

# New health telematics

## SEEDA and SEHTA event and collaboration

### Situation

SEEDA have been working with the H-I Network for a number of years and the recently established Innovation & Growth Teams (IGTs) are helping small and mid-sized growth organisations to develop innovative new businesses to create growth and employment in the region. The IGTs focus on entrepreneurial individuals and companies, helping them to bring ideas to market quickly and profitably. Its services are free to members of the IGT Network. It draws on a wide range of specialists to help entrepreneurs and businesses realise their potential, typically helping businesses at early or developing stages of growth to go further, faster.



### Objectives

The objective of the recent tailored programme was to bring Open Innovation insights and leading corporate contacts to a telematics and healthcare event. This involved a collaboration programme that SEEDA IGT was doing with South East Health Technologies Alliance (SEHTA).

Speakers were from SESCA, McLaren, Vodafone and Unilever's MiLife



### Approach

The process H-I Network followed to support IGT:

- build on long understanding of the SEEDA IGT objectives
- help scope the objectives and agenda for the event
- provide insights to telematics and healthcare area with our understanding of leading organisations such as Boots, GSK, Philips etc.
- identify key speakers and brief executives from Unilever and McLaren
- chair the speaker panel on the day of the event with Vodafone and IGT on the panel
- during the event and in follow up contact make connections to Unilever, GSK and other leading organisations for the growth businesses.

### Results

The event and speaker interaction gained very favourable feedback from the event.

*"The H-I Network has continued to provide great guidance and contacts for innovative businesses in our region. H-I brings mutual value to the innovative businesses, corporates and SEEDA IGTs."*

Ed Cooper, Thames Valley Innovation & Growth Team

We look forward to working with the Innovation and Growth Teams on other themes such as sustainability and converging technologies.



**H-I Network**

Full details of networks, programmes and contact information can be found at [www.h-i.com](http://www.h-i.com)

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