

MEDIA PACK

MEDIWALES connects

NHS COLLABORATION CONFERENCE

Innovation for a healthier Wales



1 DAY CONFERENCE • PRESENTATIONS • EXHIBITION • WORKSHOPS • CPD CERTIFICATION

29th JUNE 2022 • CARDIFF

EVENT PARTNERS



MediWales



Llywodraeth Cymru
Welsh Government

MEDIWALES connects

NHS COLLABORATION CONFERENCE



The only event of its kind for the health and care community, MediWales Connects is an all Wales NHS collaboration conference.

Keynote Speaker: Judith Paget CBE
Director General of Health and Social Services/Chief Executive NHS Wales



29.06.2022



8:00 - 17:00



Cardiff

Connecting you with NHS patient facing clinicians, innovation leads, community health, industry, government and policy makers.

- Building on the excellent work that has been done around innovation adoption, we will consider the challenges involved in scaling change and adoption of new products, services and processes that deliver impact for patients across the whole NHS.
- This NHS led event includes keynote presentations, interactive workshops and exhibition stands.
- Showcasing new technologies, digital health, NHS innovations and a wellbeing zone.
- NHS teams and colleagues from the health and care community across Wales, as well as the wider industry sector, will share clinical innovation and insights to improve patient outcomes.
- Over 400 delegates from clinical and care communities, industry and academia from across Wales and the UK.

"Connects is an NHS Wales wide collaboration event that showcases innovation and stimulates engagement across health, academic and industry sectors, in line with our Welsh Government policy aims. I look forward to being involved with NHS Connects for another year and again reflecting on the range and breadth of collaboration and innovative practice that takes place right across the Welsh health and care system."

Andrew Goodall

Former Director General, Department for Health and Social Services and Chief Executive NHS Wales

Through this conference a partnership was born and a project was created to assess Cortical Disarray Measurement (CDM®) as a tool to diagnose mild cognitive impairment due to Alzheimer's disease. This project has now been awarded NIHR funding! This multi-centre project, led by Oxford Brain Diagnostics includes Cardiff & Vale University Health Board, Cardiff University, University of South Wales and more.

"This partnership was born at MediWales Connects, if there was no conference then this winning bid would not have been created. It's so important to remember where things actually begin! This could change the way we diagnose and treat dementia - the earlier we get some sort of diagnosis, the better chance we can do something"

Robyn Davies

Visiting Professor, Health Innovation, University of South Wales

"I found the partnering really helpful, it allowed me to arrange meetings with clinicians who were then able to pass me on to the right person within the health board"

Nick Sedgemore

NHS Key Account Manager, Bausch + Lomb

**FOR FURTHER
INFORMATION
CONTACT:**

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Visitor Profile

Uniquely positioned, we use our conference themes to reach a wide audience of NHS and social care delegates and the attendance of colleagues specialising in transformation, improvement and workforce.

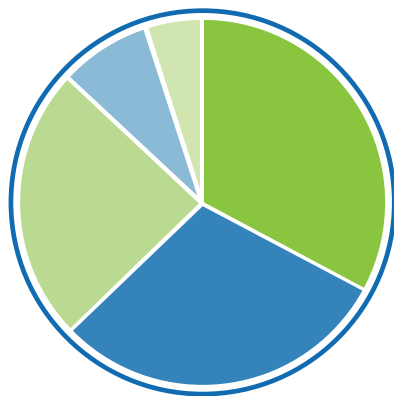
"British Heart Foundation Cymru were delighted to attend MediWales Connects Conference in Swansea University in 2018. It was an extremely professionally organised event which gave us excellent opportunities to network and engage with key influential delegates.

We were able to share examples of BHF funded innovative clinical practice with colleagues from NHS Wales but also learn from research and industry partners on potential new solutions to support ongoing and future service improvement for those at risk of and who suffer with cardiovascular disease.

We will definitely be attending again this year as an organisation and are keen to continue to benefit from all the collaborative opportunities that this conference offers."

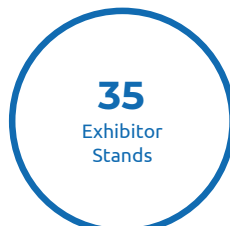
British Heart Foundation Cymru

Connects 2019 (in person event) Statistics



Delegate Breakdown

| | |
|--|----------------------------------|
| | 33% NHS Clinical |
| | 24% Health innovation / Research |
| | 30% Industry |
| | 8% Government |
| | 5% Third Sector & Charities |



Connects 2021 (online event) Statistics



Twitter impressions
2021: **87,000**
2019: **45,000**



- 60 speakers
- Ten key events over 4 themed days
- 29 featured organisations

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Key reasons to exhibit at MediWales Connects 2022



Innovation for a healthier wales

This year's theme is based on delivering adoption and building community healthcare partnerships



400 delegates

Clinical NHS and care communities, industry and research professionals



Keynote presentations

Judith Paget CBE
Director General of Health and Social Services/Chief Executive
NHS Wales



Interactive Workshops

Plenty of opportunities to get involved in this NHS led event



Exhibition Zones

Over 40 exhibitors to interact and network with



New Technologies

Innovative technology from a range of companies



Digital Health

Insights into the latest digital health technologies



NHS Innovations

Showcasing innovation and adoption in a clinical setting



Partnering Opportunities

Finding support and promotion for the future of healthcare

"Connects acts as a focal point for the Life Science and Health sector, bringing together innovators and adopters. Connects creates a forum for industry, academia and service, aimed at driving health and service improvement and increasing prosperity in Wales"

Rob Orford, Welsh Government, Chief Scientific Adviser for Health

"MediWales Connects gave us the opportunity to reach senior people who could make things happen. The theme of NHS collaboration was evident throughout our project to bring proton beam therapy to Wales. Through a genuine partnership with Velindre Cancer Centre, we have recently been commissioned by WHSCC to treat adults with proton therapy, and MediWales Connects 2016 was a key part of this journey."

Jamie Powell, Centre Manager, Rutherford Cancer Centre South Wales

Opportunities to get involved:

There are plenty of opportunities to get involved at MediWales Connects 2022

GOLD SPONSOR £15,000 + VAT

- Keynote plenary
- Panel speaker
- Twitter take over
- Prime location exhibition stand
- Company profile on conference website
- High level branding around the event
- Company profile in conference programme
- Input on workshop/parallel theme ideas
- 20 delegate places

SILVER SPONSOR £10,000 + VAT

- Main speaking slot
- Run a workshop
- Exhibition stand
- Enhanced company profile and branding on conference website
- Enhanced company profile and branding in conference programme
- 15 delegate places

BRONZE SPONSOR (WORKSHOP/PARALLEL SESSION SPONSOR) £5,000 + VAT

- Host a workshop/chair a parallel session
- Banners & branding during session
- Exhibition stand
- Company profile on conference website
- Enhanced company profile in conference programme
- 10 delegate places

REGISTRATION SPONSOR £2,750 + VAT

- Company branding on registration collateral (including digital)
- Exhibition stand
- Company logo on conference website
- Company logo in conference programme
- 5 delegate places

LANYARD SPONSOR £3,500 + VAT

- Company branding on lanyard
- Advertisement in the conference programme
- Exhibition stand
- Company logo on conference website
- Company logo in conference programme
- 5 delegate places

EXHIBITOR PACKAGE £950 + VAT (Members) £1,250 + VAT (Non-Members)

- Exhibition stand
- Company profile in programme
- Logo on conference website
- 2 Delegate places

SHOWCASE EXHIBITOR PACKAGE £1,500 + VAT (Members) £2,000 + VAT (Non-Members)

- Exhibition stand
- Short Conference Presentation
- Company profile in programme
- Logo on conference website
- 2 Delegate places

DELEGATE £95 + VAT (Members) £150 + VAT (Non-Members)

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