

Winners Announced at Medical Futures Innovation Awards 2011

Ground breaking ideas recognised as the medical treatments of tomorrow

London, Monday 6th June, 2011: The Medical Futures Innovation Awards, Europe's leading showcase of early-stage innovation in healthcare, today announced this year's winners at an awards ceremony hosted by comedian Rory Bremner and *Dynasty* actress Emma Samms.

The awards recognised innovative ideas in healthcare from front line clinicians, scientists and entrepreneurs, including a new approach to treating cancer using a protein found in frog skin; a redesigned resuscitation trolley for new-born babies; a Nintendo Wii-style interactive solution for those recovering from stroke; and a novel dental syringe that reduces the pain of injections.

The award ceremony took place at Old Billingsgate in central London in front of an audience of 700 leaders in medicine, politics and business.

Medical Futures' founder Dr Andy Goldberg OBE MD FRCS, consultant surgeon at London's Royal National Orthopaedic Hospital NHS Trust and a senior academic for University College London said: "Our winners tonight were chosen by a panel of distinguished experts from thousands of entries and they deserve every success for their creativity, commercial viability, and most importantly potential impact on patients.

"Since we started 10 years ago, a Medical Futures Innovation Award has become one of the most sought after healthcare and business accolades and past winners have gone onto raise more than £100 million of investment, but the channel to investment must be made simpler," he continued.

"The NHS is the world's largest single source of intellectual capital and indeed ideas from doctors have transformed patients' lives and brought significant commercial returns," said Goldberg. "However, most of the successful innovations have taken 10 to 20 years before they benefit patients and some great British inventions such as the magnetic resonance imaging scanner and the laryngeal mask airway have leaked from the UK and are now owned and marketed by American and Japanese companies," he continued.

"If we can connect the best healthcare ideas to the right people and money and keep the resulting companies in the UK, we can bring significant benefits to UK PLC, demonstrate the UK as a first-class place for ideas and most importantly, improve the NHS and the lives of the patients it treats."

A Lifetime Achievement Award was also presented by Sir Trevor MacDonald to Professor Rodney Perkins, Clinical Professor of Surgery at Stanford University School of Medicine and Director of the California Ear Institute, for his dedication, innovation and entrepreneurial spirit that has seen the development and commercialisation of numerous new medical advances and technologies. With 18 patents to his credit, Professor Perkins is the father



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PRESS RELEASE

of collagens used in facial reconstruction and cosmetic surgery. He also developed lasers used in surgery, the non-surgical hysterectomy and the world's second biggest selling hearing aid. His business ventures have amassed a combined value in excess of \$3bn and have transformed millions of patients' lives.

Notes to Editors

On Monday 6th June between 11am and 3pm, the 2011 winning teams and some of the Awards past winners will showcase their ideas and be interviewed on stage by Michael Mosley, the former doctor and widely known TV presenter at the awards location Old Billingsgate, 1 Old Billingsgate Walk, 16 Lower Thames Street, London, EC3R 6DX. www.oldbillingsgate.co.uk.

Media interviews and filming can be arranged with the winners or the founder of Medical Futures Dr Andy Goldberg OBE, MD, FRCS by contacting our media team: Annie Wright on: +44 (0)20 8332 6200; +44 (0) 776 965 1942 (mobile); ann.wright@tudor-reilly.com or Chris Fowler on: +44 (0)20 8946 8666; +44(0) 771 917 2225 (mobile); chris.fowler@tudor-reilly.com.

About Medical Futures

The Medical Futures Awards are run on a not-for-profit basis to help turn ideas into tangible real-world solutions to improve clinical outcomes for patients and provide cost-saving benefits.

The Awards started in 2001 and since then, past winners have secured over £100m in funding, and most importantly many have gone onto become successful services or products that are now changing peoples' lives.

By entering the awards, front line clinicians, scientists, and entrepreneurs have the chance to pitch their ideas and businesses to a world-class panel of experts whose advice, guidance and peer-review brings unparalleled validation.

From thousands of entries, the top 100 teams were invited to pitch to Dragon's Den style judging panels of some of the world's most distinguished and respected doctors, scientists and commercial experts, including the likes of Sir Bruce Keogh, Medical Director of the NHS and Professor Martin Rothman, Vice President of Medical Affairs for Medtronic Inc.

The Medical Futures judging is a completely transparent process of peer review in which the winners are chosen based on three criteria: novelty, viability and benefits to patient care.

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PRESS RELEASE



MEDICAL FUTURES INNOVATION AWARDS

Winning ideas that change people's lives

AWARD WINNERS 2011

CARDIOVASCULAR INNOVATION AWARDS WINNERS

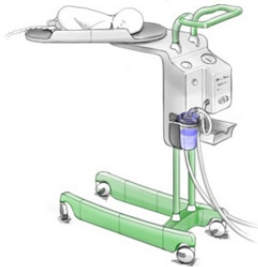


TEMPORARY CARDIAC ASSIST

OVERALL WINNER in the Cardiovascular Innovation Awards and Best Innovative Concept in the Cardiovascular Innovation Awards

Medical team from Papworth Hospital NHS Trust

This is a modification to the heart lung machine, which listens and responds to the patient's heart ensuring it's supplied with oxygenated blood at all times.



BASICS

Best Innovation in Service Redesign in the Cardiovascular Innovation Awards

Medical team from Liverpool Women's Hospital, Worcestershire Royal Hospital, and Memorial Hospital Darlington

This redesign of the newborn resuscitation trolley allows the baby to be resuscitated at the mother's bedside, allowing baby to remain in mum's sight at this vital time of the first few minutes of life.

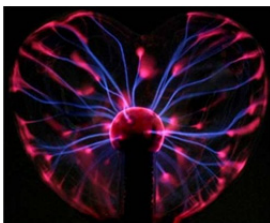


LIMBS ALIVE

Best Innovation to Improve Patient Care in the Cardiovascular Innovation Awards and Overall Best NHS Innovation

Medical and scientific teams from Royal Victoria Infirmary and Newcastle University

This novel technology uses a series of Wii-style circus skills games, combined with expert NHS therapy to rehabilitate patients who have lost movement in their limbs following a stroke.



LIFEMAP

Best Innovation in Diagnostics in the Cardiovascular Innovation Awards

Medical and scientific teams from University Hospitals of Leicester NHS Trust and University of Leicester

This non-invasive test assesses normal and abnormal areas of the heart, allowing doctors to predict whether patients are at risk of sudden cardiac arrest.



ANGIOGENESIS-REGULATING PEPTIDES

Commendation in the Cardiovascular Innovation Awards

Scientific Team from Queen's University, Belfast

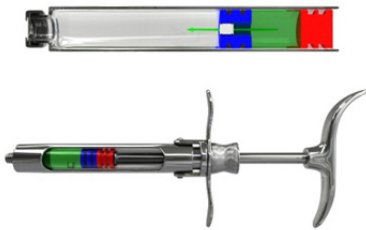
This research has discovered a novel protein in frog skin that could provide a new treatment for cancer, with the potential to transform it into a chronic condition.

MEDICAL FUTURES INNOVATION AWARDS Cont..



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DENTAL & ORAL HEALTH INNOVATION AWARDS' WINNERS

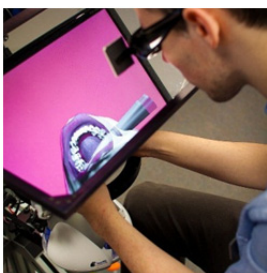


SMART DENTAL INJECTION SYSTEM

OVERALL WINNER in the Dental & Oral Health Innovation Awards and Best Blue Sky Idea in the Dental & Oral Health Innovation Awards

Medical and scientific teams from University of Newcastle

An ingenious new double barrelled syringe cartridge designed to reduce dental pain caused by adding a neutralising buffer solution to the acidic anaesthetic to reduce the pain of injection.



HAPTEL

Best Educational Innovation in the Dental & Oral Health Innovation Awards

Medical and scientific teams from Kings College London

This new virtual reality dental school uses state-of-the-art technology, including 3D screens and a head-tracking device, to teach the next generation of dentists without needing to enlist the help of patients.



PREVENTING CAVITIES THE SMART WAY

Best Translational Research Innovation in the Dental & Oral Health Innovation Awards

Medical and scientific teams from Kings College London and St George's Hospital, University of London

This topical gel is the first pharmaceutical product that specifically targets the main bacterial cause of dental caries.

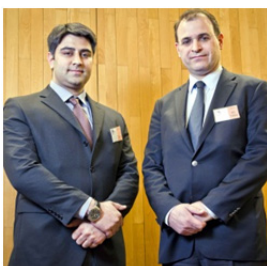


IDENTIFI

Best Innovation in Patient Engagement in the Dental & Oral Health Innovation Awards

Medical and scientific teams from University of Liverpool and Inspektor Research Systems

This digital camera system takes images of patients' teeth, which can then be sent to a wireless tablet device, providing immediate information to both patient and dentist.



SYNTHETIC PEPTIDES

Commendation as a Blue Sky Idea in the Dental & Oral Health Innovation Awards

Medical and scientific teams from University of London

This uses two synthetic proteins to treat and regenerate bone, blood vessels and nerves by stimulating the patient's own stem cells.

MEDICAL FUTURES INNOVATION AWARDS / Cont..

RESPIRATORY INNOVATION AWARDS WINNERS



NOX: PREVENTION OF VENTILATOR ASSOCIATED PNEUMONIA
OVERALL WINNER in the Respiratory Innovation Awards and
Best Blue Sky Idea in the Respiratory Innovation Awards

Medical and scientific teams from Queen Mary University of London, Barts & the London NHS Trust, and Edixomed Ltd

This new therapy prevents the development of pneumonia in patients being treated on a ventilator by seeking to restore natural levels of nitric oxide, which is vital to the body's defences but becomes depleted during illness.



POLARIS – HYPERPOLARISED GAS MRI
Best Translational Research in the Respiratory Innovation Awards

Medical Team from University of Sheffield

This new type of MRI scan uses inhaled inert gases to produce very high resolution images of the lungs to test their function and determine why they are not responding to treatment. The technique also removes the risk of ionizing radiation associated with traditional methods.



CYSTIC FIBROSIS GENE THERAPY
Best Therapeutic Innovation in the Respiratory Innovation Awards and
Best Translational Research Innovation

Academic teams from Imperial College, London, University of Edinburgh and University of Oxford

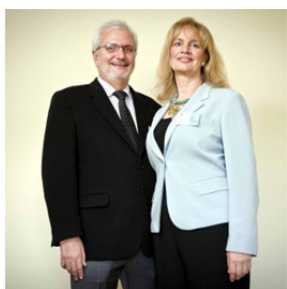
This therapy delivers a normal version of the faulty cystic fibrosis gene into the lungs of sufferers via a friendly virus. This should prevent the build up of the sticky mucus which causes so many problems for those with cystic fibrosis.



PNEUMACARE
Best Business Proposition in the Respiratory Innovation Awards

Medical team from Addenbrookes and Research team from PnumaCare Limited, Cambridge

This totally non-invasive product allows clinicians to assess lung function in a wide variety of new ways, using 3D technology similar to that used in the entertainment industry.



INVERSEON
Commendation in the Respiratory Innovation Awards

Academic team from University of Houston, Texas

This research demonstrates that beta-blockers can be used in the treatment of chronic respiratory disease and the team are seeking to commercialise their use.



MEDICAL FUTURES INNOVATION AWARDS Cont..

LIFETIME ACHIEVEMENT AWARD WINNER



Professor Rodney Perkins

Professor Perkins is one of the world's most prolific physician entrepreneurs. His creations include injectable collagens, lasers in surgery and the non-surgical hysterectomy. As Professor of Surgery at Stanford and the founder of the California Ear Institute, he is respected internationally as a top hearing specialist. He has created companies with a collective worth of £2 billion, and have transformed millions of patient's lives. His latest company, EarLens, plans to revolutionise the hearing aid market by creating the world's smallest hearing aid. In his 70s, he remains as active, passionate, driven and influential as he ever was.

For further information please contact:

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You can also visit our website at: www.medicalfutures.co.uk
