

## **AN INTERNATIONAL INNOVATION AWARD FOR CAMBRIDGE HEALTHCARE LTD – COMING FIRST AHEAD OF GLOBAL GIANTS**

The Institution of Engineering and Technology ( IET ) named Cambridge Healthcare Ltd as the company with the top International Innovation in the IT category, when the results of the 2011 Awards were announced recently in London. The citation described Cambridge Healthcare as providing **“An e-portal for patients and healthcare professionals which features the world’s first healthcare applications store”**

The IET Awards are prestigious and recognise the most innovative companies operating within a wide variety of engineering and technology disciplines – there are 15 categories of Award.

Presenting the Awards, Professor Mike Short – IET President commented “The winners this year come from a wide variety of backgrounds and many have aimed to solve issues that impact our society, from saving lives to helping deliver a brighter and greener future. The IET Innovation Awards offered are an important annual landmark for the IET, illustrating some of the latest and best ideas and designs that align with our core vision of advancing knowledge to enhance and improve people’s lives”

The Cambridge company certainly fits the profile and criteria expressed by Professor Short. The business model itself is highly innovative – since Cambridge Healthcare Ltd emerged after work within the East of England Region of the NHS where the Innovation Council invited company founder Dawson King to join and to work with NHS project teams to design and deliver an e-portal to make possible NHS and government aspirations for a more patient centred NHS in which long term care (which absorbs 70% of healthcare budgets) and patient based health planning together with “shared decision making” ( an NHS goal for the patient is **“No decision about me without me** ). In record time, phase one of the portal has been launched and using the domain name [www.howareyou.com](http://www.howareyou.com) the company is seeing patients and others register to explore and make use of the service – which is being provided free at the point of use to NHS patients – wherever they may be. Clearly the way of operating as well as the technology, providing a “social network of healthcare” is highly innovative.

Future developments will include easy to access on line consultations for patients and practitioners through video links and a variety of information based services for the pharmaceutical and healthcare industries – as well as patients and practitioners. Cambridge Healthcare Ltd is entering into an exciting partnership agreement with Microsoft Health Vault. Working together with Microsoft the company expects to be able to accelerate the numbers of very useful applications which can be stored and accessed in a variety of ways.

Across the whole of the range of IT entries ( the total entries in the Awards Scheme numbered 420) – to have secured No 1 slot with a Healthcare Innovation should be seen as something special for Cambridge Healthcare Ltd. Innovation in the NHS and

Healthcare worldwide is an imperative if health systems are to be sustained as populations grow in number and longevity.

The innovation provided by the e-portal [www.howareyou.com](http://www.howareyou.com) will provide:

- ✓ Enhanced patient care
- ✓ Friendly means for patients to access information, and to develop and manage a Personal Health Plan
- ✓ More and better information to patients about their condition and treatment
- ✓ Means for Patient Associations to connect more easily and effectively with each other
- ✓ Improved access for patients to practitioners and carers
- ✓ Ongoing information for GPs and other practitioners – on demand – on patient progress and patient needs
- ✓ All leading to improved coherence and co-ordination in complex conditions such as diabetes – where multiple information flows and decision pathways need to be simplified for the patient
- ✓ Means for new patient and healthcare focussed applications to be promoted and sourced
- ✓ Information gathering from patients and practitioners to assist evidence based research leading to improved understanding of outcomes of treatments and patient behaviour

It is worth quoting again the words of IET President Professor Mike Short who spoke at the Awards ceremony of “**advancing knowledge to enhance and improve people’s lives**”. Cambridge Healthcare Ltd is doing that and will also help save the NHS and health systems around the world significant costs. An outstanding example of a private company working creatively in the “public-private” space.