

# Digital Health Masterclass, Leeds 5<sup>th</sup> December 2018

## INDUSTRY PROSPECTUS



### OVERVIEW

CECOPS CIC, the standards and accreditation body for assistive technology services, is running this not-to-be-missed one day Masterclass, which will focus on assessing, accelerating and scaling up organisational readiness in the digital health space.

The rapid rate of development of digital health technologies and innovations, and the drive to get them adopted and scaled up, mean it is critical that local, regional and national organisations are ready. For a marketplace to be successful, there needs to be a balance between demand and supply, and this masterclass will look at how this might be achieved.



*“Thank you for your interest in this Masterclass. Our focus is organisational readiness within the digital health space, including what it looks like, how it can be developed, and how readiness can be scaled up. We aim to bring together key speakers and relevant exhibitors to this unique event, as this will help shape and mature an exciting digital health marketplace. We hope to welcome you to our first digital health marketplace!”*

**Prof Mike Bewick MB. BS MRCP, FRCGP, FRCP**

## EXPERT SPEAKERS

**Professor Tony Young**, National Clinical Lead for Innovation, NHS England

**Dr Tim Ballard**, National GP Advisor (Independent Health and Digital), CQC

**Julie Wood**, Chief Executive, NHS Clinical Commissioners

**Mark Duman**, Chief Patient Officer, MD Healthcare

**Paul Taylor**, Lab Coach, Bromford

**Liz Ashall-Payne**, Founder and CEO, ORCHA

**Declan Hadley**, Digital Health Lead at Healthier Lancashire

**Dr Taz Aldawoud**, GP and Digital Clinical Champion, NHS England

**Chris Sawyer**, Innovation Lead for Health & Care, Innovate UK

**Professor Rob Procter**, Professor of Social Informatics, Warwick University

**Richard Stubbs**, Chief Executive Officer, Yorkshire and Humber AHSN

**Nicola Murgatroyd**, Founder and CEO, Liferaft

**Brian Donnelly**, Chief Executive, CECOPS CIC

Others have been invited, further details to follow.

We are delighted to announce that **Professor Mike Bewick** will chair the Masterclass. Professor Bewick is a former GP, Deputy Medical Director to Sir Bruce Keogh at NHS England and a current mentor to several clinical entrepreneurs as part of the national NHS England programme

## EXCLUSIVE OPPORTUNITY FOR PROVIDER ORGANISATIONS

There are limited opportunities for provider organisations to present to attendees and to join panel discussions. These will be allocated on a first-come first-served basis. See below for details.

The event is targeted at commissioners and senior decision makers, and therefore provides a valuable opportunity to suppliers of digital health solutions to showcase their products and services.

## **THE IMPORTANCE OF ORGANISATIONAL READINESS**

There is currently a focus on getting digital health technologies and innovations adopted, scaled up and spread. So far this focus has been largely on the supply side of the market, but it is equally important to ensure organisations are actually ready.

Failure to focus on both demand and supply related issues will inevitably result in an unsustainable and ineffective digital health marketplace.

A recent study carried out by Professor Trish Greenhalgh (University of Oxford) suggested that as many as 80% of technology-supported change projects in health and social care could be failing; concluding that 'this is costly, wasteful and potentially harmful at both human and system level'.

In this digital and fast changing age, an 80% failure rate is simply not acceptable, or sustainable, and it is important that we don't create more problems than we are trying to solve. This is why a focus on organisational readiness is both timely and important.

### **SUBJECT AREAS TO BE COVERED:**

- Understanding the need
- Barriers to adoption
- Data and research readiness
- Assessing readiness
- Readiness for change
- Quality, safety and regulation
- Planning and commissioning/procuring services
- Aligning digital delivery with health and care priorities
- The patient and provider perspective
- The approvals process
- What readiness looks like
- Accelerating and scaling up readiness

### **WHO SHOULD ATTEND:**

- Senior Health and Social Care Managers
- Chief Executives
- Clinical Information Officers
- Clinical Leads
- Policy Makers
- Academics

- Project Managers
- Commissioners
- Procurement Leads
- Patient and Voluntary Groups
- Quality, Safety and Risk Leads
- Regulators
- Digital Health Providers
- Entrepreneurs & SMEs
- Suppliers

## WHY YOU SHOULD ATTEND

- Understand the importance of organisational readiness
- Get a better understanding of what readiness looks like
- Learn how to get your organisation ready
- Gain a good understanding of wider marketplace issues
- Gain insights into what people planning and commissioning services have to think about
- Understand some of the barriers to change
- Learn how organisational readiness can help with the adoption and scale up of innovations
- Hear how focussing on organisational readiness creates a sustainable, safe and effective marketplace
- Take advantage of knowledge sharing with experts and key decision makers and professional networking
- Learn how readiness can be shared and accelerated across wider regions

## HOW YOUR COMPANY CAN GET INVOLVED

The masterclass will take place in **Leeds on 5<sup>th</sup> December 2018** (2 Brewery Wharf Kendell Street, Leeds, LS10 1JR)

The event will run from **9.30am – 4.30pm** with registration open from **08.30 am**. There will also be a drinks reception from **4.30pm to 6.30pm** with further opportunity to network with colleagues and peers.

## EXHIBITOR & SPONSORSHIP OPPORTUNITIES

Exhibition space is limited so please book early to avoid disappointment. Exhibitors will have the opportunity to show-case products and services to delegates during the registration, lunch and refreshment breaks. There will also be a further networking opportunity at a drinks reception.

### EXHIBITION STAND PACKAGES:

**Table top stands will be provided. The cost per stand is as follows:-**

**£1500 + VAT** for bookings received up to and including Monday, 14 August 2018

**£1750 +VAT** for bookings received from 14 August 2018 onwards

**The stand fee includes the following exhibitor services on site:**

1 x basic table (NB no tablecloth provided)

2 x basic chairs and 1 x electrical socket

Exhibitor name badges for two persons

Complimentary tea, coffee and lunch for two persons during the official breaks

Free editorial entry (50 words) in the Final Programme/Exhibition Catalogue

Ambient heating and lighting

Attendance at the Drinks Reception from 4.30pm – 6.30pm for badged stand personnel

**Exhibitors will also benefit from:**

- Listing and link on the bespoke event webpages on: [www.cecops.org.uk](http://www.cecops.org.uk)
- Opportunity to insert promotional information into the delegate pack
- List of delegates attending the event by organisation (contact details not provided.)

**Please note, exhibitor spaces will be allocated on a first-come first-served basis.**

### SPONSORSHIP OPPORTUNITIES:

**In addition to exhibitor stands, the following sponsorship opportunities are available:**

#### PLENARY PRESENTATION SPONSOR x 2

A limited number of spaces are available for provider companies who will have the opportunity of speaking in the main programme. **This is on a first-come first-served basis.**

The topic will be agreed with CECOPS in advance and presentation slides will need to be submitted in advance.

**Rate: £4,500+VAT.** This cost also includes:

Stand space in the main hall area

Insert of one page (A4) (subject to approval by Organising Committee)

2 delegate places at the conference

Details listed on CECOPS' website and promotion via social media e.g. LinkedIn and Twitter

#### **PROVIDER PANEL SPEAKER SLOT (SPONSORS x 4)**

A limited number of spaces are available for provider companies who will join a panel for 30 minutes as part of the main programme. **This opportunity is limited to four companies.**

An individual from the provider company will have the opportunity to contribute to this panel discussion, followed by a discussion/Q&A with the audience.

**Rate £750 + VAT per company.** This cost also includes:

*Insert of one page (A4) corporate material in the guide (subject to approval by Organising Committee)*

*Details listed on CECOPS' website and promotion via social media e.g. LinkedIn and Twitter*

#### **VIP DRINKS RECEPTION**

A single provider company is being sought to sponsor the VIP drinks reception (invite only); this will take place from **4.30pm to 6.30pm** and represents a unique opportunity to showcase their organisation.

**Rate £1,500 + VAT**

*Insert of one page (A4) corporate material in the guide (subject to approval by Organising Committee)*

*Details listed on CECOPS' website and promotion via social media e.g. LinkedIn and Twitter*

# Exhibition Floor Plan



## Allocation of Exhibition Space

There will be space for Exhibitors in both the **Main Hall** and the **Meet and Greet** area; this space will be decided on at a later date.

To apply for exhibition space, please complete the exhibition booking form with your preferred locations and email to the organisers. Upon receipt of the booking form, the space reserved will be confirmed to you and an invoice for the full amount issued.

### **SITE INSPECTIONS**

Should you require to visit the venue, please contact William Davidson at [info@cecops.org.uk](mailto:info@cecops.org.uk), who will be pleased to arrange this for you.

### **EXHIBITION TERMS AND CONDITIONS**

The terms and conditions of exhibiting are included with this prospectus. Please note that signing the exhibition booking form indicates acceptance of these terms and conditions.

### **CONTRACTS**

Applications for Sponsorship and/or Exhibition must be made in writing by post or email with the attached booking enquiry form. Once a sponsorship/exhibition booking form is received a confirmation will be emailed to you with an invoice for the full amount.

### **PAYMENT INFORMATION**

All payments must be paid **14 days** from the invoice date and must be received before the start date of the conference.

Should the sponsor/exhibitor fail to complete payment prior to the commencement of the conference, the organisers will be entitled to cancel the reservation, subject to cancellation fees as detailed below.

### **PAYMENT METHOD**

Payment by bank transfer.

Bank: **Barclays Bank plc**

Account No: **93100103**

Sort Code: **200206**

Email: [accounts@cecops.org.uk](mailto:accounts@cecops.org.uk)

Payment details will also be included on the invoice.

### **CANCELLATION/MODIFICATION**

Cancellation or modification of sponsorship items or exhibition stands must be made in writing by post or email to the organisers.

The organisers shall retain 60% of the agreed amount if the cancellation/ modification is made before 15<sup>th</sup> September 2018 and 80% of the agreed amount if the cancellation / modification is

made on or after 15<sup>th</sup> September 2018.

Please complete all details and send to: **William Davidson, CECOPS, 71 Church Street, Great Missenden, Buckinghamshire, HP16 0AZ**

Email: [accounts@cecops.org.uk](mailto:accounts@cecops.org.uk)

<b>Contact Name:</b>		<b>Email:</b>	
<b>Company Name:</b>		<b>City:</b>	
<b>Address:</b>		<b>Country:</b>	
<b>Post/Zip code:</b>		<b>Fax:</b>	
<b>Telephone:</b>		<b>Website:</b>	

We wish to book the following sponsorship items:

To see what all our packages include, please see pages 5, 6 & 7

<b><u>Exhibitor Stand Packages:</u></b>	<b><u>Cost</u></b>	<b><u>Please Tick Below</u></b>
<b>Stand booked on or before 14<sup>st</sup> August.</b>	<b>£1500 + VAT</b>	
<b>Stand booked after 14<sup>st</sup> August</b>	<b>£1750 +VAT</b>	
<b><u>Sponsorship Opportunities:</u></b>		
<b>Plenary Presentation</b>	<b>£4500 +VAT</b>	
<b>Provider Panel Speaker Slot</b>	<b>£750 +VAT</b>	
<b>VIP Drinks Reception</b>	<b>£1500 +VAT</b>	

Please reserve the above items for me

**Signature** -

**Date** -

## Exhibitor Details

Contact Name:		Email:	
Company Name:		City:	
Address:		Country:	
Post/Zip code:		Fax:	
Telephone:		Website:	

We hereby apply to book exhibition space at a cost of £1500 (before and including 14<sup>th</sup> August 2018)/£1750 (after 14th August 2018)

<u>Choices</u>	<u>Stand Number (see pages 7&amp;8)</u>	<u>Total Price</u>
1 <sup>st</sup> Choice		
2 <sup>nd</sup> Choice		
3 <sup>rd</sup> Choice		

Signature -

Date -

We accept the contract terms and conditions (listed in this prospectus) and agree to abide by the guidelines for industry participation in the Masterclass event. I am authorised to sign this form on behalf of the applicant/ company.

### CONTACT:

CECOPS

E: [info@cecops.org.uk](mailto:info@cecops.org.uk)

T: +44 (0)1494 863398

M: + 44 (0)7511 667 330 (Brian) or +44 (0) 786 750 7594 (William)

Follow: @cecops

# **Terms and Conditions**

These terms are the contractual agreement between the Organiser and the Sponsor / Exhibitor.

## **Application to Participate**

Application to participate will be considered only if submitted on the appropriate forms, duly completed. Sponsorship items/exhibition space will be offered subject to availability. Applicants will be informed in writing of the acceptance or refusal of their application. In the case of refusal, all payments will be fully refunded. In the case of acceptance, all sponsors/ exhibitors will be bound by the terms and conditions listed in the prospectus and/or their contractual agreement.

## **Obligations and Rights of the Sponsor/Exhibitor**

Participation implies full acceptance by the sponsor / exhibitor of the sponsorship / exhibition regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the Event without compensation or refund of sums already paid, and without prejudice to the sponsor/exhibitor.

By submitting an application to participate, the sponsor / exhibitor is making a final and irrevocable commitment to take the items allocated/occupy the space and to maintain his/her installation until the date and time fixed for closure of the event.

The sponsor / exhibitor may only present on their stand the materials, products or services described in the application to participate. No advertising on behalf of firms not sponsoring or exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated space is prohibited.

## **Obligations and Rights of the Organiser**

The Organiser undertakes to allocate sponsorship items / exhibition space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of receipt of application forms accompanied by payment.

The Organiser reserves the right, in cases of absolute necessity, to modify the positioning of stands with no obligation to provide compensation to exhibitors. The Organiser reserves the right to offer to another party any stand, space or sponsorship item which has not been taken up by the opening of the Event, with no obligation to provide compensation to the sponsor/exhibitor.

## **Liability Insurance**

Equipment and all related display materials installed by exhibitors/sponsors are not insured by the Event, and the Organisers will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors / sponsors. The exhibitor/sponsor agrees to be responsible for their property and persons and for the property and persons of his employees and agents and for any third party who may visit his space. The exhibitor / sponsor shall hold blameless the Organiser for any and all damages/claims including those usually covered by re and extended-coverage policy. The exhibitor/sponsor will arrange their own insurance cover for the above listed damages.

## **Exhibition Regulations**

Payment is to be made in accordance with the conditions of payment listed in the prospectus. Should the sponsor/exhibitor fail to make a payment on time, the Organisers are entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the sponsorship items/stand or seek compensation for non-fulfilment of contract.

The Organisers have the final decision on the acceptability of displays. Exhibitors are not to share with any others any space allocated to them without prior written consent of the Organisers. The Organisers reserve the right to alter the general layout or limit the space allotted to each exhibitor / sponsor, to postpone the exhibition or transfer it to another site should unforeseen circumstances warrant such action. Should any contingency prevent the holding of the Event, the Organisers will refund the amount already paid for exhibitor or sponsorship fees, but will not be held liable for any expenses incurred.

All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, or damaging the premises or the leased equipment. Exhibitors are asked to allow sufficient sight-lines through their stands to avoid blocking views of surrounding exhibits. Advertising panels and displays or canvassing by exhibition personnel are not permitted outside the exhibition areas allocated to exhibitors.

Exhibitors are responsible for the cost and execution of the design, delivery and installation of their display, and its removal from the exhibition site.

Flammable materials are not to be used and equipment displayed or demonstrated must be installed with strict adherence to safety measures. The Organisers will not approve stands which do not comply with the accepted standards until the necessary changes have been made.

Exhibition areas and fittings made available to exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to the areas occupied, the cost of repair and/or replacement will be charged to the exhibitor.

Exhibitors undertake to observe the timetable for completion of their display prior to the exhibition opening, and it's dismantling at the close of the exhibition. Dismantling or packing of the display before the designated close of the exhibition is prohibited. It is the exhibitor's responsibility to pack and remove or consign for shipment all items prior to leaving otherwise the Organisers will arrange for their removal at the exhibitor's risk and expense.

Access to the exhibition is authorised on presentation of a badge issued by the Organisers. Exhibitor personnel badges can be collected on arrival at the exhibition desk.

Exhibitors are obliged to ensure that their stands are permanently staffed during exhibition opening hours.