

ITN PRODUCTIONS INDUSTRY NEWS & ASSOCIATION OF BRITISH HEALTHTECH INDUSTRIES (ABHI)



THE ASSOCIATION OF BRITISH HEALTHTECH INDUSTRIES PRESENTS 'TRANSFORMING HEALTHCARE,' A COLLABORATION WITH ITN PRODUCTIONS INDUSTRY NEWS

LAUNCHING SEPTEMBER 2019

The Association of British HealthTech Industries and ITN Productions Industry News are producing a news and current affairs-style programme, "Transforming Healthcare" exploring the HealthTech sector and how technology is transforming the way that our health services are delivered.

The NHS currently spends approximately £5.5 billion on goods and associated operating costs each year.¹ "Transforming Healthcare" highlights the ever-evolving world of health technology and demonstrates how the thriving market is set to grow as the effects of an ageing population and cuts to the NHS make it a vital source of savings and new treatment methods.

Combining key interviews, reports and partner sponsored editorial case studies from industry experts, the news-style programme, anchored by Natasha Kaplinsky, will explore the history of HealthTech and will showcase the stories that are shaping the future, supporting regulation, driving growth beyond Brexit and will feature the cutting-edge technological advances that are accelerating the digital future of health across the UK.

"Transforming Healthcare" will launch in September and form part of an extensive communications campaign featuring ABHI members and professional partners, as well as journalists, writers, bloggers and relevant government departments.

Peter Ellingworth, Chief Executive of ABHI, said: *"The HealthTech industry provides solutions that enhance and save lives. It delivers better outcomes for patients and is central to efficiency improvements in patient pathways across all healthcare settings. We are pleased to partner with ITN Productions, given their broadcast experience and reputation, to convey the contribution our industry makes to the UK and worldwide."*

Vicki Clubley, Interim Head of Industry News, ITN Productions said: *"We are delighted for the opportunity to partner with ABHI to raise greater industry awareness, insights and intelligence into the work being done to advance health technology. We hope that the programme will provide a platform to encourage the exchange of ideas, engage members and the wider public on pertinent industry issues, and promote ideas to shape a better future."*

¹ Source: www.abhi.org.uk/resource-hub/file/2694

For more information, or to participate in the programme, please contact James Linden, Head Programming Director at ITN Productions, on 0207 430 4228 or james.linden@itnproductions.com.

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About ITN Productions Industry News

ITN Productions Industry News produces bespoke creative and commercial content for broadcasters, businesses, brands, rights holders and digital channels. Industry News forms part of this offering and is a communications tool for leading industry bodies and national associations produced in a broadcast news-style programme format, including interviews, news items and sponsored editorial profiles.

For more information visit: www.itnproductions.co.uk

About the Association of British HealthTech Industries

ABHI is the UK's leading industry association for health technology (HealthTech).

ABHI supports the HealthTech community to save and enhance lives. Members, including both multinationals and small and medium enterprises (SMEs), supply products from syringes and wound dressings to surgical robots and digitally enhanced technologies. We represent the industry to stakeholders, such as the government, NHS and regulators. HealthTech plays a key role in supporting delivery of healthcare and is a significant contributor to the UK's economic growth. HealthTech is now the largest employer in the broader Life Sciences sector, employing 121,000 people in 3,500 companies, with a combined turnover of £22.2bn. The industry has enjoyed growth of around 5% in recent years. ABHI's 280 members account for approximately 80% of the sector by value.