

NHS Market Access Workshop

In partnership with

**NORTHERN
POWERHOUSE**



NHS MARKET ACCESS WORKSHOP

Companies struggle to keep up to date with the rapidly changing NHS landscape, particularly in respect to NHS market access.

This Medilink Northern Powerhouse event brings together key NHS personnel and associated partners to provide you with the latest information on the NHS procurement landscape and on the mechanisms being set up in the NHS to stimulate new innovation partnerships.

It also covers the minimum supplier requirements for companies selling into the NHS (electronic data systems, bar coding, credentialing).

LOCATION

Hempson's, City Tower, Piccadilly
Plaza, Manchester M1 4BT

DATE

14th December

PRICE

FREE OF CHARGE

WHO IS THE EVENT FOR?

This event is aimed at companies from across the North of England that want to improve sales performance within the NHS or that are seeking to innovate through partnership with the NHS. From large, small or new micro companies, typical delegates would be company executives, strategic innovation staff, sales representatives, and marketing personnel.

TO BOOK YOUR PLACE ON THIS EVENT CONTACT

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Transforming Healthcare.

SUPPORTED BY

HEMPSONS

SESSION 1

UNDERSTANDING THE NEW NHS LANDSCAPE

CHAIR: KEVIN KIELY, CEO
Medilink North of England network

09:00 - REFRESHMENTS

**09:30 - SELLING INTO THE NHS
(STRUCTURE, ALTERNATIVE MODELS)**
Stephen McGarry, Head of Procurement
and Commercial Finance, Lancashire
Care NHS Foundation Trust

**09:55 - NHS PROCUREMENT
THE BIGGER PICTURE**
Brian Mangan, Deputy Director, NHS North
West Procurement Development

**10:20 - INNOVATION & ADOPTION
(VANGUARD SITES/TEST BEDS/ STPS, NIA)**
Mike Kenny, Associate Commercial
Director, Innovation Agency

**10:45 - UNDERSTANDING LEGAL
CONSIDERATIONS**
Andrew Daly, Partner, Hempsons

11:00 - REFRESHMENTS & NETWORKING

SESSION 2

MINIMUM REQUIREMENTS FOR BUSINESSES SELLING INTO THE NHS

**11:30 - NHS ePROCUREMENT
STRATEGY-SUPPLIER REQUIREMENTS'**
Frankie Wallace, e procurement
specialist, Department of health

**11:55 - BAR CODING
NO LONGER A 'NICE TO HAVE'**
Phil Bailey, Engagement Manager
Healthcare, GS1UK

**12:15 - CREDENTIALING – DO YOUR
KNOW WHAT CREDENTIALS YOU
REQUIRE TO ENTER NHS TRUSTS**
Andrew Davis, Director, Market Access,
Association of British Healthcare
Industries (ABHI)

**12:40 - PRESENTING A VALUE
PROPOSITION UNDERSTANDING NHS
DRIVERS**
Dr Paul Watt, Medilink North West
Executive

13:00 - LUNCH AND NETWORKING
One to one meetings where requested