

Service Provider  
Information Package

# Healthcare IT Exchange™

January 31 - February 2, 2010

Delivering innovative strategies  
and automated technologies to  
Healthcare services

Healthcare   
a division of IQPC

 **IQPC Exchange**  
A division of the International Quality & Productivity Center



[www.healthcareITexchange.co.uk](http://www.healthcareITexchange.co.uk)

# Healthcare IT Exchange™

January 31 – February 2, 2010

Delivering innovative strategies and automated technologies to Healthcare services

In an industry driven by improving the quality of patient care, meeting regulations and controlling costs, leading Healthcare executives understand the strategic importance to work towards a digital era. As Europe continues to age, chronic diseases grow and patients become empowered through new technologies, the Healthcare landscape has to adapt as it's workload increases. Faced with eradicating inefficiencies, reducing medical errors and innovating a 'paperless' infrastructure the Healthcare industry is deploying IT to streamline their processes and lower costs.

Through attending the Healthcare IT Exchange™ senior executives have the unique opportunity to meet, collaborate, network and learn about the benefits and cost efficiencies produced through an effective and well implemented IT infrastructure.

**By becoming a service provider partner at the Healthcare IT Exchange™ you can:**

- Schedule one-on-one business meetings with key decision makers from leading healthcare providers both in the public and private sectors.
- Showcase how your unique services and solutions can help them achieve their strategic goals
- Join an expert speaker faculty to highlight thought leadership and address solutions to the most pressing issues facing Healthcare executives today
- Expand your network of key Healthcare industry figures.
- Achieve your business objectives in a cost and time-effective format that is preferred by senior-level executives



*Excellent format for increased personal engagement with peers!*

**AT&T Affiliate Services Group**

*High level shared service expertise and participants, good format for 1-2-1 discussions to explore needs and participants were really interested in the solutions we offered.*

**Business Development Manager, SAP**

## The Exchange Concept

An **Exchange** is a unique, invitation only event driven by pre-scheduled business meetings between prequalified service providers and senior executives. Thought-provoking conference sessions, Brain Weave™ discussions and innovative networking opportunities round out the agenda, resulting in three days of focused, structured business development. Unlike traditional conferences or tradeshows, the primary focus and benefit of the **Exchange** is for new relationships to be forged and existing partnerships to be enhanced.

**Exchange** only invites senior executives with the highest credentials and service providers with the most cutting-edge capabilities.

Senior decision makers attending our **Healthcare IQ** a division of IQPC events include:

CIO

**Good Samaritan Hospital**

CNO, CLO

**Cross Country Healthcare**

Director, Business Process Improvement

**Nationwide Children's Hospital**

Director of Performance and Process improvement

**St. Mary's Healthcare System**

Director of Performance Improvement/Knowledge Transfer

**Bon Secours Health System, Inc.**

Master Black Belt Six Sigma Champion-Operations

**Virtua Health**

Executive Vice President, Client Services

**StatCom**

Senior Vice President, Chief Nurse Executive

**Woman's Hospital**

Vice President, Emergency Medicine

**North Shore University Hospital (NSUH) and LIJ Medical Center**

Vice President, Case Management

**Virtua Health**

Chair, Department of Emergency Medicine

**Mayo Clinic**

Chair, Division of Emergency Medicine

**University of Rochester Medical Center**

Director Performance Improvement/Knowledge Transfer

**Bon Secours Health System, Inc.**

Director, Clinical Operations, Emergency Department

**Cleveland Clinic**

Chair, Department of Emergency

**Medicine Mount Sinai Hospital**

Chair, Department of Emergency Medicine

**University of Rochester Medical Center**



*"A well run conference giving vendors and delegates pre-scheduled times for one-on-one discussions"*

**Past Service Provider, TRX**

**Healthcare IQ**  
a division of IQPC

## The Exchange Format

As an **Exchange** service provider, you will have the opportunity to build your own tailor made itinerary on our secure website which means that every session, business meeting and discussion group you attend is tied to your specific business development objectives.

Four weeks in advance of the event, delegates and service providers receive passwords to the **Exchange** website. All attending executives will have completed a detailed profile, including information on their specific responsibilities, current and future initiatives and budgets, as well as specific products and services they are actively seeking.

You select the executives you wish to meet in order of priority based on their profile. At the same time, delegates are reviewing the service provider profiles based on their specific requirements.

Meetings are then pre-scheduled based on mutual matches where the executive has requested to meet with your company and you have requested to meet with them. You will only be meeting with executives that have an interest in your product or service.

Your meeting itinerary will be provided to you two weeks out from the event, allowing you to fully research and prepare for your one-on-one business meetings.

**Exchange** itineraries are intensive and effective. The time saving format of **Exchange** means that you will only be meeting with decision makers and more specifically, those that are currently implementing their process improvement priorities. You will not spend any time 'kicking tyres' with potential prospects or networking with mid-level managers. You will spend over 30 hours of business development with the most qualified senior healthcare executives in Europe. 30 hours that will fill your sales pipeline for the next 12-18 months.

### Brain Weave™ Discussions

Our Signature Brain Weave™ sessions encourage discussion, debate and learning in an unscripted and informal setting. Each Brain Weave is produced to encourage discussions on major delegate investment areas. These 30 minute interactive roundtable style discussions are exclusively led by a single sponsor chairing each discussion group.

## Exchange Schedule

### Sunday, January 31st, 2010

4:00	<b>Registration Opens</b>
6:00	<b>Cocktail Reception</b>
7:00	<b>Gala Dinner</b>

### Monday, February 1st, 2010

8:00	<b>Conference Session</b>
8:50	<b>Conference Session</b>
9:40	<b>Break</b>
10:00	<b>Business Meeting</b>
10:30	<b>Business Meeting</b>
11:00	<b>Business Meeting/ BrainWeave™</b>
11:30	<b>Business Meeting</b>
12:00	<b>Conference Session</b>
12:50	<b>Networking Lunch</b>
1:50	<b>Conference Session</b>
2:40	<b>Conference Session</b>
3:30	<b>Business Meeting</b>
4:00	<b>Business Meeting/ BrainWeave™</b>
4:30	<b>Business Meeting</b>
5:00	<b>Business Meeting/ BrainWeave™</b>
5:30	<b>Conference Session</b>
6:20	<b>Conference Session</b>
7:10	<b>Free Time</b>
7:30	<b>Cocktail Reception</b>
8:30	<b>Networking Dinner</b>

### Tuesday, February 2nd, 2010

8:00	<b>Conference Session</b>
8:50	<b>Conference Session</b>
9:40	<b>Business Meeting</b>
10:10	<b>Business Meeting</b>
10:40	<b>Business Meeting</b>
11:10	<b>Business Meeting</b>
11:40	<b>Conference Session</b>
12:30	<b>Networking Lunch</b>
1:30	<b>Conference Session</b>
2:20	<b>Business Meeting</b>
2:50	<b>Business Meeting</b>
3:20	<b>Conference Session</b>
4:10	<b>Conference Session</b>
5:00	<b>Exchange Ends</b>



## Exchange Delegates

To ensure the **Healthcare IT Exchange** offers the highest degree of relevancy for attendees, only key departmental decision makers are invited.

This exclusive format allows you to connect with those peers whose insights you respect most - through exceptional networking, business meetings and strategic information sharing sessions.

## Senior level executives attending will be from both public and private sector healthcare providers including:

Chief Information Officer	Vice President of Information Systems
Chief Medical Officer	Chief Architect
Chief Technology Officer	Chief Financial Officer
Vice President of IT	Chief Executive Officer

## Topics driving the 2010 conference programme include:

### Strategy Focus

- An update on the Department of Health's plans for the National Programme for IT
- Thinking out of the box: Finding efficiencies and maximising cost savings
- Taking your ideas to the board and winning approval
- Innovation: Engineering an innovative IT department
- Health IT: Learning from Europe
- Creating an automated culture with successful change management

### Technology Focus

- Connecting health professionals for a collaborative NHS
- Securing patient information in a modern world
- Capitalising on legacy systems
- Implementing and realising the benefits of shared services
- Mobile technologies for a mobile work force
- Realistic timeline's for digitalising patient records
- Looking to the future: Does cloud computing have a silver lining?

## Day 1:

Sunday 31st January, 2010  
3:00 – 4:00

### Service Provider Orientation

Sunday 31st January, 2010  
4:00 – 6:00

### Delegate Registration

Sunday 31st January, 2010  
6:00 – 7:00

### Networking Drinks Reception

Sunday 31st January, 2010  
7:00 – 9:00

### Networking Welcome Dinner

## Day 2:

Monday 1st February, 2010  
7:00 – 8:00

### Coffee & Pastries

Monday 1st February, 2010  
8:00 – 8:40

### Strategy Focus National Programme for IT: A New Direction

The question is on everyone's lips – What is going to happen to the NPfIT? At the time of writing we still don't have the answer and the remaining contractors have until Christmas to get on track. By the time of this conference decisions should have been made and during this session we will look at how Heads of IMT can progress in the wake of the NPfIT or in line with its successor:

- The NPfIT as it stands today and plans for tomorrow
- Readjusting our IT agenda to the new plan
- Accessing funds for IT projects
- Enterprise Architecture and the NHS

Monday 1st February, 2010  
8:40 – 9:20

### Strategy Focus What would Healthcare IT look like under a new Government?

With a general election on the horizon and the possibility of a new government at the helm within the year, it is very important that we pause to think about what plans the opposing parties might have for NHS IT. Would they keep or shelve the NPfIT? Would budgets be cut or increased? Will parts of the NHS be privatised? During this session we will examine what plans the opposing parties have for IT in the NHS and how it would affect us:

- Opposing party plans for NHS IT and the NPfIT
- New initiatives and spending plans
- Is the answer really in the clouds?

Monday 1st February, 2010  
9:20 – 9:40

### Morning Coffee Break

Monday 1st February, 2010  
9:40 – 10:10

### Business Meeting

Monday 1st February, 2010  
10:10 – 10:40

### Business Meeting

Monday 1st February, 2010  
10:40 – 11:10

### Business Meeting & BrainWeave: How do you know when innovation should take precedence over security and risk?

Monday 1st February, 2010  
11:10 – 11:40

### Business Meeting

**Monday 1st February, 2010**  
**11:40 – 12:20**

## **Technology Focus**

### **Digitising patient records**

Digitising patient records is a necessity and has been on our agendas for quite some time, but for some it is still causing a headache as they strive for better patient data quality. Find out how Worcester Acute Hospitals NHS Trust tackled the problem during this session and their plans for the future:

- Ensuring patient information is accessible throughout the migration process
- Character recognition technology
- Driving up data quality
- Plugging EPR into other systems
- Reducing paperwork in the local NHS



**John Thornbury**

Director of ICT

**Worcester Acute Hospitals NHS Trust**

**Monday 1st February, 2010**  
**12:20 – 13:30**

## **Networking Lunch**

**Monday 1st February, 2010**  
**13:30 – 14:10**

## **Strategy Focus**

### **Advancing the IT agenda while budgets everywhere are being slashed**

With budgets being slashed across the entire public sector, NHS IT has had to deal with more than its fair share of cost cutting. But while the coffers are at an all time low and staff numbers have to be cut, Heads of IMT are still expected to maintain a constant high service level for the Trust, whilst delivering on Government initiatives and keeping up with the rapidly updating technological world. This panel session will look at innovative ways to deliver efficiencies during a very difficult time:

- Making efficiencies and maximising cost savings
- Keeping new projects going whilst maintaining a constant service level on a reduced staff numbers
- Utilising IT to effect efficiencies across the trust

**Monday 1st February, 2010**  
**13:30 – 14:10**

## **Technology Focus**

### **Utilising information technology to improve services in a community care setting**

Community care provision usually comes hand in hand with geographical hurdles and a broad spectrum of services and deliveries. This can make for complex organization and often a difficult time when senior management is faced with making efficiencies. Technology is now in a place where it can help improve service design through the use of mobile technologies, integrated patient information and technologies to improve patient flow. This session identifies key areas of cost savings that can be realized through innovative service design:

- Redesigning a service that traditionally runs on a low budget
- Using information technologies to change the way care is delivered
- Where we realised costs savings and efficiencies
- Benchmarking what we have done against other localities with different demographics and geographical considerations

**Monday 1st February, 2010**  
**14:10 – 14:50**

## **Technology Focus**

### **Making the most of WIFI**

WIFI is increasingly being installed in hospitals across the UK but its uses are still being explored. VOIP communication technology, RFID and bedside systems that provide information, entertainment as well as monitoring capabilities are just some of the uses so far. This session will explore WIFI, its pluses and its pitfalls for the NHS:

- Ensuring good connectivity across new and old buildings
- New uses for WIFI and plans for the future
- Securing WIFI in a hospital environment



**Doug Howe**

Deputy Director & Head of IT Services

**Barts and the London NHS Trust**

**Monday 1st February, 2010**  
**14:10 – 14:50**

## **Technology Focus**

### **ePrescribing**

Electronic prescribing has the capacity to dramatically improve patient safety by reducing the margin of error in medicine prescription. Trusts are now at the stage of rolling out their ePrescribing programmes and now is the time to learn from the advances we have made to date and plan for further integration in to infrastructure and practice. This session outlines the key lessons learnt through the roll-out and implementation of an ePrescribing Programme:

- Roll-out and implementation – lesson's learnt
- Securing networks and mobile devices
- Where ePrescribing fits into the organisation as a whole and what it can do for us in terms of strategic planning

**Monday 1st February, 2010**  
**14:50 – 15:20**

## **Business Meeting & BrainWeave:**

### **Has swine flu opened our eyes to the possibilities of remote diagnosis?**

**Monday 1st February, 2010**  
**15:20 – 15:50**

## **Business Meeting**

**Monday 1st February, 2010**  
**15:50 – 16:20**

## **Business Meeting & BrainWeave:**

### **Is social media a help or a hindrance for healthcare?**

**Monday 1st February, 2010**  
**16:20 – 16:50**

## **Business Meeting**

**Monday 1st February, 2010**  
**16:50 – 17:30**

## **Strategy Focus**

### **How can Green Computing positively effect your bottom line?**

It is very easy to put green technology on the back burner whilst other priorities and projects steal our attention away and cost savings need to be made. But as part of the public sector it is imperative that the NHS leads the way. Find out how one Trust reduced its carbon footprint and saved money through a series of green initiatives:

- Its not easy being green: Spending money to save money in the long term
- Can we be green whilst still holding on to energy guzzling legacy systems?
- Realising cost savings whilst reducing our carbon footprint
- Ensuring green technology underpins everything we do

**Monday 1st February, 2010**  
**17:30 – 18:10**

## **Strategy Focus**

### **Creating an environment that stimulates innovation**

Is necessity the mother of invention or can we create an IT environment that helps us to understand what we need before we need it? With the launch of the Lord Darzi 'Innovation Fund', innovation has come to the fore in the NHS, with opportunities to be had. But how do Heads of IMT bring about innovation in the high risk healthcare sector before it starts to be seen as a gimmick or buzz word? This session looks at how PCT's, SHA's and ACT's can drive innovation through technology:

- Selling the business case for innovation to the board
- Ensuring risk aversion, time pressures and reduced staffing levels do not stifle innovation
- Utilising technology to stimulate organisation wide innovation
- Creating a time and place for inspiration
- Sharing innovative practices with the rest of the NHS

**Monday 1st February, 2010**  
**18:10 – 18:40**

## **Technology Focus**

### **Can RFID reduce medical errors?**

RFID has been around for some time but it is only now that it has really started to overtake barcodes as the front runner in product identification and tracking technologies. It has the potential to considerably reduce medical and clerical errors and speed up patient progress through the health service. But as the NHS starts to utilise RFID, it is important to ensure that it is used in the most advantageous situations and that it doesn't replace patient contact all together. Find out how RFID is being used to reduce medical errors efficiently and effectively:

- Costs Vs benefits of RFID
- Why we started using RFID to track blood products specifically
- How the system works and efficiencies we have seen
- Ensuring manual checks still take place
- How we intend to utilise RFID in other areas of the Trust

**Monday 1st February, 2010**  
**18:40 – 19:30**

**Free time**

**Monday 1st February, 2010**  
**19:30 – 20:30**

**Networking Drinks Reception**

**Monday 1st February, 2010**  
**20:30 – 10:00**

**Networking Dinner**

## Day 3:

**Tuesday 2nd February, 2010**  
**7:00 – 8:00**

**Coffee & Pastries**

**Tuesday 2nd February, 2010**  
**8:00 – 8:40**

**Strategy Focus**  
**Implementing and realising the benefits of shared services**

As NHS trusts decide to group together and move to a model of shared services, lessons must be learned. How best should we set up services? How do we manage the transition between local and centralised services? Once shared services have bedded in, how can we improve on them? This session will look at how one Trust moved to a shared service approach and the lessons they have learned along the way:

- Creating an IT function that befits primary, secondary and tertiary care settings
- Overcoming geographical constraints
- Facilitating a smooth transition for staff and service provision
- Learning from our mistakes and being pragmatic

**Tuesday 2nd February, 2010**  
**8:40 – 9:20**

**Strategy Focus**  
**Healthcare IT in Sweden**

It is safe to say that, despite operating under a different system altogether, in some areas foreign health IT systems will excel over the UK and the vice versa must also be true. During this session we will explore what they do differently in Sweden and why it works well for them:

- A general overview of the Swedish health systems
- Identifying areas that the EU Healthcare System excel
- New ideas on the horizon
- How we can learn from each other

**Tuesday 2nd February, 2010**  
**8:40 – 9:20**

**Technology Focus**  
**Connecting health professionals for a collaborative health sector**

Collaboration in medicine has taken place for centuries. In the digital age though it has new possibilities, with the advent of WIFI, VOIP, Broadband and mobile technologies it can be instant and at the bedside, it can cross oceans and conversations can be backed up with real time data. But with these new possibilities come new dangers as sensitive data is transferred across networks. This session will look at what is possible and what pitfalls need to be avoided in digital collaboration:

- Utilising VOIP to aid instant communications
- Sharing patient information in a safe and secure way

**Tuesday 2nd February, 2010**  
**9:20 – 9:50**

**Business Meeting & BrainWeave:**  
**Does career progression for Heads of IMT in the NHS have to mean a move out of the sector?**

**Tuesday 2nd February, 2010**  
**9:50 – 10:20**

**Business Meeting**

**Tuesday 2nd February, 2010**  
**10:20 – 10:50**

**Business Meeting**

**Tuesday 2nd February, 2010**  
**10:50 – 11:20**

**Business Meeting**

**Tuesday 2nd February, 2010**  
**11:20 – 12:00**

**Technology Focus**  
**Securing patient information**

As we read about laptops containing patient data being stolen from NHS Trusts and the resulting action by the Information Commissioner's Office we are reminded how easy it is for security breaches to occur. Of course we are shoring up our defences but as new social networking and online services appear bringing with them new dangers are we doing enough? Or is what we are doing in banning certain websites and encrypting and locking down hardware creating a barrier to work? This session evaluates critical steps that need to be taken to secure patient information:

- Is encryption enough?
- Ensuring staff compliance
- Locking down data without debilitating service delivery

**Tuesday 2nd February, 2010**  
**12:00 – 13:00**

**Networking Lunch**

**Tuesday 2nd February, 2010**  
**13:00 – 13:40**

**Technology Focus**  
**Capitalising on legacy systems**

As we wait to find out what is going to happen with the NPfIT and as more budgets are slashed, NHS Trusts increasingly have to rely on legacy systems to support their IT function. But old systems can be unreliable and sometimes may not plug into newer technologies. So how do you overcome these problems and even capitalise on legacy systems? Find out in this session how this Trust managed it:

- Should it stay or should it go?
- Making old systems more robust for the future
- Identifying new and imminent technologies and whether they will fit in with the new
- Fitting a square peg into a round hole

**Tuesday 2nd February, 2010**  
**13:00 – 13:40**

**Technology Focus**  
**Looking to the future: Does cloud computing have a silver lining?**

With talk from some government groups of delivering IT via cloud computing some private sector CIOs are already using or exploring options to deliver their IT virtually. But would cloud computing suit the NHS and if so how could we capitalise on this new IT phenomenon? This session will look at whether cloud computing has a place in today's NHS:

- Utilising cloud computing to deliver day-to-day IT services
- Cost savings
- Securing information
- Is cloud computing right for Healthcare IT?

**Tuesday 2nd February, 2010**  
**13:40 – 14:10**

**Business Meeting**

**Tuesday 2nd February, 2010**  
**14:10 – 14:40**

**Business Meeting**

**Tuesday 2nd February, 2010**  
**14:40 – 15:20**

**Technology Focus**  
**Mobile technologies for a mobile work force**

With such a large mobile workforce clinicians are normally to be found fighting for the use of shared PCs. Mobile technology can help alleviate the need for pc work amongst clinicians. But how can the NHS use mobile IT to aid patient care? This session will learn from NHS Trust's who have trialled the mobile clinical assistants to support their rounding healthcare professionals:

- What the MCAs were used for?
- Plugging into existing information systems
- Improvements to work flow and efficiency gains
- Feedback: What the clinicians thought.

Tuesday 2nd February, 2010  
15:20 – 16:10

## Strategy Focus

### Making the most of outsourced relationships

Despite its obvious advantages, outsourcing contracts can be rigid and the small print can sometimes halt much needed improvements to service delivery. This can lead to a difficult time for Heads of IMT as they struggle renegotiate contracts. Heads of IMT need to forge positive relationships with outsourcers from the outset that allows for natural progression and puts both parties on the same side working towards the same goals. This session covers focus points that you need to consider throughout your relationship management:

- Creating a flexible partnership that enables basic changes to be made to the SLA as and when they are required
- Moving the relationship on from a bad situation
- Putting what is best for the Trust on everyone's agenda

Tuesday 2nd February, 2010  
16:10 – 16:50

## Strategy Focus

### Advancing the IMT Healthcare agenda: A view from the Board

As planning starts for the new financial year and our thoughts turn to new budgets it is important that Heads of IMT understand the board's vision so that they can align their IT strategy. During this panel discussion speakers from NHS Trust and SHA Boards will discuss key issues to focus on in order to advance the IMT Healthcare agenda:

- Adopting a patient centric approach to Health IMT: Identifying our top priorities for NHS IT
- Our thoughts on Connecting for Health and the National Programme for IT
- How IT can play a part in realising efficiency gains for the NHS
- The business case: What is likely to induce us to invest in new IT projects

Tuesday 2nd February, 2010  
16:50 – 17:00

## Closing Chairperson's remarks

Tuesday 2nd February, 2010  
17:00

## End of Exchange



*"A well run conference giving vendors and delegates pre-scheduled times for one-on-one discussions"*

**Past Service Provider, TRX**

*"On one-on-one business meetings: "Focused discussion, face to face contact, efficient"*

**Past Service Provider, Swingtide**

*"Great atmosphere for sales opportunities"*

**Past Service Provider, Gallego Information Services**

*"Effective setting to access a set of decision-makers in a specialized market area"*

**Past Service Provider, Neocase Software**

*"Exceptional" About seniority of the delegates in comparison to other conferences"*

**Past Service Provider, Sonnenschein Nath & Rosenthal LLP**

# Healthcare IT Exchange™

## Exchange™ Marketing Campaign

The Healthcare IT Exchange™ marketing campaign creates a differentiating brand identity for the Exchange generating key audience messaging and awareness amongst our targeted audiences. In addition to developing marketing collateral (website, brochures, and web banners), we can leverage our high value healthcare events portfolio and work with credible media partners who help to extend our reach. The campaigns help our service providers get in front of key decision makers – our delegates - and position their brand front of mind.

In an effort to maximise the return on investment for every service provider, Exchange implements campaigns that drive brand exposure and creates face time for the service provider with the buyer – our delegates.

Our marketing services include:

- Profile on all external media partnerships and advertising
- Profile on all e-Blasts to dedicated IQPC prospect database
- Service Provider profile and logo on event website
- Service Provider profile and logo in catalogue
- Special Invitation Service
- On-site branding (lunch & dinner tables)

*\*Please note our marketing services are tailored to the level of service provider packages*

## Service Provider Opportunities

Your customised package would be developed based on your current market penetration strategy from one of the following:

		Number of Attendees	Price
Silver	10 meetings	1	£19,950
Gold	20 meetings	2	£29,950
Platinum	30 Meetings	3	£39,950*

\*Includes category exclusive speaking opportunity

Please note - IQPC Exchange has the exclusive right to determine the content of the speaker programme

### Your participation includes:

- 2 nights accommodation at the hotel for each attendee
- Access to secure Exchange website pre-event which includes:
  - software assistance and meeting selection support from Exchange Managers
  - detailed delegate profiles for meeting selection
  - your company profile on website providing detailed exposure to entire delegation
- Company sponsored lunch and dinner table
- Detailed itinerary (including meetings, sessions and all meals) from time of arrival to time of departure
- Private Company Meeting area, including signage
- Attendance at all keynote, conference, and Brain Weave™ sessions; and access to all speaker presentations and documentation
- Company logo and profile in on-site full color catalogue
- Pre event branding and advertising in leading partner trade magazines and websites
- All meals and receptions including welcome dinner function and special events
- Full contact details and profiles for all attending delegates (including those you do not attend business meetings with)
- Exchange Operations Manager dedicated to pre-event, on-site and post-event assistance

In partnership with



**Healthcare IQ**, a division of IQPC, is dedicated to providing practical, detailed information through conferences and training courses held at both the national and international level. By providing accurate, objective and up-to-date developments and trends, Healthcare IQ enables organizations to remain competitive and profitable.

For further information on service provider opportunities,  
please call +44 (0) 207 368 9370 or email [exchangeinfo@iqpc.com](mailto:exchangeinfo@iqpc.com)