

# ITALIA Project Launch Event

Wednesday 18<sup>th</sup> Sept 2013

09.30 - 17.00

Free event

Your opportunity to work with healthcare professionals, as part of the ITALIA (Innovative Telehealth and Assisted Living Ideas and Applications) project to develop the telehealth applications of the future.



**Date:** Wednesday 18th September 2013

**Registration:** 9.30

**Event:** 10.00 – 17.00

Light lunch will be provided.

**Venue:** The Oculus, The Gateway,  
Gatehouse Road, Aylesbury HP19 8FF  
(free parking available)

## What is the ITALIA project?

The Centre of Excellence for Telehealth and Assisted living (CETAL), an institute of Buckinghamshire New University, has been successful in securing significant funding to explore telehealth solutions of the future with IT and technology businesses and top healthcare professionals.

Project ITALIA is a great opportunity to have the private and public sectors around one table discussing key issues and coming up with solutions. The aim is for these teams to generate innovative and viable new product concepts in telehealth which will address future health and social care needs.

## A huge opportunity for innovative businesses

Are you a business which has a product, idea or technology that could be used in the telehealth sector of the future? Do you want to capitalise on future market opportunities, find ways of overcoming existing barriers, embrace shared development and help generate products and services that public and private sector parties have an interest in implementing? If this is you - you need to get involved with the ITALIA project.

By being part of the project, you will benefit from unprecedented access and collaboration with high profile clinicians and healthcare commissioners. You will also have the opportunity to explore real possibilities for R&D funding for new ideas and new products.

The project will run over 12 months and will include workshops and events at which you will be able to develop ideas for innovative telehealth products and services, which may ultimately play a key part in patient care and contribute to the health service of the future.

[italia-project-launch.eventbrite.com](http://italia-project-launch.eventbrite.com)



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