

Welcome to NZTE's Medical Technology Sector Update

SPECIAL  EDITION



A note from Richard Keyse NZTE Beachheads Advisor in the UK

Defining your USP for the UK healthcare market

The National Health Service (NHS) procured some £22bn (NZ\$59bn) of goods and services from suppliers last year. The lure of enhanced sales sometimes blinds companies from carrying out a comprehensive level of preparation and research before entering the UK market. Whilst not unique to healthcare, understanding your USP sounds so obvious, yet it is astounding how many companies struggle with this most fundamental of prerequisites.

“Unique”: For some companies, the term “unique” means they have no competitors. This is extremely unlikely to be the case in the UK. In fact, being unique means you could face building demand from scratch; an almost impossible and unenviable task without a sizeable budget.

Plus, you are more likely to convince potential clients that you are poor at research than have a totally unique proposition. Rather than striving to be unique, what is important is that you have some form of competitive edge.

“Selling”: As can be gleaned from the significant NHS supplier spend above, the UK healthcare market is a very sophisticated buyer. The size of the UK market attracts a vast number of suppliers from all over the world so buyers have seen it all. Sell your knowledge of the UK market and your understanding of the problems they have, not the functionality of your solution.

“Proposition”: Whilst the health sectors in the UK and NZ are facing many similar issues, the legacy systems and solutions in place are often far from the same. Legacy solutions leave different gaps (or opportunities) in the market. It is quite possible, and highly likely, that for your proposition and competitive edge in the UK will be different to what it is in NZ. It is important to critique your offering and ensure it is fit for purpose in the UK market context.

With the appropriate positioning there are great opportunities for NZ innovation in the UK health sector.

Name change for the New Zealand Trade and Enterprise Medical Technology website and email address

We can now be found at <http://nzmedtech.nzte.govt.nz>

And can be contacted on nzmedtech@nzte.govt.nz

Useful Links

New Zealand Trade & Enterprise www.nzte.govt.nz |

New Zealand Trade & Enterprise Medtech <http://nzmedtech.nzte.govt.nz>

New Zealand Exporters www.marketnewzealand.com | New Zealand Bio Medtech www.nzbio.org.nz/MedTechs

NZ Medical Devices Safety Authority www.medsafe.govt.nz | Medical Industry Association of New Zealand www.mianz.co.nz

NZ Health IT Cluster www.healthit.org.nz

Healthcare in the UK



In 2007, the UK medical equipment and supplies market was valued at US\$8.9 billion, with imports accounting for approximately 88% of the market.

Healthcare delivery is via the National Health Service (NHS), which covers England, Scotland, Wales and Northern Ireland. The NHS health delivery is undertaken by ten Strategic Health Authorities, each has the responsibility to ensure delivery of national health objectives to the local level. Each Strategic Health Authority co-ordinates the activities from NHS Trusts (secondary care) and PCTs (Primary Care Trusts) as local service providers. Each trust has a degree of autonomy in deciding the health services necessary for their population base.

For a more comprehensive overview of the UK healthcare market please refer to <http://nzmedtech.nzte.govt.nz> under Medical Technologies - Market Entry for a full report

Selling to the National Health Service (NHS)

The NHS is one of the biggest purchasers of healthcare products in the world; hence accessing the NHS supply chain is both attractive and challenging. NZTE aims to help New Zealand healthcare companies break into this market by offering advice and assistance on a range of issues and opportunities.

There are many variables to consider when selling to the NHS and it is important to research a path to market by taking counsel from a range of advisors. British clinicians working in NZ are an excellent resource and can provide useful insight and contacts into NHS trusts.

Even though New Zealand and Britain have a relatively similar approach to healthcare, there are still many obstacles to navigate. Using a UK-based partner will help ensure that your products meet NHS regulations, and will help you quickly access a wide range of potential customers. NHS approval also means you can sell your product anywhere in Europe.

The following organisations have more information on regulation and supply to the NHS:

NHS PASA (Purchasing and Supply Agency) England only

PASA is an executive agency of the Department of Health. Trusts purchase items through national framework contracts negotiated by PASA. The PASA helpline provides a good starting point for information including quality standards, compliance with public procurement procedures, market structure, pricing and customer requirements.

The key measure for acceptance to PASA endorsement is clinical efficacy and they will always require strong clinical evidence for new products or technologies. New product assessment is conducted by the Clinical Assessment Group PASA. www.pasa.nhs.uk

Medicines and Healthcare products Regulatory Agency (MHRA)

The MHRA is the government agency which is responsible for regulating a wide range of items from medical devices and medicines to blood and therapeutic products/services. www.mhra.gov.uk
All products sold into the UK are required to have a CE mark.

Beachheads advisors share knowledge at Medica 08

The NZTE Beachheads Programme is designed to give high-growth-potential companies faster access to better international networks. It draws upon the experience and expertise of successful in-market executives to help New Zealand businesses accelerate their market entry and growth in key export markets. The simple yet effective formula has allowed eligible companies to fast-track their growth in such markets, and builds a network of crucial business contacts.

In a drive to increase the advice and support networks available to New Zealand companies looking to offshore markets, two NZTE Beachheads advisors will share their knowledge with medical technology companies attending this year's Medica, in Dusseldorf during November.

Dr Elizabeth Hill, who has over 20 years' experience working in the technology sector, focused mainly in healthcare, life sciences and biotechnology will be joined at MEDICA by Richard Keyse. Mr Keyse has significant experience in IT, specifically in the implementation of complex and large scale IT solutions. (cont'd...)

Beachheads advisors share knowledge at Medica 08 (cont'd...)

The Beachheads Programme has experienced considerable success over the past 12 months, and now has over 80 advisors assisting a wide spectrum of companies in seven locations across the globe. Further information on this programme can be found on the NZTE website <http://www.nzte.govt.nz/section/14492.aspx>. Alternatively, please contact your NZTE client manager.

UK Trade and Investment (UKT&I) support and services



Due to the close working relationship with UK Trade and Investment, NZTE is now able to offer access to UKT&I programmes for NZ businesses going to the UK.

If you are looking for a UK technology partner; the UKT&I Global Partnerships Programme could be utilised to provide fast, expert partner-matching service for overseas organisations of any size. Participation in the programme is free to selected organisations seeking a partner for a knowledge-intensive project with clear commercial objectives.

Global Partnerships enable you to:

- Identify UK partners with the potential to add value to projects
- Overcome obstacles to partnering caused by language and cultural differences
- Gain access to UK technology and business experts and networks
- Receive strategic and practical partnering assistance.

Overseas organisations can access the Global Partnerships Programme through UK Trade & Investment offices around the world or via the Global Partnerships managers in London.

To learn more about the Global Partnerships Programme, [download the brochure](#) in PDF.

BrainZ Instruments Sharing the UK experience



Angela Pantano, Global Marketing Manager BrainZ Instruments

We currently sell into the UK with GE Healthcare as our direct distributor. This has proven to be more efficient than the complicated distributor and sub-distributor channel common in many other European markets.

BrainZ's relationship with the NHS is highly dependent on GE Healthcare because they have direct contact with the customer. We are aware that difficulties can arise in this model because we are not directly responsible for these customer relationships.

The biggest piece of advice I can offer is summed up in one word - **SUPPORT**. *It is vital to have a company representative in-market to encourage and assist the distributor in their efforts with the NHS, and ultimately the general sales and marketing effort.*

I'd also recommend NZ companies build a strong reputation in the UK market by finding a large teaching hospital to be a reference site that is prepared to endorse the technology and the product to other comparable organisations. Also consider the power of endorsement through published research data and contemplate entering and maintaining NHS relationships this way.

Links to other UK health websites

Association of British Healthcare Industries
www.abhi.org.uk

National Patient Safety Agency
www.npsa.nhs.uk

National Health Service
www.nhs.uk

UK Trade & Investment
www.uktradeinvest.gov.uk

Upcoming events

INNOV'08

Wellington Town Hall, 3-5 November

New Zealand Trade and Enterprise and the Ministry of Health invite you to join world leading health, disability and rehabilitation innovators and leaders from service providers, research organisations and industry as they share their journeys.

Learn from international experts about best practices and success stories in implementing innovative solutions for healthcare.

INNOV'08 will be *the* health forum of 2008, don't miss it!

To register interest, to exhibit, or for speaker and programme details : www.innov08.org.nz or phone 03 379 0390.

International Medical Device Regulatory Certification Workshop

Ellerslie Event Centre, Auckland, November 11th

Introducing Australian, European and USA requirements KD&A (Australia) with Priority Analysts (UK) and Medical Device Regulatory Advisors (USA) are providing an introductory training workshop for New Zealand on Tuesday 11th November 2008 at the Remuera Room, Ellerslie Event Centre, Auckland 8.30am - 5pm.

For further information : www.mianz.co.nz

Medica 2008

Dusseldorf, Germany, November 19th - 23rd



The NZTE Medica program is fully subscribed for 2008. For those New Zealand companies travelling to Medica independently and are seeking advice on accommodation in Dusseldorf please contact Robert Laing at Messe Reps. & Travel at robert@messereps.co.nz or 09 623 9005 to discuss your options.

Arab Health 2009



Dubai, United Arab Emirates, January 26th - 29th

Arab Health is the largest and most prestigious healthcare event in the Middle East. Over 2,500 exhibitors attend from over 65 countries and over 50,000 visitors descend on Dubai for the four day exhibition in January. It has become a global show and for many companies the event to attend in the annual exhibition calendar.

For further details contact: hesham.salah@nzte.govt.nz or if you want to know how to book your space at this event please go to: www.arabhealthonline.com

Newly appointed Trade Commissioner - Tokyo, Japan

Ben Wilson was appointed as the NZTE Trade Commissioner for Tokyo on 1st August 2008.

Ben brings ten years' experience representing high-tech foreign companies in Japan, including medical technology companies with advanced wound care, contact lens, laser, medical imaging, ophthalmic and prosthetic technologies.

Ben will make his knowledge, experience and contacts available to NZ medical technologies companies that are interested in Japan, the second largest market for medical devices in the world.

Ben can be contacted on benjamin.wilson@nzte.govt.nz

Become a part of the 2009 Medical Technologies Directory - Act now

It is time to update the New Zealand Medical Technologies Directory - currently on : <http://nzmedtech.nzte.govt.nz>

or NZBIO <http://www.nzbio.org.nz/MedTechs> under Directory.

Shortly NZTE will be starting the process to update the current look, gather new information from companies and to include more New Zealand medical technologies companies into this industry directory.

So if you would like to take part in this, have your company profiled in a directory that is circulated globally, then please email your initial interest through to: nzmedtech@nzte.govt.nz by no later than October 10th 2008.

Contact us

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www.nzte.govt.nz