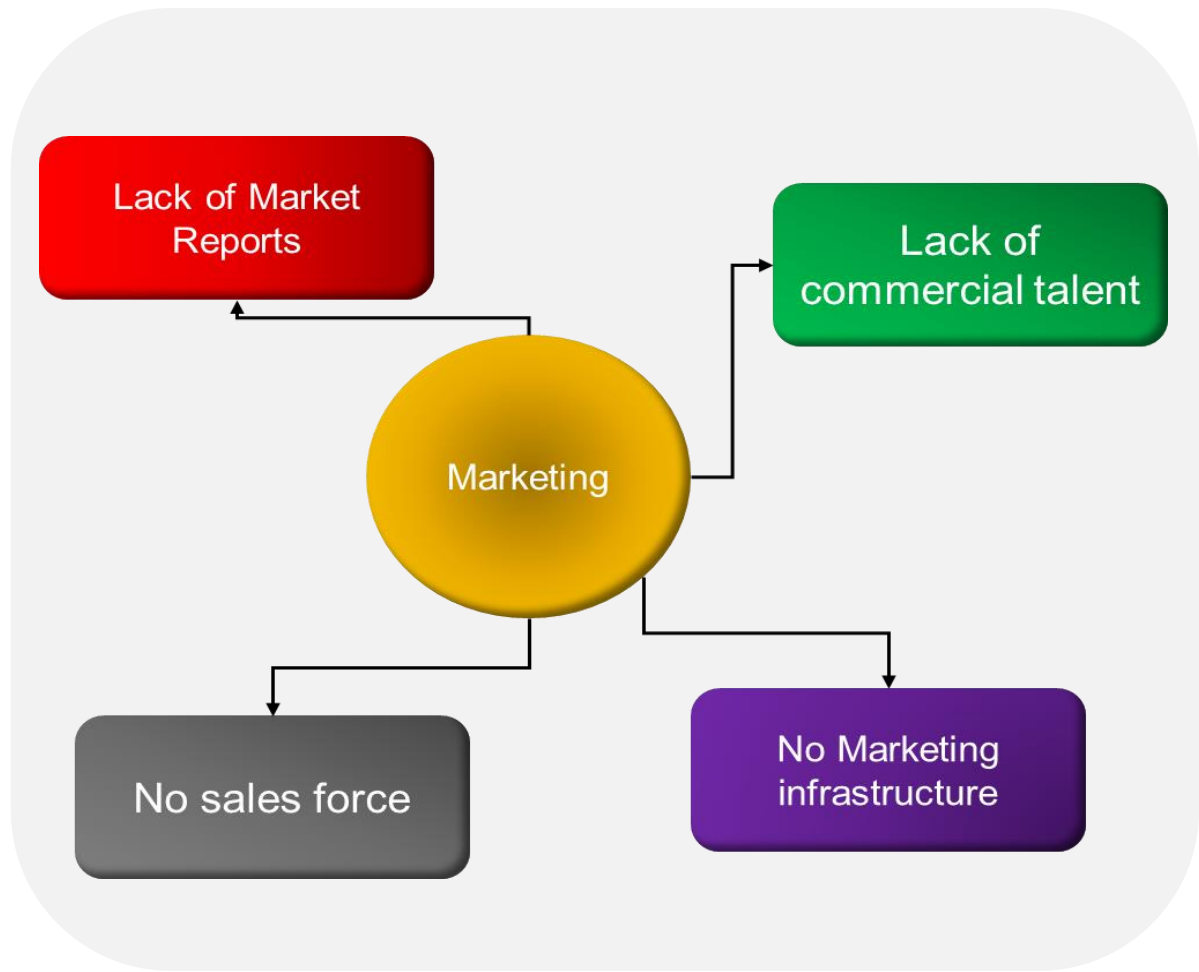
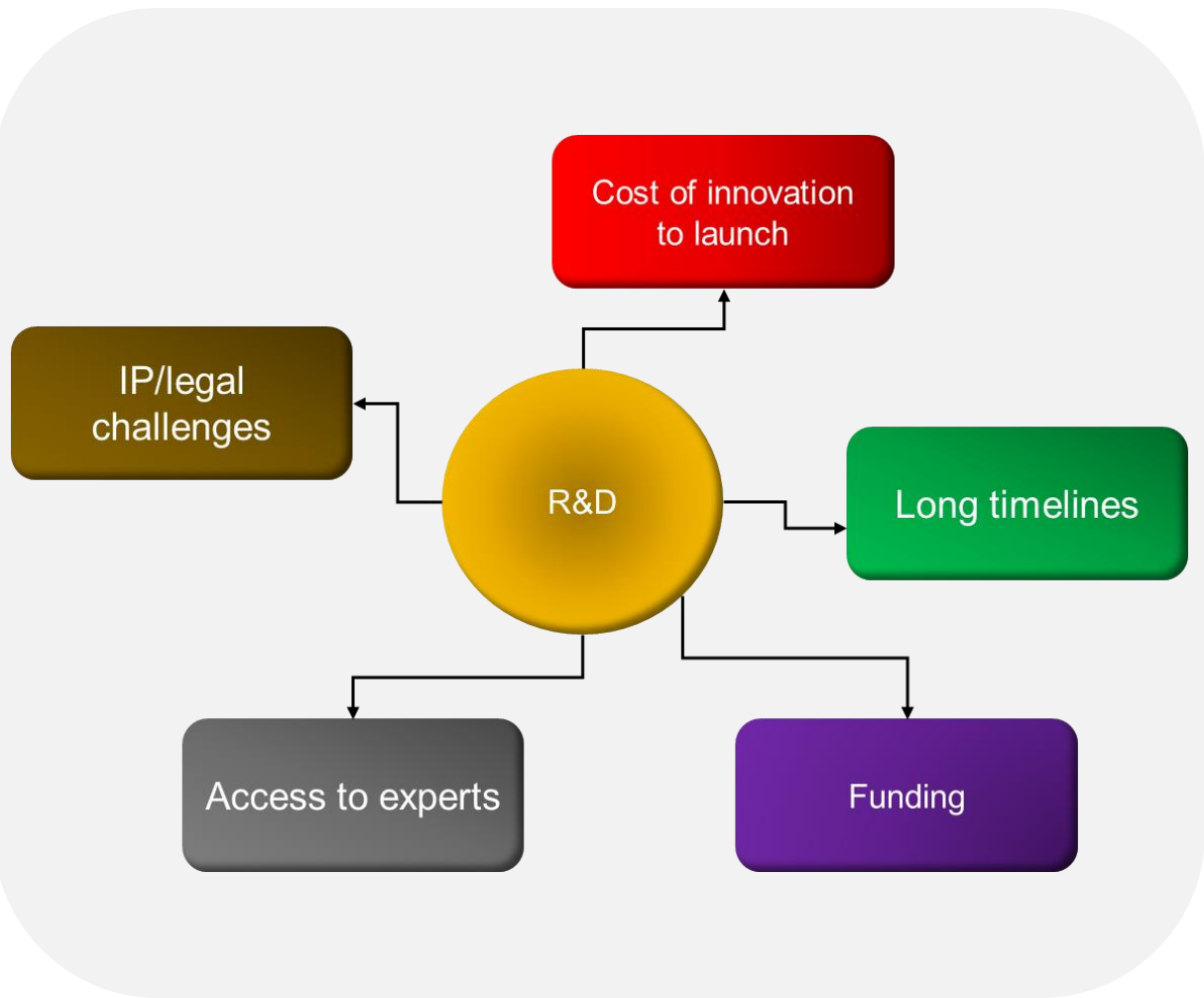


Barriers to Business Growth











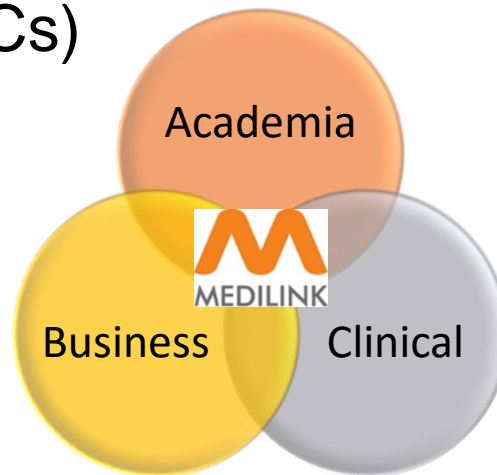
North West

Who are we and how do we help SMEs?



MEDILINK UK

- UK wide company
- Independent – not for profit
- Membership based [circa 800]
- Support business growth in Health Technologies and Lifesciences
- Regional Commercial Services
- Private not government funded
- Strategic Partnership between Academic, Business and Clinical (ABCs)

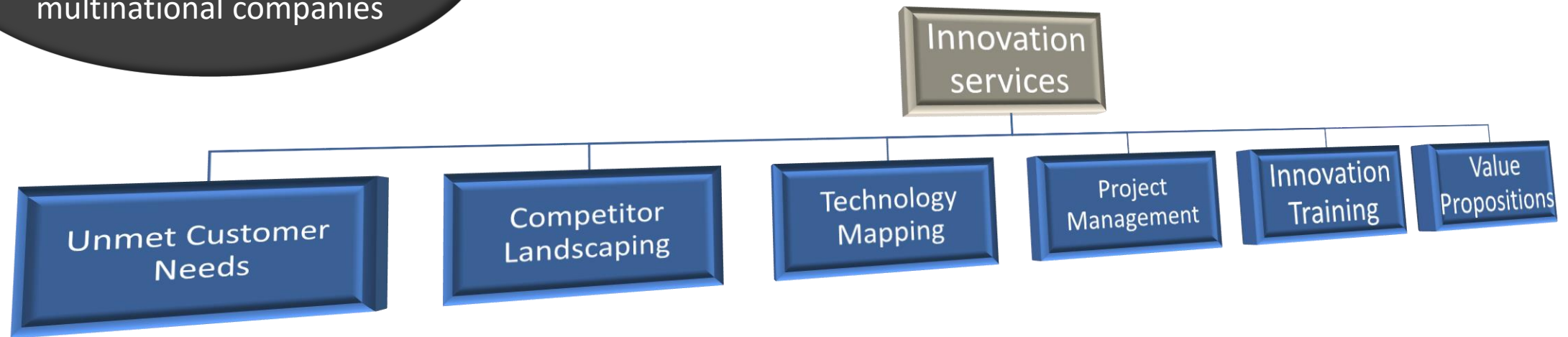




Innovation and Commercialization Services

Staff with over 40 years
of R&D and BD
experience in SMEs and
multinational companies

Support Growth of SMEs



Value Proposition

- A clear statement that explains how your product or service:
 - Solves customers' problems or improves their situation - **Relevancy**
 - Delivers specific benefits - **Quantified Value**
 - Tells the customer why they should buy from you and not from the competition - **Unique Differentiation**
- Who is your customer?



Public Health in
Local Government

Understanding Commissioning in the NHS

Does your product fit within these drivers?

Do you have the evidence to support your claims?



Evidence

Commissioning

Chance of being
commissioned

INNOVATION TRAINING

GROW YOUR HEALTHCARE BUSINESS



MEDILINK SKILLS

New 2017 date released for healthcare specific Innovation and Business strategy course

Are you interested in investing into the skills of your senior management, R&D and marketing personnel? If so, discover **Medilink Skills two-day Innovation and Business Strategy course** that is coming to **Manchester** on **4 and 5 July 2017**.

The course is designed to help optimise your strategic and innovation processes to improve commercial success and increase your revenue.

Don't take our word for it...

"The course really helps to clarify the Innovation process and break down the steps required to support innovative development. I will definitely be using the different techniques learned to identify technology gaps and define future product development strategies within our business."

Jonathan Nosworthy - Development Manager, Advanced Medical Solutions



What does the course cover?

This course covers areas including **innovation processes, portfolio management, identifying market opportunities and unmet customer needs** and linking this to product design. The course will also cover **NHS drivers** including the NHS outcome framework and the QIPP agenda, building the value proposition and business case to sell the idea.

[For full course content details click here.](#)



When, where and how much?

Location: HGF Office, Manchester, M1 5WG

Date: 4 & 5 July 2017

Cost: £495 for sector SMEs (Medilink member rate). £595 for sector SMEs. £995 for large companies.

[Booking more than one delegate onto the course?](#)

Medilink skills training now offers a 20% discount for multiple delegates from one organisation attending the course.

Who should attend?

This training is designed for a wide variety of learners across business, academia and clinical settings including individuals/teams in R&D, marketing and operations roles.

PR & COMMUNICATIONS



PR & COMMUNICATIONS

WE UNDERSTAND YOUR CUSTOMERS. DO THEY UNDERSTAND YOU?

Medilink Yorkshire & Humber's PR team deliver bespoke communication solutions to strategically support your organisation's growth regionally, nationally and internationally through traditional, digital and social media channels.

Who are we?
We're trained journalists who understand the media space and how to navigate it.

What do we do?
With a track record of winning client reputations, we work across your organisation to support all of your communication needs. From writing press releases, media articles and literature, to creating e-bulletins and managing your social media platforms, we get your key messages to your target audiences.

How do we do it?
Via traditional, digital and social media we have the contacts to raise your profile across the healthcare sector, working with key journalists to get your news published.

WHY CHOOSE US?

- We're new media specialists
- We have long term client relationships with key industry professionals
- We have clear, concise, jargon-free communication
- We're an integral part of the Medilink network
- We understand your marketplace

TO FIND OUT MORE AND DISCUSS YOUR REQUIREMENTS CONTACT OUR PR & COMMUNICATIONS TEAM
Medilink Yorkshire & Humber
+44 (0) 14 222 1279
pr@medilink.co.uk
Transforming Healthcare.

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WELCOME TO MEDILINK
Transforming Healthcare. We use our expertise in the Healthcare and Life Sciences sectors to take your organisation to the next level.

MEDILINK HEALTHCARE BUSINESS AWARDS 2012
29th of November - The Cutlers' Hall, Sheffield

ENTER NOW

ARE YOU A HEALTHCARE BUSINESS?

ARE YOU A HEALTHCARE PROFESSIONAL?

ARE YOU AN ACADEMIC?

EVENTS & NEWS

ARE YOU A MEMBER OF MEDILINK?

TWITTER FEED

CASE STUDY:
Agenda 1 Analytical Services

PR & COMMUNICATIONS

Agenda 1

"Medilink Yorkshire and Humber are not only helping us raise the profile of Agenda 1 but have also enabled us to represent our business as a voice of authority on how the business of science should be delivered."

Dr Steve Wainwright, Managing Director, Agenda 1

THE CHALLENGE
As a spin-out from the University of Sheffield, Agenda 1 is a start-up company. It is also within the critical path of the company's growth.

THE SOLUTION
Our key challenge was to build a credible media presence for Agenda 1. We needed to establish a reputation as a voice of authority on the business of science, working closely with other leading industry bodies and stakeholders.

Medilink PR was able to help us achieve this by developing a media strategy and creating a range of media content that we could use to build our reputation as a credible voice in the industry.

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MEDILINK

E-NEWS
TRANSFORMING HEALTHCARE

WELCOME

CONTENTS

- Medilink Healthcare Business Awards
- New competition for accessibility funding
- NHS Expert insight programme
- Sheffield Precision: Medical staff get on their knees for charity
- New Medilink partner - RSP Group
- BLOG: Party conferences round-up
- Upcoming mission to South
- Local business weekenders campaign led by Dragan
- 1 year on from...

Welcome to the October issue of Medilink Yorkshire & Humber e-news, keeping you up-to-date with developments in the Healthcare Technologies and Life Sciences sector regionally, nationally and internationally.

For more news visit the **Medilink Y&H Website**.

Medilink Healthcare Business Awards

Don't miss the region's premier Healthcare Technology and Life Sciences awards ceremony at the Cutlers' Hall in Sheffield on November 29.

This showcase event will provide an opportunity for...



INTERNATIONAL



- International strategy development
- Identification of international collaborative partners
- Leveraging funding opportunities
- Only UKTI Lifesciences Trade Challenge Partner based in North of England
- Accredited to work with UKTI on exhibitions, events and missions
- Run UK Pavilion projects overseas on behalf of UKTI – including handling UKTI Tradeshow Access Programme (TAP) funding

Thank You

Paul Watt



North West