

Health Enterprise East Members' Day
18th March 2021, 09:30-15:00
Online

Agenda
(subject to change)

- 09:30** **Welcome & Overview**
Tim Fishlock, Head of Technology Transfer, Health Enterprise East
Joop Tanis, Director MedTech Consulting and Business Development, Health Enterprise East
- 09:50** **Eastern Academic Health Science Network**
Jo Dempsey, Commercial Enterprise Lead, Eastern AHSN
- 10:10** **Developing Innovation**
Rob Donald, New Business Manager, Medovate Ltd
- 10:35** **Developing Practical IP Strategies**
Sean Leach & Thomas Fraser, Mathys & Squire LLP
- 11:00** **Coffee Break**
- 11:20** **Introduction to Health Economics**
Evelyn Priestman, Health Economist, Health Enterprise East
- 11:45** **Lessons from the Trenches, What (and what not) to do when Selling Medical Technologies**
Chis Jones, Chair, Mologic Ltd
- 12:10** **Medical Device Regulation**
Jed Place, Medical Device Technology Consultants Ltd
- 12:30** **Lunch**
- 13:30** **Alder Hey Innovation Hub**
Claire Liddy, Managing Director of Innovation, Alder Hey Innovation Hub
- 13:55** **HEE Member Case Studies**
- Philip Smith, Associate Director Research and Development. East & North Herts
 - Colin Weston, Commercial Director, Cambridge University Hospitals
- 14:30** **Panel Session**
What can we do to encourage and support more innovation in the NHS.
- 15:00** **Close**