



making sense of local healthcare

# Digital Health Innovation for Business Workshop

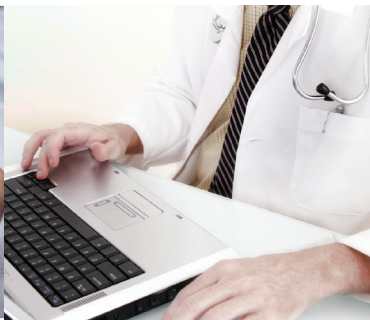
10am-4pm on 11th February 2011  
Core Technology Facility, The University of Manchester,  
46 Grafton Street, Manchester, M13 9NT

North West e-Health will be delivering a unique seminar and workshop event specifically designed for North West based companies.

Experts in digital innovation for health will set the scene for a workshop of presentations, networking and support.

As part of our commitment to support businesses in the North West there will be the opportunity to arrange consultancy support from NWEH at free or greatly reduced rates.

*This event is aimed at the decision makers from Pharmaceutical and Biotech; Clinical Research Organisations; Healthcare Providers; Healthcare ICT; Healthcare Intelligence; Creative Digital Media; Wellbeing*



Find out about  
e-Health trends

Check out e-Health  
innovations in the NW

Learn about using  
anonymous healthcare  
records

Meet e-Health experts

*Ken Cunningham MBA, CEO of North West e-Health.*

Chief Executive in Acute Trusts for 11 years and a healthcare management expert in: strategic change, media and communications, clinical leadership.

### **Introduction to Digital Health Innovation for Business**

*Felicity Goodey CBE, DL, Chair of University Hospital South Manchester, Chair of the Central Salford Urban Regeneration Company; a former BBC journalist and advisory panel member to the new Regional Growth Fund.*

### **Healthcare and Media Sectors Evolving Through Digital Participation**

*Dr Amir Hannan, General Practitioner in Hyde, IM&T lead for Tameside and Glossop PCT, Primary Care IT Lead for NHS North West, editorial board member for the Journal of Communication in Healthcare; and is an advocate of digital innovation in healthcare.*

### **Patients as Co-Producers of Care Records**

*Iain Buchan, Professor of Public Health Informatics, The University of Manchester, Director of the Northwest Institute for Bio-Health Informatics (NIBHI), Chief Scientific Officer for North West e-Health; and a Consultant in Public Health for Salford PCT. He also has advisory roles with the Department of Health and WHO.*

### **Harnessing Real-World Evidence from Care Records**

*There will be a panel Q & A session, opportunity to 'Ask The Expert', and demonstrations of innovative digital health software. Lunch will be provided.*

To book go to: [www.nweh.org.uk](http://www.nweh.org.uk) or  
phone: **0161 306 7378** or email: [info@nweh.org.uk](mailto:info@nweh.org.uk)

*There is a suggested donation of £25 with all proceeds going to The Northwest Lung Centre.*