

# East Midlands Healthcare and Bioscience Sector Strategy - Annex

**Annex to strategy prepared by *emda***

November 2007

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APPENDIX 1: HEALTHCARE AND BIOSCIENCE RES IMPLEMENTATION PLAN															
NEED	STRATEGIC PRIORITY	MARKET FAILURE	OWNER	TACTICAL INTERVENTION HELPS TO DELIVER THE STRATEGIC PRIORITY											
				A	B	C	D	E	F	G	H	I	J	K	
				Provide targeted grant or loan funding towards specialist equipment	Increase the scope and support offered by Germinator/Biobator Programmes	Take the lead in ensuring accommodation is coordinated across region and needs are met	Provide an integrated regional Network for LHT Knowledge Exchange	Transform HEI business interaction through the appointment of deep sector specialist brokers that act across the entire research base	Drive the development of a major research facility within the region that will benefit business and academia alike	Improve access to European and national funding through a dedicated scheme	Lead and coordinate specialist business support infrastructure	Continuation of the regulatory affairs, clinical evaluation and NHS procurement networks	Life Science and Health Technology (LHT) specific training	Targeted support for overseas missions	
Knowledge of the regulatory environment	Support companies to overcome the regulatory barriers	SMEs have difficulties understanding and negotiating regulatory barriers	Medlink	BioCity	BioCity	BioCity	bioKneX	bioKneX	BioKneX	Medlink / Pera	Medlink	Medlink / NHS Inn. Hub	Medlink	UKTI/Medlink	
Knowledge of global healthcare markets	Facilitate access to the global market place	Difficulty in accessing global healthcare markets	UKTI							Provide market and technology information to support funding applications	Provide support that encourages SMEs to innovate in their approaches to markets. Facilitate access routes into health services. Establish strategic relationships with international quangos. Help SMEs develop shared sales forces with other SMEs.	Guidance on regulations identification of NHS contacts, contracts, tenders & support with bids for assessment of health economics and technology for new ideas from a clinical, industrial and academic perspective	Provide market and procurement training	50% company subsidy for N. America / W. Europe focused support not covered by current UKTI policy.	
1) Improve knowledge flow between organisations. 2) Increase inter-organisation trade. 3) Helps create and embed an entrepreneurial and innovative culture	Engineer sub-regional cluster growth to create a better environment for innovation	A self sustaining critical mass of businesses has not yet developed and so intervention is required to engineer this.	BioCity	Target grants/loans to identified "hot spots"	Use Germinator/Biobator to increase the number & quality of innovation led companies within the "hot spots" and accelerate their initial development	Ensure accommodation for new & existing innovative companies is within identified hot spots	Target knowledge exchange activities to identified "hot spots"		Locate facility within one of the targeted hot spots	Link funding with development of centres of excellence where appropriate. Use EU funding to secure international supply chains for regional healthcare businesses.	Secure support can be accessed from all "hot spot" locations		Target the provision of training into identified "hot-spots"	Use "Hot spots" to disseminate information	
Improved product and process development through high quality provision of support with greater simplification and better strategic coordination	Coordinate the provision of specialist business support	Underperformance in new product and process development. Low adoption of innovation & under investment in research by SMEs	Medlink	Use funding route to communicate available business support.	Germinator/Biobator will be one route by which specialist business support is accessed	Ensure accommodation is linked with business support outcomes	Ensure knowledge exchange is integrated into wider business support and that both can be accessed from each other as a point of entry.	Provide access to HEI IP and process development capabilities. Increase access by SMEs to HEI infrastructure.	Ensure support appropriately linked	Ensure support is appropriately linked to other initiatives.	LHT specialist to link companies with support provision including Business Link. Provide support for healthcare product and process development via MAS+ programme Support Business Intelligence on market size and value for innovative new product and process development.	Guidance & updates. Ensure regulations are considered throughout product development	Product testing, clinical evaluation, & clinical trials	Ensure support appropriately linked	
Facilities appropriate to a company's stage of development	Coordination and development of accommodation and facilities.	The sector is not sufficiently well developed for private enterprise to fill the gaps in the accommodation ladder. Neither will it look sufficiently far ahead to address future facilities needs.	BioCity			Liaise with all agencies involved in developing strategic plans for sub regions. Ensure overall regional plan is developed		Provide access to HEI facilities, services and consultancy to address differing needs of SMEs. Provide input into company research needs to help plan future provision.	Coordinate with the development of other research-based facilities. Lead identifying the opportunity, raising funding and ultimate creation of facility.		Ensure that access to support is included where facilities are developed.				
To take advantage of market opportunities	Support companies to access high level business intelligence	A failure to read market opportunities and market trends	Medlink		Germinator/Biobator will be one route by which high level business intelligence is accessed.		Use business intelligence capabilities to support companies in decision making with regard to knowledge transfer.				Maintain pool of specialist mentors & advisors. Use business intelligence services including Globalwatch and Pera technology promoters to support exploitation of future market opportunities.	Provision of regulation updates & changes. Provision of NHS market intelligence			
To raise the profile of the East Midlands Life & Health Technologies (EM LHT) industrial & academic activities and thereby benefit local companies through improved recruitment, fundraising and revenue generating opportunities.	Coordinate and create a regional communication and marketing plan for EM LHT.	No current coordinated regional brand for EM LHT leading to diffuse and ineffective message. Loss of opportunities to more established regions	bioKneX or Medlink (tbc)		Germinator/Biobator will be promoted in a coordinated way with other sector activities and will use common messages.	Ensure accommodation sites act as access points for delivery of message.	Ensure that all groups across the sector receive a consistent message	Use novel deep sector specialist approach to highlight activities in the region. Shout about regions successes	Ensure the chosen opportunity fits with the overall message on strengths in the region. Ensure development of the facility is fully exploited for marketing purposes.		Communication of what's available. Communicate the market to high net worth individuals outside the region		Promote all sector-related training activities in a coordinated way. Single point of information for everything that's going on.		
To make best use of the regional science base	Promote exploitation of Technology and Know-How	A failure to leverage the science base. Difficulty accessing support from HEIs	bioKneX	Target funding to support HEI-business interaction			Utilise knowledge exchange brokerage for Business- HEI interaction. Provide innovation portal to increase frequency of HEI-SME collaboration	Use specialist brokers to coordinate business HEI interaction to increase number of collaborations and access to EM knowledge base.	Integrate Academic and Industrial research within same facility. Economies of scale and increased synergy		Use business support infrastructure to direct companies towards specialist support for access to new technologies.	Liaison with NHS & companies to facilitate access	Intellectual property management. Life science & healthcare entrepreneur action learning development programme		
Sufficient levels of appropriately skilled and qualified personnel (repatriation and training)	Build a high level skills base for the region (LHT skills – Life and Health Technologies)	A lack of appropriately skilled and qualified personnel (repatriation and training)	bioKneX		Use Germinator to bring in management talent from outside the region		Map current and future regional skill gaps, define emerging technology needs and match with regional and national training provision. Increase regional industry experience pool.		Use the facility to build on skills strengths in the region and contribute to addressing future needs.		Use company interactions to understand business training needs and feed into programme development	Consider regulatory training needs and incorporate into programme as necessary.	Lead the development of a coordinated training programme that addresses priority needs in the sector (e.g. entrepreneurial development)		
An understanding of available funding sources, how to take up value on existing funding and how to make the business case for next round of funding	Increase access to and take up of funding for business growth and development	A failure to access and use the available funding for innovation and lack of specialist funding sources	BioCity	50% loan/grant towards equipment (max £50k). Easy to access.	Use Germinator as one of the routes to access training in investment readiness.			Increase access to funding for collaborative R&D. Coordinate innovation funding to maximise ROI.	Use facility to draw in further funding for academic/business collaboration. Outline plans developed.	Provide access to expert organisations and personnel to support regional, national and EU R&D funds for innovative product and process development.	Ensure companies are adequately informed of available funding opportunities. Link with existing schemes.		Link in with existing programmes, such as Connect InvoRed, to ensure sector specialist needs are met and supplement where necessary.		
	MEASURABLE OUTPUTS			10 companies supported each year	8 companies passing through Germinator each year. Companies through Biobator	Coordinating individual in place and recognised as such. Single reference source for all property-related activities in the region affecting LHT	Regional R&D database completed. Increase network membership to 1000 registered members. Provide access to all EM LHT business and HEIs	Additional hires in place. Increased flow of SME collaboration opportunities to HEIs demonstrated.	New hire in post. Stakeholder engagement complete. Outline plans developed.		10 companies supported each year	40-50 companies supported each year	30 companies supported each year	120 people receiving training per year	30-50 companies supported per year
	DELIVERED USING:			Use Grants to transform a business, SPIE, R&D equipment grant	Link to generic start-up and early growth products and support only where it adds value to generic offering	Part of Net adviser role. Brings in match funding from BioCity.	Part of Net adviser role. Cements Inet with bioKneX, because this is a collaboratively funded and delivered activity	Part of Net adviser role as sector specialist broker. Description of tactical intervention needs clarifying.	Part of Net adviser role	Support	Part of Net adviser role with some event delivery	Part of Net adviser role. Break budget down into Scout maintenance and regulatory advice from Net adviser, and other non-core Inet funding.	DB is part of Net adviser role. Delivery should be linked to wider provision wherever possible		