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# Medilink UK

## Healthcare Oscars award cream of sector

Healthcare excellence and innovation was top of the agenda this week as the country's best healthcare companies were recognised at the Medilink UK Awards 2009 – the Healthcare Technologies sector's equivalent to the Oscars.

Sponsored by Xiros plc, the Medilink UK annual awards celebrate cutting edge technologies, outstanding business achievements and international success and collaboration; showcasing the cream of the country's healthcare industry.

Held in London on Monday 16th March, the nominees for each of the five awards – Export Achievement, Innovation, Growth in Sector, Partnership with the NHS and Start Up – were made up of winners from the regional Medilink Awards selected by a panel of sector specialists from the 12 UK regions.

The UK Trade & Investment (UKT&I) Export Achievement Award was won by Yorkshire based company Inditherm Medical for their outstanding performance in international trade. Over the last year the company, who specialise in designing and manufacturing heating and warming products for use in operating theatres, recovery rooms, Accident & Emergency departments, delivery suites and veterinary surgeries, have increased their export sales by 338%; 80% of which has been generated by accessing new markets.

Birmingham-based The Binding Site Ltd, who has developed Freelite, a unique immunoassay used for the diagnosis and monitoring of multiple myeloma cancer cells found in bone marrow, won the Health Technologies KTN Innovation Award. The innovative device has made such an impact on the healthcare world that national and international guidelines on the treatment of multiple myeloma now include Freelite results as a requirement for monitoring the treatment of patients.

Winner of the BERR (Department for Business Enterprise and Regulatory Reform) Growth in Sector Award was Tynetec Ltd. Throughout 2008 the North East based company, who design and manufacture social alarms, telecare sensors and access control systems, has increased its turnover by 29.9% demonstrating a strong business strategy, product innovation and customer partnership. Dedicated to high-quality manufacturing, their entire product range is designed and manufactured in the UK using state-of-the-art technologies.

The NHS National Innovation Centre (NIC) Partnership with the NHS Award went to Home Telehealth Ltd. Based in Cardiff, the company deliver UK-wide telehealth services, products and solutions for patients with long-term chronic conditions allowing patients to be cared for in a setting of their choice. Through a successful collaboration with the South East NHS Trust, the specialists were able to deliver a new concept in telehealth care which has lead to a decrease in hospital admissions, a reduction in the number of hospital beds used, the length of time patients stay in hospital and the number of visits made by GPs.

Finally the NIHR (National Institute for Health) Research Start Up Award was presented to Nottingham-based 4FX Healthcare Ltd. The baby healthcare product range includes the award winning baby nasal aspirator designed to safely clear congestion from babies' noises. Since 2006 the company has doubled their turn over, increased profit by 217% and last year won the Queens Award for Enterprise.

Speaking about his award Inditherm's Chief Executive, Nick Bettles, said: "We were delighted to have been selected as the winner of the prestigious Medilink UK Export Achievement Award. Inditherm's innovative technology is helping to deliver better patient care, in addition to significantly reducing the costs of preventing intra-operative hypothermia. Our strong overseas performance reflects the efforts of our international distributors and the support they receive from our dedicated team here in the UK. To be recognised with this award, after winning the regional heat with Medilink Yorkshire and Humber, is a real achievement for Inditherm's medical business."

"We would like to thank Medilink for the help they have given us over the years, and UKTI for their support in our export activities."

For more details about the Medilink UK Awards visit [www.medilinkuk.com](http://www.medilinkuk.com)

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***Notes to editor:***

Medilink UK is a national network of regionally-based independent organisation working for a common goal of raising the profile of the medical and healthcare sectors in the United Kingdom.

The network, which spans the entire UK, is made up from the following associations:

- BioBusiness NI
- Health Technologies KTN
- Erbi
- Medilink East Midlands
- Medilink North West
- MediWales
- Medilink Yorkshire and Humber
- Medilink West Midlands
- SEHTA

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