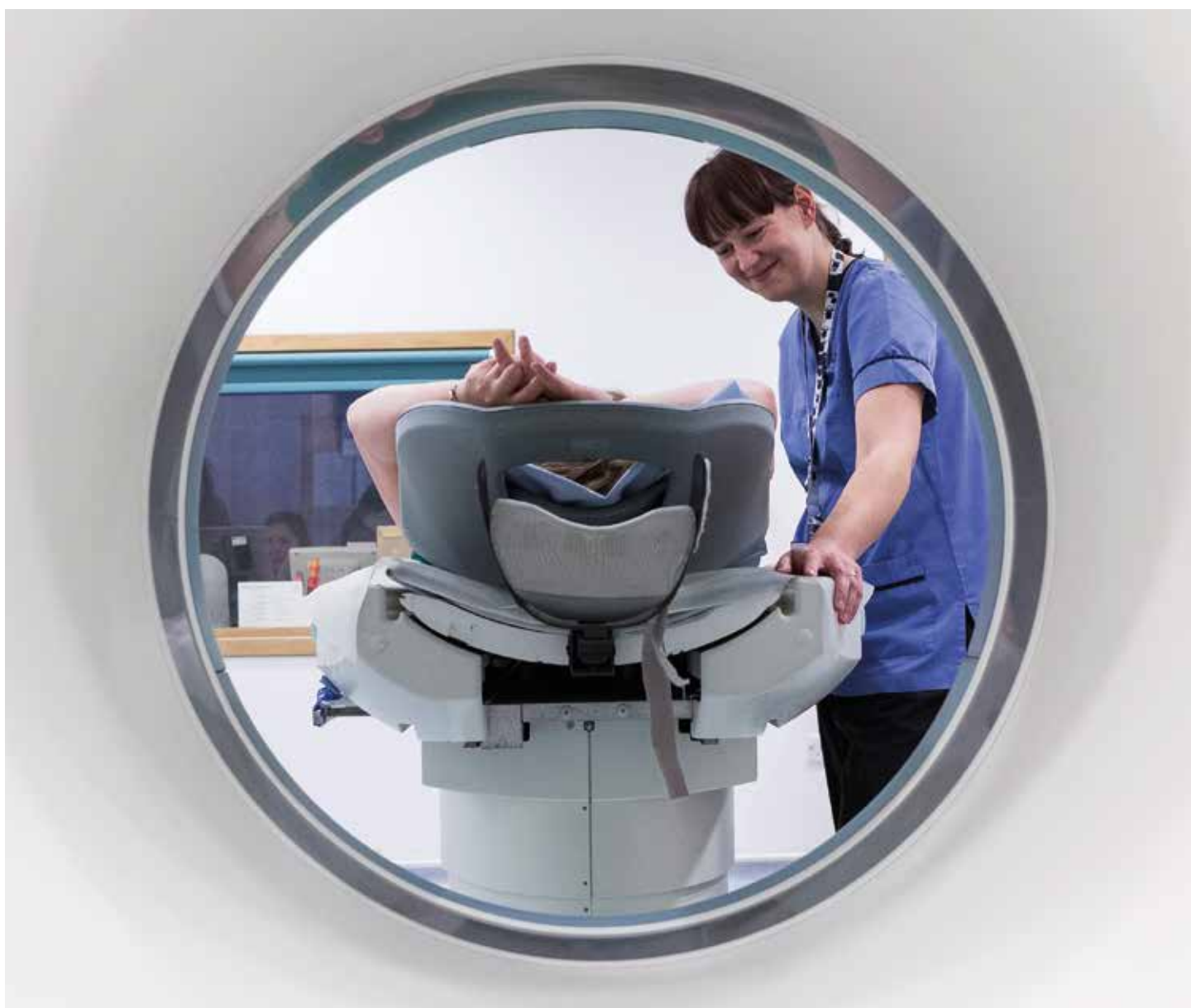


Overview and annual review: 2014/15



Key achievements 2014/15

Raising the profile of the UK healthcare sector

80+

events and high-level meetings.

Business leads

122

qualified leads generated.

£12.7bn

worth of leads.

Business wins

£749m

business wins from 26 projects.

Service deliveries

775

service deliveries achieved.

326

service deliveries to the NHS and other public sector bodies.

Priority markets for 2014/15

During 2014/15, we focused our activities on 10 priority markets and 5 aspects of healthcare where there is growing international demand.

Priority markets

- + China
- + Saudi Arabia
- + Hong Kong
- + UAE
- + Brazil
- + Kuwait
- + Turkey
- + Oman
- + India
- + Algeria

Healthcare sectors



Clinical services



Education and training



Digital health



Health systems development



Infrastructure for health

Foreword

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I am delighted to be able to report once again on Healthcare UK's substantial achievements in its second year, surpassing the very positive performance of our first year. The demand for British expertise to develop and improve health services around the world is strong and growing, creating trading opportunities which contribute to the growth of our own economy.

With the support of government ministers, our business ambassadors and various officials at home and abroad, Healthcare UK has assisted private companies, NHS organisations, the Department of Health's arm's-length bodies and academic institutions to develop partnerships overseas and convert these into business wins, far exceeding both the targets set for 2014/15 and contracts secured in 2013/14.

The success this year in working with British organisations and their counterparts overseas has reinforced the perception that the NHS is highly regarded throughout the world, perceived as cutting edge in many areas of healthcare delivery and in emerging markets like China, Brazil and India, where they are keen to learn about the UK's approach to delivering universal healthcare.

Since our launch in January 2013, we have observed a clear willingness of overseas governments and healthcare providers to collaborate with the UK. Confidence is high that British healthcare organisations will capitalise on a pipeline of nearly £13 billion of opportunities identified during the last year and will play a leading role in the development of health systems and infrastructure, improving the quality of healthcare delivery for our valued international partners.

Howard Lyons
Managing Director Healthcare UK

About Healthcare UK

We help UK healthcare providers to do more business overseas. We do this by promoting the UK healthcare sector to overseas markets and supporting healthcare partnerships between the UK and overseas healthcare providers.

Healthcare UK is a joint initiative of the Department of Health (DH), UK Trade and Investment (UKTI) and NHS England.

Our purpose

Healthcare UK aims to increase the UK's share of the growing global healthcare market. As specialists in healthcare partnership working, we act as the bridge between international demand for healthcare services, systems and infrastructure and the rich pool of UK know-how and capability in these fields.

We achieve this by promoting the UK healthcare sector in overseas markets, building strong links with overseas governments, businesses, healthcare providers and academia. We connect these organisations with the unrivalled expertise of the NHS, the UK's thriving commercial healthcare industry and our world-renowned academic sector.

Healthcare UK supports partnerships between UK and overseas purchasers and providers in five key areas of healthcare provision:

- + Clinical services
- + Education and training
- + Digital health
- + Health systems development
- + Infrastructure for health

International healthcare organisations work with us because we offer a trusted route for developing world-class health services. As a joint initiative of the Department of Health, UK Trade and Investment (UKTI) and NHS England, we use our influence to facilitate government-to-government engagement for large healthcare programmes. We also have excellent local connections, with UKTI offices operating in over 100 markets around the world.

Since launch, Healthcare UK has identified leads and opportunities worth nearly £13 billion in its priority markets. With our support, UK organisations have converted these leads into £1.3 billion of overseas business.

Our objectives

Healthcare UK has four objectives:

01

To engage the UK healthcare sector in maximising export potential

We reach out to every part of the UK healthcare sector, raising awareness of the vast range of exporting opportunities and encouraging providers to work together to bid for major overseas projects. We also develop the capability of public sector healthcare organisations to respond to international demand for their expertise.

02

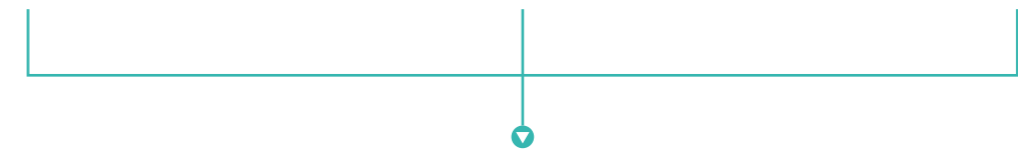
To raise the international profile of the UK healthcare sector

We promote the UK's capabilities overseas, running campaigns under the Healthcare UK banner. We raise awareness among international partners about the capabilities of the UK healthcare sector, and act as a single gateway to access these capabilities.

03

To identify the biggest healthcare opportunities

We use our in-depth market knowledge and relationships with local influencers, regulators and healthcare service buyers to identify the biggest commercial opportunities worldwide. We share this market intelligence with the UK sector and keep it apprised of the evolving needs of health services around the world.



04

To help the UK health sector access leads and convert them into business success

Healthcare UK connects overseas decision-makers and buyers to UK organisations that can meet their needs, helping them to build lasting and fruitful partnerships. We provide insights on political, cultural and commercial drivers in priority markets and help UK organisations navigate negotiation and tender processes successfully. We help UK organisations develop and deliver solutions, catalysing the creation of consortia where appropriate.

01

To engage the UK healthcare sector in exporting

Target

600

service deliveries in total.

50

service deliveries to NHS or public sector organisations.

Achievement

775

service deliveries in total.

326

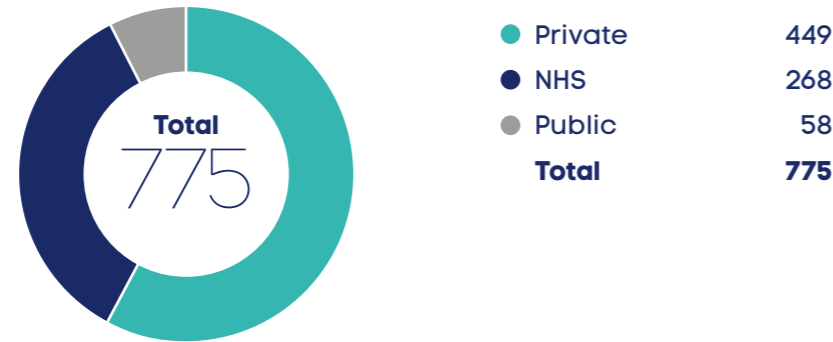
service deliveries to NHS or public sector organisations.



We have continued to develop strong relationships with UK healthcare organisations during 2014/15. Account managers are now in place, further strengthening our capacity to build on these relationships.

We exceeded our service delivery target by nearly 29% in 2014/15, boosted by our success at reaching NHS and other public sector organisations.

Number of service deliveries



The NHS has an international reputation for excellence, and a growing number of NHS organisations are taking advantage of this. Over a third of the organisations we have assisted since the launch of Healthcare UK have been from the public sector.

Achieving over six times more service deliveries than our minimum target for this sector is testament to the success of Healthcare UK's **NHS International Development Team**. The team was set up to develop the capacity of public sector healthcare providers to operate commercially overseas. They provide the full range of Healthcare UK services, but have the expertise to tailor additional support for organisations that lack experience in the international arena. Examples include:

- + providing insights on political, cultural and commercial drivers in target markets
- + helping organisations to navigate the negotiation and tender process effectively
- + developing a programme to enable public sector organisations to operate successfully overseas while upholding the values of the NHS and the interests of its core constituency, UK patients and taxpayers.

02

To raise the profile of the UK healthcare sector internationally

2013/14

62

events, missions or high-level meetings.

2014/15

80

events, missions or high-level meetings.

Achievement

+29%



Healthcare UK participated in or managed over 80 events, missions or high-level meetings in 2014/15.

These included high-level/ministerial visits, inward visits, outward missions, exhibitions/conferences and GREAT campaign-related events in China, Turkey and Indonesia. Most activities were targeted at our priority markets, but we also responded to requests for support in other markets on a case-by-case basis.

The Healthcare UK brand won the 'Best Visual Identity' award in the healthcare sector category at the prestigious Transform Europe Brand Awards held in London in April 2015. We were also awarded a bronze medal at the same event for the best implementation of a brand development project across multiple markets.



Healthcare UK exhibition stand at Arab Health, January 2015

03

To identify the biggest international opportunities in healthcare

Target

£3bn

total value of qualified leads generated from 160 projects.

Achievement

£12.7bn

total value of qualified leads generated from 122 projects.



Healthcare UK continued to focus its activity in 10 key markets in 2014/15, selected on the basis of the size and scale of the opportunities, and the openness and receptiveness to provision of healthcare by UK organisations.

Each of these markets is experiencing significant investment to improve the quality and coverage of healthcare in areas that the UK has strong capabilities. Our aim is to identify high-value opportunities with an accessible value of over £250 million for UK organisations (representing a cumulative total of contract values rather than a single contract).

Qualified leads by market

Priority markets	Value of opportunities	Number of opportunities
China	£7.5bn	30
Algeria	£1.5bn	3
Saudi Arabia	£1.4bn	29
Turkey	£640m	9
UAE	£500m	22
Brazil	£352m	10
India	£13.5m	5

Healthcare UK also works in other markets if opportunities arise. We resist spreading our resources too thinly, however. Business wins come from building strong relationships and in-depth market knowledge over time, and prioritising markets is the only way to achieve this.

Our relationship with UKTI is invaluable. Connecting UK organisations with UKTI gives ready access to over 100 markets and advisers who can introduce providers to opportunities wherever they exist.

04

To help the UK health sector access leads and convert them into business success

Target

£500m

worth of business wins.

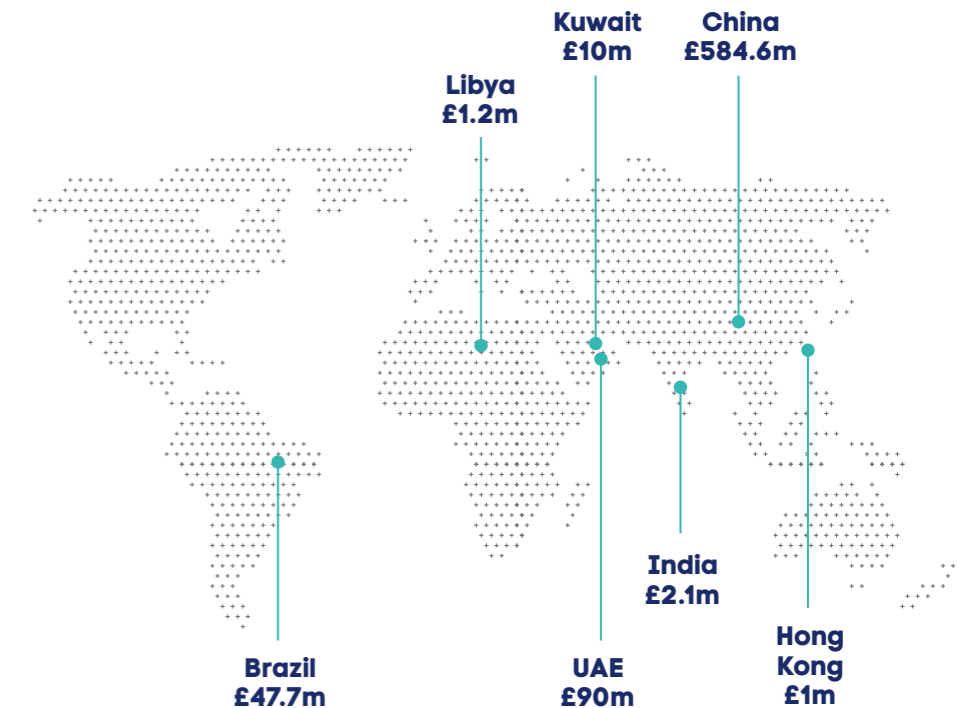
Achievement

£749m

worth of business wins from 26 projects.



Business wins measure actual business successes where Healthcare UK has helped a company/organisation to win a contract.



China was by far our most successful market with 11 wins registered, followed by Brazil (5), India (3) the UAE (2) and Libya (2).

Business wins related to infrastructure development were the highest by value of the five key areas that Healthcare UK focuses on, followed by clinical services, digital health and then education and training.

Healthcare sector	Total business wins
 Infrastructure for health	£590.4m
 Clinical services	£110.5m
 Digital health	£27.9m
 Education and training	£20.1m
 Health systems development	-

Priority market review

China

Performance overview

£584.6m

total value of five business wins.

£7.5bn

value of qualified opportunities.

30

qualified opportunities identified.



The opportunities

- + Expenditure on healthcare is forecast to rise to \$1 trillion by 2020.
- + Priority for 2013–2017 is improving the quality and choice of healthcare services.
- + Chinese healthcare bodies are reinforcing their tiered care system, consistent with the British system of primary, secondary and tertiary care.
- + Healthcare infrastructure outside of the major cities is in urgent need of modernisation.
- + China's health needs are changing. Conditions such as cancer, obesity, diabetes, heart disease are on the rise.
- + A pilot project to set up wholly foreign-owned hospitals in seven mainland cities or provinces was announced in 2014.
- + A third of the population will be over 60 by 2050. The government is open to foreign investors and service providers as part of its planned expansion of care for older people.

Case study:

CareShield: forging a joint venture for elderly care training

CareShield's sophisticated eLearning and blended learning solutions have been improving skills in health and social care for over a decade. Exciting opportunities opened up in China in 2014, aided by advice on market entry from Healthcare UK and UKTI. China and the company's participation in the digital health demonstrator programme. CareShield signed a Memorandum of Understanding (MoU) with a leading charity active in elderly care, paving the way for a joint venture to develop online training with the Ministry of Civil Affairs. The training will launch by the end of 2015.

CareShield also signed an MoU with the Chinese Medical Doctor Association (CMDA). The resulting joint venture will provide training, particularly in elderly care, for general practitioners, nurses and specialist professionals.

Healthcare UK performance

China has delivered strong business success for UK organisations. Chinese interest in collaborating with NHS institutions exceeds expectations. In 2014/15 we have started to reap the rewards of the networks established last year, including the Memoranda of Understanding signed at national and provincial level.

Highlights

The Secretary of State's visit to China, April 2014.

The Rt Hon Jeremy Hunt MP, Secretary of State for Health, visited Beijing, meeting with Chinese Premier Li Keqiang and Health Minister Li Bin. UK healthcare companies concluded a range of agreements with Chinese partners during the visit:

- + Mhealth signed a co-operation framework agreement on a potential multimillion-pound hospital and elderly care home development deal.
- + TPP signed a pilot agreement to work with Nanjing Health Bureau on developing electronic patient records.
- + Healthcare UK signed a Memorandum of Understanding with one of China's largest investors in health and elderly care.

Digital health demonstration centre: June 2014 – January 2015.

The "Healthcare is GREAT" UK digital health demonstration centre was a groundbreaking collaboration between UKTI China, Healthcare UK, the Zhejiang Health and Family Planning Commission and Ningbo Number 2 Hospital. The centre demonstrated the UK's expertise in digital healthcare, bringing world-leading British companies together under one roof and providing a platform for a successful commercial entry into the Chinese market. After starting life as a fixed exhibition in Zhejiang Province, the demonstration took to the road in January 2015 with visits to Beijing, Guangzhou and Hong Kong. Audiences in January exceeded 600 Chinese company representatives.

GREAT Festival of Creativity and Innovation, March 2015.

Events arranged by Healthcare UK at the GREAT Festival of Creativity and Innovation in Shanghai helped to establish new relationships with key opinion-formers. The Duke of Cambridge supported the GREAT Festival and hosted a dinner to which key health contacts were invited.

Priority market review

Brazil

Performance overview

£47.7m

total value of five business wins.

£352m

value of qualified opportunities.

10

qualified opportunities identified.

**Opportunities for UK organisations**

- + Healthcare expenditure of around \$190 billion is among the highest in the world, with more than half coming from private healthcare.
- + Brazil needs to tackle the growth in non-communicable diseases that has accompanied the country's increasing wealth and rise of the middle class.
- + Financial pressures and public demand to modernise services is stimulating interest in the UK's capabilities in cost-effective, universal healthcare.
- + Public/private partnerships (PPPs) are becoming an essential part of healthcare delivery, opening doors to UK expertise in this area.
- + Measures to tackle regulatory protectionism and uncompetitive practices are opening up new opportunities for external construction companies.

Case study:**EXPconsulting: technology partnership in Brazil**

EXPconsulting is a London-based technology consulting services company that supports investments in new technologies. UKTI Brazil introduced the company to Tmed (Tecnologia Médica), a supplier of patient monitoring systems to more than 200 of Brazil's healthcare facilities. Tmed's leading product is a bedside care monitoring system that adapts to the needs of individual patients. The relationship between the two organisations blossomed, developing into a global partnership for the distribution and implementation of Tmed's products.



It would have been very difficult to make the connection with Tmed without UKTI Brazil's support. The introduction they facilitated has developed into a substantial partnership.



Julio Verissimo,
President, CEO & Founder,
EXPconsulting

Healthcare UK performance

With Brazil's worsening financial position squeezing federal funding for capital investment, Healthcare UK's strategy of focusing on state rather than federal level is paying dividends. PPPs are increasingly important to service delivery, and we are therefore aligning our efforts with the Foreign and Commonwealth Office's programme which is raising awareness of UK PPP expertise in Brazil's northern states.

Highlights

Sir David Nicholson's attendance at the Hospitalar Trade Show, São Paulo, May 2014.

Sir David Nicholson, former chief executive of the NHS, delivered a keynote speech and met with key decision-makers at this high-profile healthcare trade show. We are following up on a number of opportunities as a result, including holding ongoing talks with two of the country's top hospitals about access to UK clinical expertise.

Healthcare UK briefings to key decision-makers, March 2015.

Our briefings to over 300 state and municipal officials, press and business leaders at events in Aracaju and Salvador focused on PPP in the health and social care sectors. Both events produced valuable intelligence about future opportunities.

Priority market review

Middle East and North Africa

Performance overview

£101.2m

total value of four business wins.

£3.4bn

value of qualified opportunities.

54

qualified opportunities identified.

**Opportunities for UK organisations**

- + Rapidly growing populations and income levels, rising life expectancy and a high incidence of long-term conditions.
- + A number of ambitious medical infrastructure projects are driving healthcare expenditure.
- + Shortage of local physicians and qualified allied healthcare staff that poses an obstacle to the industry's growth.
- + Healthcare expenditure in Saudi Arabia was estimated at \$35.9 billion in 2013, 4.8% of GDP.
- + Saudi Arabia's healthcare budget in 2014 included funding for 11 new hospitals, 11 medical centres and two medical complexes, on top of the 132 hospitals and healthcare centres already under construction.
- + Healthcare expenditure in the United Arab Emirates was estimated at \$14 billion in 2013, 3.5% of GDP. Spending is expected to increase by 6.9% a year to reach \$19.6 billion in 2018.
- + In 2013 the Algerian Ministry of Health announced a major hospital building programme. The first round of five hospitals was tendered in 2013 and the programme was expanded in 2014 with a further five hospitals and 18 cancer centres.

Case study:**Serco: capitalising on opportunities in the UAE**

Serco works in partnership with organisations across the globe to deliver joined-up healthcare solutions. Its services include integrated facilities management, care co-ordination and business process outsourcing.

Serco's healthcare division has enjoyed considerable success in the UAE, with support from Healthcare UK and UKTI making a vital contribution to their achievements. Our market intelligence has been invaluable, and UKTI's contacts with senior health authority officials and strategic introductions from Healthcare UK were critical to the development of winning bids. These contacts helped Serco build strong relationships with key decision-makers and understand providers' needs.



Healthcare UK and UKTI have made a huge contribution in accelerating Serco's "go to market" strategy for the Middle East.



Tony Fargher,
Managing Director, Health and IFM,
Middle East
Serco plc

Healthcare UK performance

We invested considerable effort on opening up the Saudi market. Although this did not bear fruit in terms of business wins in 2014/15, we are confident that the foundations are in place for success in 2015/16. Issues related to visas, taxes and equivalency of qualification to the International Post Graduate Medical Training Scheme have now been resolved.

In Kuwait, Healthcare UK is continuing to get benefit from our co-chairmanship of the health subcommittee of the UK/Kuwait Joint Steering Group where our model of direct industry involvement in the committee underpinned by a joint Healthcare UK/Ministry of Health action plan helps keep momentum in the process.

Healthcare Working Group of the UAE UK Business Council met twice during the year, in London and Dubai, making progress on initiatives to bring British organisations together with their Emirati counterparts.

There has been sustained input from Healthcare UK and UKTI with the Algerian Ministry of Health to support UK companies interested in tendering for the significant opportunities arising from the hospital building programme.

Highlights**Mena Health 2014, October 2014.**

Healthcare UK partnered with Pathfinder Trade and Invest for MENA Health 2014, a major healthcare investment summit which took place in London in October 2014. The conference brought together leading decision-makers from the UK and Middle East and North Africa (MENA) region.

UAE inward visit to the UK, October 2014.

Healthcare UK worked with the UAE Embassy in London to organise a series of meetings for Dubai Healthcare City, Sharjah Health Authority and Mubadala (a sovereign wealth fund) to meet with prospective investors and service providers. As a result, one NHS trust is in negotiations and further business wins are anticipated.

Priority market review

Arab Health Congress, Dubai, January 2015.

Strong ministerial input at Arab Health helped us meet our objectives of increasing engagement with key Emirati stakeholders and supporting NHS trusts in their discussions with UAE institutions. The Rt Hon Earl Howe, Parliamentary Under Secretary of State for Quality, Department of Health, and Rt Hon Professor Lord Kakkar PC, Business Ambassador for Healthcare and Life Sciences, participated in a two-day programme of activities. These included a meeting with the UAE Minister of Health, the first bilateral of its kind for three years.

Healthcare UK also facilitated workshops to take forward discussions on clinical services and education and training. Key UK and Emirati stakeholders were able to identify a strategic plan to progress to service delivery.

Oman Supreme Council of Planning visit, March 2015.

Healthcare UK hosted a meeting during the visit to the UK by Oman's Supreme Council of Planning (SCP) to promote expertise in UK hospital design, planning and management and health systems. The SCP were very interested in the UK's use of PPPs in healthcare, and the three UK organisations that presented at the meeting are now exploring a range of commercial opportunities in Oman.

Turkey

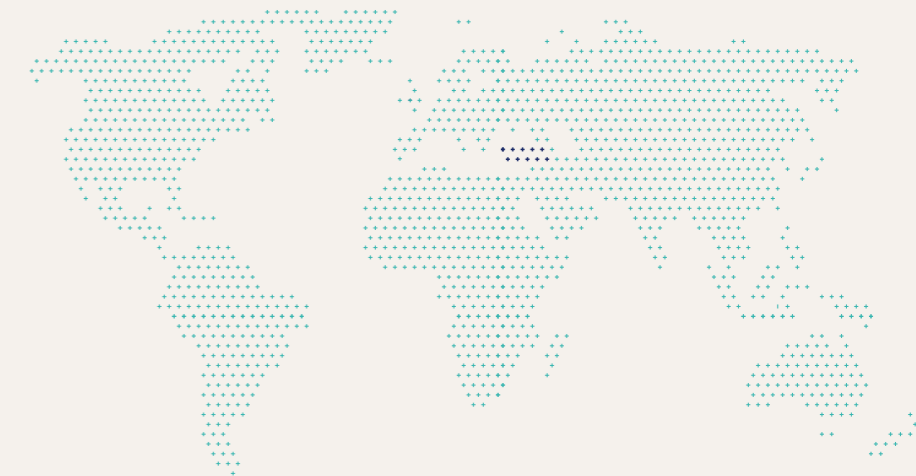
Performance overview

£640m

value of qualified opportunities.

9

qualified opportunities identified.



Opportunities for UK organisations

- + Healthcare spending is set to rise by approximately 10.5% annually through Turkey's Health Transformation Program.
- + Turkey needs more than 95,000 new hospital beds by 2023, with investment of more than \$14 billion required in the public sector to achieve this.
- + The government has launched an ambitious PPP programme, the Hospital Campus Project, to build between 36 and 40 healthcare campuses, with a total bed capacity of 30,000 within the next 5–8 years.

Highlights

GREAT Festival of Creativity, May 2014.

Healthcare UK played a major role in the GREAT Festival of Creativity in Istanbul. The Rt Hon Earl Howe represented the government at the Festival, leading the trade delegation and launching a major UK 2014/15 GREAT Healthcare campaign in Turkey.

UK Turkey GREAT Week, September 2014.

Windsor Castle was the superb setting for the UK Turkey GREAT health week. Healthcare UK hosted a delegation from the Turkish Ministry of Health and a group of contractors responsible for managing the Hospital Campus project. The delegation met UK contractors, architects and designers. The UK's experience of delivering PPP hospitals was a key theme, as was the emphasis on the importance of planning and preparatory work, rather than retro-fit.

Healthcare UK Mission, February 2015.

Lord Livingston led a successful Healthcare UK mission to Turkey, where meetings between the group of mainly mid-sized UK businesses and Turkish contractors laid the foundations for longer-term partnerships.

Priority market review

India

Performance overview

£2.1m

total value of two business wins.

£13.5m

value of qualified opportunities.

5

qualified opportunities identified.

**Opportunities for UK organisations**

- + India's reform of its healthcare systems is well under way as it seeks to realise its vision of providing access to a minimum level of universal healthcare.
- + National healthcare expenditure in India will grow at an average rate of 15.8% to reach a value of \$201 billion in 2017.
- + India already has the second largest elderly population in the world, and will continue to grow. Over 12% of the population is expected to be over 60 by 2025, and almost 20% by 2050.
- + India needs more doctors, nurses and paramedics to assure the availability of healthcare in the future. By 2017 the country will need 765,000 additional nurses and 110,000 professionals specialised in Traditional Medicine.
- + India's health needs are changing. Cancer, obesity, diabetes, heart disease are all placing greater demands on the existing healthcare infrastructure.
- + Prime Minister Modi has committed to delivering 100 'smart cities' in India. Healthcare UK will work with the Smart Cities team in UKTI to scope opportunities for large-scale healthcare projects.

Case study:**UK Specialist Ambulance Service: technical partner for emergency medical services in India**

Essex-based UK Specialist Ambulance Service (UKSAS) are experts in the provision of specialist ambulance transport and training for ambulance staff. UKSAS was invited to be the technical partner in the consortium that bid successfully to run the first free emergency medical service in the state of Maharashtra – known as the '108 service' in India. The consortium, led by the Bharat Vikas Group, supplied 1000 state-of-the-art ambulances and a call centre to co-ordinate the service.

UKSAS' pivotal role includes training ambulance staff to the highest standards, and overseeing the installation of the very latest call response system at the call centre. The company is also responsible for making sure that disaster recovery systems are in place that keep the service running under any circumstances.

Healthcare UK performance

Healthcare UK has engaged with the Union Government, selected state governments and large private sector providers in 2014/15. Business wins for the year were low at £2 million. German and American suppliers are well established in the private market, and more work is needed to persuade decision makers that the UK offers cost-effective solutions for state provision.

There are reasons to be optimistic, however. The NHS is widely admired in India, helped by strong historical ties and a background of mutual respect between healthcare professionals in the two countries. The Union Government published its draft national health strategy for consultation in January 2015 and Healthcare UK is feeding into the UK response. Open tenders are now recognised as the primary route to winning business from state governments, requiring UK organisations to develop joint bids with Indian counterparts. Our understanding of the interests of private sector providers is becoming more sophisticated, and we are now strengthening existing relationships on this basis.

Highlights

Healthcare UK mission to Bangalore, Kochi and Delhi, September 2015.

The mission focused in four specific areas: support for infrastructure in the healthcare sector, clinical service development, digital health systems, and education and training. Eighteen delegates from 11 UK organisations, including a number of NHS Trusts, discussed opportunities with health sector leaders in Bangalore, Kochi and New Delhi.

Tamil Nadu Primary Care Pilot Working Group Meeting, September 2014.

This EY-led working group made good progress in planning a pilot to help develop an inclusive primary care system in the state of Tamil Nadu. The presence of key decision-makers, including the Director and senior managers of the state's Directorate of Public Health and Preventative Medicine, led to productive discussion on the scope and implementation of the pilot. The group identified non-communicable diseases and child and maternal health as important areas of focus.

Priority market review

Healthcare mission to Delhi, Mumbai and Kolkata, February 2015.

A rich mix of UK expertise helped to lay strong foundations for future business on this mission led by Rt Hon Professor the Lord Kakkar PC the Healthcare and Life Sciences Business Ambassador. Seventeen organisations were represented, including an NHS Trust, a university, Public Health England, NHS Improving Quality and a number of innovative UK private sector healthcare companies. The UK mission met with Indian hospitals, healthcare providers, government agencies and medical colleges.

In Delhi, Lord Kakkar signed a Memorandum of Understanding with the Association of Health Providers in India. This cements the intention to offer the expertise of UK healthcare and training organisations to the Association's members.

The mission enjoyed positive meetings in Kolkata with the Maharashtra and West Bengal state governments and the Eastern Region Healthcare Group of the Confederation of Indian Industry. The mission was also well timed to enable members to attend the World Congress for Public Health, returning to Kolkata for the first time since 1981.

MoU between NHS Blood and Transplant (NHSBT) and the MOHAN Foundation, February 2015.

The signing of a Memorandum of Understanding between NHS Blood and Transplant (NHSBT) and the MOHAN Foundation, an Indian not-for-profit organ donation charity, paves the way for future partnership working. The aim is to improve the organ donation rate in both countries. NHSBT will share their expertise in increasing donor numbers, matching and allocating donated organs, and auditing, analysing and publishing data on organ donation and outcomes after transplantation. In return the MOHAN Foundation will help NHSBT improve its communication and engagement with black, Asian and minority ethnic communities in the UK.

King's College Hospital London and UK Indo Healthcare Pvt Ltd sign an MoU with the Punjab government, April 2015.

Although signed early in 2015/16, the ground work for this important agreement took place the preceding year. The Memorandum of Understanding relates to the design, build, operation and management of a 500-bed hospital in Chandigarh. A state-of-the-art medical college will be developed alongside the new hospital.

Overseas demand for UK expertise

Healthcare UK focuses on five aspects of healthcare where there is growing international demand and the UK offers a wealth of experience and innovative solutions.



Clinical services



Education and training



Digital health



Health systems development



Infrastructure for health



Clinical services

As an established system with innovative ways of dealing with common healthcare challenges, the NHS is the model that governments and healthcare providers across the world turn to. International healthcare organisations can draw on expertise across the whole spectrum of medical, surgical and mental health services, from the management of long-term illnesses in primary care to diagnosing and treating rare conditions in specialist centres.

Case study:

King's College Hospital Clinic,
Abu Dhabi



London's King's College Hospital provides care in several specialist areas at its Abu Dhabi clinic. King's world-renowned clinicians work closely with clinic staff to improve outcomes for patients and build the capacity of the region's healthcare service. The clinic's areas of excellence are hepatology, gastroenterology, foetal medicine, general practice, women's and children's health and nutrition. King's expertise reduces the need for patients to travel overseas, but there is a seamless pathway to the London hospital if needed. The clinic also has:

- + a governance and operating framework modelled on King's
- + links with the UK for peer support, training and UK process for doctor revalidation
- + research and development links with King's.



Education and training

Growing and ageing populations are requiring governments and healthcare organisations worldwide to find new ways of delivering high-quality education and training, and many are turning to the UK for support.

Close collaboration between a wide range of UK organisations (including universities, Health Education England and the Royal Colleges) ensures the seamless delivery of high-quality education and training. Healthcare UK helps our prestigious and cutting-edge clinical training facilities form international partnerships, enabling overseas healthcare providers to benefit from world-class doctors, nurses and the full range of allied health professionals, medical scientists and managers.

Case study:

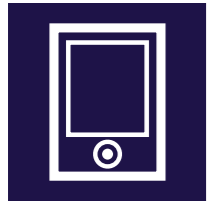
Great Ormond Street Hospital: supporting
children with cancer in Kuwait



Great Ormond Street Hospital (GOSH) is renowned for its excellence in paediatric healthcare. The Kuwait Ministry of Health asked GOSH to set up a cancer treatment programme that would replicate the world-class clinical service provided in London. Healthcare UK worked with UKTI in Kuwait to advise GOSH on the local market and partnership development.

GOSH support includes:

- + a 'visiting consultant' programme where GOSH consultants will provide clinical support and training at Kuwait's NBK Children's Hospital
- + training and education modules leading to advanced nursing knowledge and stronger leadership/management
- + ongoing advice and remote support
- + on-site attachments at GOSH enabling Kuwaiti staff to observe how GOSH works in practice
- + clinical service reviews resulting in recommendations and support from GOSH for service improvement
- + a diagnostic confirmation service.



Digital health

The UK develops some of the most sophisticated systems in the world for tracking, managing and delivering patient-centred services. We help international healthcare providers tap into the UK's unique innovation environment, where academics and clinicians from world-renowned institutions work with policy-makers and dynamic private sector technology companies. These partnerships can access the resources of the NHS to enable patients to benefit from tried and tested technology in areas such as telecare, telehealth, mHealth and eHealth.

Case study:

Nine Health CIC: developing a community clinic information system in China



© Shironosov

Nine Health CIC (NHCIC) is a not-for-profit social enterprise which improves health service delivery using innovative technology. Participation in Healthcare UK's digital health demonstrator in Zhejiang enabled NHCIC to meet the Lantone Technology Company, a major provider of digital health solutions which needed a 'big data' expert for an existing project. With support from Healthcare UK and UKTI, the two organisations signed a co-operation agreement to develop an intelligent community clinic information system at sites in Zhejiang province.

The project will use innovative new semantic technology for clinical information support and intelligence processing using Chinese National Guidelines and Chinese medicine. NHCIC will be working with MiTac Corporation to deliver the mobile technology component of the system. The first NHCIC China team members include clinically qualified information systems experts with national and international design expertise, a system architect and an experienced developer of both Chinese and NHS systems.



Health systems development

World-class healthcare can only be delivered through an integrated system in which every part works to improve outcomes for patients. In the UK, expertise in areas such as funding, strategy, regulation, training, innovation and delivery comes together to make the NHS one of the world's very best healthcare systems. We work with the UK's rich ecosystem of public and private sector bodies to support international partnerships in every aspect of health system development.

Case study:

Pharmaceutical reform in China: London School of Economics (LSE) Health



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LSE Health is advising the Development Research Center of the State Council of China on strategies for pharmaceutical reform. Pharmaceuticals account for over 40% of total health expenditure in China but suffer from disjointed and unsustainable production, pricing and distribution systems. LSE Health's recommendations will target improvement in key areas: regulation, pricing and reimbursement systems, research and development capacity and market balance. The aim is to bring about a better alignment between the incentives of providers, the pharmaceutical industry and patients. LSE Health's work is poised to strengthen the country's health system and pharmaceutical market at all levels.



Infrastructure for health

UK companies are innovation leaders in all aspects of healthcare infrastructure, from modelling, financing and design to construction and operation. Governments and healthcare organisations worldwide draw on UK expertise to support infrastructure projects of all sizes, from state-of-the-art medical cities to front-line community facilities.

Case study:

IHG: developing healthcare infrastructure in China



© Sean Pavone

Guiyang, capital of Guizhou Province

International Hospitals Group (IHG) is a healthcare services company that has completed over 450 healthcare projects in 49 countries for private and public sector clients.

IHG is partnering with the China Railway and Engineering Company (CREC) and local government in Guizhou Province to co-develop and manage a 1,000-bed hospital. CREC is the sixth largest company in China and the world's largest construction company.

Healthcare UK and UKTI in China supported IHG for over three years to help them land this major opportunity. The contract is the culmination of a systematic process to bring IHG together with the right Chinese enterprises. This support included:

- + project identification and confirmation
- + assessment of suitability and introductions
- + meeting facilitation, participation and follow-up
- + direct support to IHG as it evaluates and prioritises healthcare projects in the China market.

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+ As specialists in healthcare partnership working, we act as the bridge between international demand for healthcare services, systems and infrastructure and the rich pool of UK know-how and capability in these fields.

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