

Innovative Healthcare Meeting

Detection, Diagnosis & Delivery:

balancing therapeutic benefit and cost effectiveness

21 Sept 2011 from 5:30-9 pm at Hotel du Vin Birmingham

Featuring the latest biomedical technologies and innovative thinking within the rapidly evolving healthcare system. The pressure on the NHS and pharmaceutical industry for change has been intense, and a new model of value-based pricing system is emerging from a consultation with patients, clinicians, the NHS and pharmaceutical industry. This should improve patient access to innovative medicines, and provides tremendous opportunities for developing new diagnostic and therapeutic systems. *Join in the debate with leading experts, discuss new developments and explore partnerships.*



Charlie Craddock directs the Blood and Marrow Transplant Unit at the Queen Elizabeth Hospital, is Professor of Haemato-oncology at the University of Birmingham and founded Cure Leukaemia, and has helped build the case for the region's investment in biomedical technologies.



Charles de Rohan, CEO of the **Binding Site**, a diagnostics company with market-leading products including Freelite® and an international reputation for developing innovative products for early detection of disease. Charles previously led the Genetix Group, a UK publicly listed company, and held senior positions at Abbott Laboratories' Diagnostic Division.



Gordon McKenzie directs clinical development at **Michelson Diagnostics**, showing the efficacy of high resolution Optical Coherence Tomography in disease management. He specialised in the interaction of laser light with tissue while at the University of Warwick.



Paul Moss heads the School of Cancer Sciences at the **University of Birmingham**, with a research focus on finding ways to engage the body's immune system in the treatment of leukaemia and the effects of cytomegalovirus on an aging population.

Chair: David Taylor, Head of Regeneration, University Hospitals Birmingham

Advice: Several academics and SMEs are presenting their business plans to a panel of investors, legal, financial and business experts at Wragge & Co. from 2-5pm.

Schedule: Participants gather at the 5:30pm reception, talks begin at 6pm, followed by a panel discussions. Dinner is served until 9pm, allowing plenty of time for networking.

Places are limited. Book tickets at www.sciencecapital.co.uk
(tickets from £0-60; use "earlybird" discount code for 10% off until Sept 1).

