



MEDILINK MIDLANDS BUSINESS AWARDS 2023



Precision Health
Technologies Accelerator
Empowering Health Innovation



With thanks to our Headline Sponsors, the University of Birmingham and the Precision Health Technologies Accelerator.

Medilink Midlands Business Awards 2023 – Judging Criteria



MTIF Start-Up - Sponsored by the Medical Technologies Innovation Facility (MTIF)
Medical Technologies
Innovation Facility

For newly established companies in the healthcare sector that show a promising future. Applicants must have been trading no more than 3 years.

1	What is the market opportunity for your product / service?
2	How has your business strategy addressed this opportunity?
3	What impact, market penetration and achievements has the business had in its target markets to date?
4	What was the turnover, or what is the projected turnover, for years 1, 2 & 3?
5	What are the future plans for the business and how do you plan to stimulate growth over the next 2 years?



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 **SHAKESPEARE** Delivering Innovation in to Health and Care - Sponsored by Shakespeare
MARTINEAU Martineau LLP

For the development of a partnership in collaboration with the NHS that has/will have major impact/benefit. Applicants should demonstrate how the partnership has improved their business performance and how it has benefited patient care within the NHS.*

1	Description of the work undertaken with the NHS: collaboration, partnership, consultancy etc.?
2	What need did the partnership address and how significant a need was it?
3	The impact, or potential future impact, from the partnership to benefit patient care?
4	The impact, or potential future impact, from the partnership to benefit healthcare?
5	Engagement and understanding from patients, and evidence of whole life considerations
6	Adoption of solution, and financial turnover comparisons
7	Development and financial impact on the business



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Innovation

For the development of innovative technology, design and / or processes that have produced a major improvement in business performance and impacted the market. Achievements may be assessed based on the invention, design, production, performance of service (including advice), marketing distribution and after-sales support.

1	How innovative is the product?
2	How positive an impact has it had on the market?
3	How positive an impact has it had on the business?
4	To what degree is there potential for further development of the innovation?



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MILLS & REEVE Outstanding Achievement - Sponsored by Mills and Reeve LLP

Achieve more. Together.

For an achievement that has had a significant or vital impact on the company and market.

1	Describe the nature of the achievement and explain why this makes you stand out from others?
2	How well was it planned and developed?
3	How* much impact has it had on the business?
4	What market reaction been to this achievement?
5	How good are the prospects for continued growth?



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Advances in Digital Healthcare

Applicants should demonstrate how digital technologies were employed to enhance current service delivery or create new ways of delivering healthcare. Applications should include detail on the types of technologies included, partnerships needed to make this happen and improvements to patient care experienced as a result.

1	How unique is your digital innovation?
2	Significance and need to enhance patient healthcare
3	Benefits to patient care (treatment time, cost saving, patient experience)
4	Development and impact of digital innovation to you and the market



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Export

For maximising opportunities to exploit and develop new markets or outstanding performance in other areas of international trade. Applicants should be able to demonstrate substantial growth in overseas earnings and commercial success, to levels that are outstanding for the goods or services concerned and for the size of the applicant's operations.

1	How substantial was the growth in export sales over the last year - taking into account total number of years of export
2	How substantial was the increase in export sales from existing market versus new market
3	New market reach over the last year
4	How much impact have you had on the targeted markets?
5	What strategies are in place in order to increase exports?



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Partnership between Academia and Business - Sponsored by ARISE, part of Anglia Ruskin University

Applicants should demonstrate how the collaboration / partnership has or will enhance current service delivery or create new ways of delivering healthcare. Applications should include details of the technologies employed, details of the partnerships needed to make this happen and improvements to patient care experienced as a result.

1	How have you engaged with the NHS: collaboration, partnership, consultancy etc?
2	What did the partnership address and how significant a need was it?
3	How does the partnership benefit patient care, compared to previous treatments?
4	What is the commercial potential of the partnership, and impact to the business partnership and market?