**NAME**

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January 2020

Dear [NAME],

I am writing to you on behalf of [INSERT COMPANY AND LINK TO THE CONSTITUENCY].

We are proud to be members of the Association of British HealthTech Industries (ABHI), the UK’s leading Association for HealthTech. Recently I attended the ABHI Annual Parliamentary Reception, where they launched their Chief Innovation Officer campaign. We are supporting this campaign, which aims to ensure that every NHS organisation appoints a dedicated Chief Innovation Officer whose role will enable hospitals to deliver efficiencies whilst adopting life changing HealthTech. As highlighted in [a report by](https://www.nuffieldtrust.org.uk/files/2017-12/1513183510_nt-innovation-briefing-scc-web-2.pdf) the Nuffield Trust, *‘Identifying the most pressing problems and looking for solutions is rarely built into anyone’s day job – least of all clinicians. Chief Innovation Officers with board oversight of the innovation process could make a fundamental difference.’*

We are keen for you to support the Chief Innovation Officer campaign, which will increase efficiency in the NHS and enable patients to gain greater access to life-changing HealthTech. We would welcome your support at a local level, particularly as we seek to work with [LOCAL NHS ORGANISATION]. In order to facilitate this, would you be able to meet with us and an ABHI representative to discuss the campaign, and consider sending a letter to the Secretary of State for Health and Social Care to further the campaign at a national level?

Given the importance of HealthTech to the local economy in [CONSTITUENCY] and the benefits of increased innovation to patients at [LOCAL NHS ORGANISATION], we hope this will be of interest to you. Please contact alfred@mailpbconsulting.com if you would like to arrange this meeting.

Yours sincerely,