

**STRATEGIC IMPLEMENTATION GROUP (SIG)
COMMUNICATIONS STRATEGY - UPDATE**

Purpose

1. To inform SIG about implementation of the communication strategy agreed at the last meeting on 29 June.

Background

2. At its last meeting, the Group agreed that communication of the implementations of HITF outputs to (see paper SIG 2005/1 circulated at the last meeting) to a wide range of stakeholders was important and that the Joint Secretariat should put into operation the agreed communication strategy. Annex A to this paper lists the main actions taken to date by ministers, officials, industry and others to publicise the changes being made as a result of HITF. It also outlines future events featuring HITF. In addition, the Joint Secretariat with the help of project managers are actively publicising developments through various means eg press releases, providing speakers, addressing seminars, attending events and exhibitions, production of articles. The HITF website has also become an essential part to communicating.

3. Of note is the keen interest of the Devolved Administrations in HITF implementation from both officials and industry representatives. A preliminary meeting has already been held with the Scottish Executives. This will be followed up and similar arrangements are in hand with Wales and Northern Ireland.

4. It is also proposed to hold a joint event next autumn around the time of the Group's work in driving forward HITF implementation will be coming to an end.

5. The Joint Secretariat will keep the Group informed.

Action

6. SIG members are invited to note these developments.

**Joint Secretariat
November 05**

updated October 05

Post HITF Communication Strategy: List of events

| Year 05 | Dates | Event | Venue | Participation |
|--------------|------------|--|--|---|
| February 05 | 14-23 Feb | Visit to the USA | USA | Minister/officials |
| March 05 | 7 Mar | Industry Briefing Course for Commercial Officials based overseas | Sheffield Teaching Hospital | DH/DTI/Industry |
| June 05 | 23 June | Trade Association Forum Best Practice Dinner | Le Meridien, Piccadilly | Industry/Officials |
| | 27/28 June | ABHI Conference | Holiday Inn, Regents Park | Industry/DH Minister/officials |
| | 29 June | First Strategic Implementation Group (SIG) meeting | London | SIG members |
| | June | Committee of Safety of Devices | London | MHRA/Industry |
| July 05 | 7/8 July | Chief Scientist 2 nd Conference | QEII | Officials/academia/industry |
| | 13 July | All Party Group on Patient Safety Meeting | Attlee Suite, Portcullis House | Colin Morgan, John Warrington |
| August 05 | 16 Aug | Meeting with Scottish Executive Health Department | Edinburgh | Officials |
| September 05 | 19 Sept | Lib Dem Conference Health Hotel Reception | Blackpool | ABHI |
| | 26 Sept | Labour Party Conference Health Hotel Reception | Old Ship Hotel, Brighton | ABHI |
| | 28 Sept | Labour Party Conference Fringe Event | Old Ship Hotel, Brighton | ABHI |
| | 28/29 Sept | AdvaMed Conference | Washington USA | MS(Q) attendance to be confirmed |
| October 05 | 1 Oct | i2 Medical Futures Innovation Exhibition. ABHI stand | Hammersmith | ABHI |
| | 3 Oct | Tory Party Conference Health Hotel Reception | Blackpool | ABHI |
| | 5 Oct | SE Innovation Hub | | PASA |
| | 6-7 Oct | Eucomed AGM | Munich | MS(Q) declined invitation – officials attending |
| | 10-12 Oct | NATN Conference | Harrogate | Sir Ara Dazi/John Warrington/John Wilkinson |
| | 11 Oct | Medical Technology Showcase | Jubilee Room, Westminster Hall, Parliament | ABHI staff/members, patient groups |
| | 13 Oct | Procurement Hubs/CD | London | PASA |
| | 26 Oct | All Party Group on Medical Technology meeting on NICE | Dining Room A | ABHI staff/members, patient groups |
| | 27 Oct | Network of Clinical Procurement Specialists | Manchester SHA | PASA |
| | 27 Oct | Innovation Health Technologies Programme | London | MS(Q) |
| November 05 | 1 Nov | Royal Academy of Engineering Annual Lecture | 6-7 Carlton House Terrace | Sir Christopher O'Donnell |
| | 3/4 Nov | Health Care Supplies association Conference | London | PASA/Industry/NHS |
| | 14/15 Nov | British Consulate event on Healthcare | Nashville, USA | British Consulate Officials |
| | 16-18 Nov | Medica | Dusseldorf | Industry/Officials |
| | 23 Nov | SIG | London | SIG members |
| | Nov? | Meetings with Welsh and Northern Ireland offices | (tbc) | Officials |
| December 05 | 1 Dec | Healthcare Seminar | Zurich | Officials/industry |

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|--|---------|------------------------|------------|-------------------------|
| | 7-8 Dec | NICE Annual Conference | Birmingham | SofS/Industry/Officials |
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Post HITF Communication Strategy: List of events

| Year 06 | Dates | Event | Venue | Participation |
|--------------|--------------------|-------------------------------|--------------|--|
| January 06 | 23-26 Jan | Arab Health | Dubai | ABHI international staff |
| February 06 | 7,8,9 Feb (tbc) | NHS Confederation | London | DH/Industry? |
| | 9 Feb | ABHI Annual Dinner | London (TBC) | Industry, DH, patient reps, clinicians |
| | ??Feb | Boston Scientific | London | Minister?/officials/industry |
| March 06 | | | | |
| April 06 | | | | |
| May 06 | | | | |
| June 06 | (TBC) | ABHI Annual Conference | | |
| July 06 | | | | |
| August 06 | | | | |
| September 06 | | | | |
| October 06 | ?? | Govt/Industry Post HITF event | London | Minister/Industry/officials |
| November 06 | | | | |
| December 06 | | | | |