



The New Zealand Health IT Cluster

UK MARKET FORUM 22 November 2007

This Forum will be held in the morning followed by the New Zealand Health Sector Engagement Forum and AGM activities in the afternoon on the 22nd November. Each Forum is registrable separately.

Forum Outline:

This Forum will overview the health IT market in the United Kingdom, and focus on opportunities and challenges.

After lunch, stay for the New Zealand Health Sector Engagement Forum which includes an impressive line-up of speakers. This will then be followed by the AGM and networking over a glass of wine!

Forum Programme

Confirmed presentations are:

- *“Overview of the Health IT market in UK” – (NZ Trade & Enterprise)*
- *“From Start up to Market Leader” – Brian Weatherly (Software of Excellence)*
- *“Market Entry Strategies for the UK Health Market” – Brian Vass (IBA Health)*
- *“My experience of taking NZ companies to the UK” – Dave Tinkler (Holliday Corporation Ltd)*

See over page for information on each presenter.

Forum Details

Date: Thursday 22 November 2007

Venue: Hyatt Regency
(Regatta Room D)
Cnr Princes Street & Waterloo Quadrant
Auckland

Agenda:

9.00am	Welcome
9.00am-12.00pm	Presentations
12.00 -1.00 pm	Lunch
1.00 – 4.00pm	New Zealand Health Sector Engagement Forum (see separate flyer)
4.00 – 4.30pm	Health IT Cluster AGM
4.30 – 6.00pm	Drinks & nibbles

To attend the forum simply fill in the portion below and send it back to the Cluster office at Fax (04) 472-4736 or email to c.oldham@healthit.org.nz . Alternatively, telephone the Cluster office at (04) 472-4691.

NZ HEALTH IT CLUSTER UK MARKET FORUM 22 NOVEMBER 2007

		Cost
Cluster Company/Name of attendee 1		\$ nil
Name of attendee 2		\$ nil
Name of attendee 3		\$ nil
Non-Cluster Company/Name of attendee		\$ 80.00
Total		\$
Please send this portion (with your cheque if applicable) to:		
The New Zealand Health IT Cluster Inc		
P O Box 25233, Panama Street, Wellington		Telephone: (64) (4) 472 4691

ABOUT THE PRESENTERS

Brian Weatherly



Brian Weatherly joined Software of Excellence in 1989 and lead its software development teams until 2003 when he took on leadership of the company. Brian was part of a Management buyout in 1995, and a director since 2000 when the company IPO'ed on the NZX. Software of Excellence recently sold to an American fortune 500 company. Brian now lives in the UK with his wife and 2 children and continues to lead the company.

Brian will be speaking on Software of Excellence's 20 year journey from a startup with 2 staff to the marketer leader in the UK, NZ, Australia, and Ireland, with particular discussion on how the company won the UK market. Software of Excellence has software in 5000 dental practices, turns over 30M NZD, with in excess of 15% growth and 20% margin.

Brian Vass



Brian was promoted to his current role as General Manager IBA (NZ) and IBA (UK) after 12 months as Sales Manager. Prior to this Brian was the CEO of Terranova until it was purchased by IBA. Brian has held a number of senior executive roles, both here and in the UK. These include: Chairman and Chief Executive Officer for The Garden Group plc, Head of Information Services: Royal Horticultural Society, and Head of Information Services: Health Care Hawkes Bay

Brian Holds a private pilot licence and is a certified sailing skipper with over 8000 hours at the helm. Brian Holds a B.A. (Hons) from Portsmouth University and a M.Sc. from London School of Economics

Dave Tinkler



Dave is joint founder and owner of Holliday Corporation Limited, a Christchurch angel investment company focusing on software and electronics start-up and early stage organisations. Holliday Corporation specialises in taking NZ businesses to export markets and has extensive experience of the UK market. Investee companies include Emendo a successful and growing member of the Health IT Cluster specialising in capacity planning for hospitals.

Dave is originally from England and since his arrival in NZ in 1984 has had a couple of stints back in London, including 4 years establishing NZ originated mobile software company, iTouch Business Mobility, as a significant UK player. Dave has spent over 20 years in the IT industry and his roles have included Software Services and e-Business General Manager at gen-i, and Managing Director of iTouch Business Mobility.