

BQ²

SPECIAL REPORT: LIFE SCIENCES AND HEALTHCARE IN THE WEST MIDLANDS

In partnership with:



west midlands
ACADEMIC HEALTH SCIENCE NETWORK

PUBLISHING IN SPRING 2017

For the third successive year, BQ (Business Quarter) Magazine is taking a comprehensive and authoritative look at the fast-growing life sciences and healthcare sectors.

As before, we're delighted to announce that this BQ2 report - of at least 48 pages and also in digital format - is being published in partnership with the West Midlands Academic Health Science Network (WMAHSN).

Life sciences and healthcare are seen as long-term drivers of the regional economy, so this magazine will look at innovative projects, R&D programmes and organisations making a real difference.

We'll also talk to the academics, clinicians, researchers, data nurses and other specialists, whose talents and tenacity have combined to create a world-class cluster of expertise.

However, this fast-growing sector couldn't prosper without support, advice and finance from the professional services community, so the magazine will feature commentary and analysis from advisory firms and finance providers.

We'll assess the strategic partnerships between the Higher Education sector, and companies who operate in healthcare and life sciences; the SMEs,

the established players and the international brands.

There'll be a focus on Greater Birmingham's next generation of entrepreneurs, especially the provision of quality office and R&D space for spin-out companies and start-ups.

Above all though, this BQ2 publication will focus on the most important people of all; the patients who are now able to survive diseases and conditions which would once have been fatal.

We'll hear their stories in their own words, about how medical innovations, new drug treatments, sophisticated prosthetic devices and advanced rehabilitation techniques have transformed their lives.

There'll be an international dimension too, as senior figures in the public and private sectors explain what benefits this life sciences and healthcare cluster can gain via political and trade links between the Midlands Engine and the USA.

There'll be a detailed look at the progress of major projects which will drive future expansion, including Birmingham's Life Sciences Campus, where 400,000 sq ft of new office and laboratory space will create some 2,000 jobs and the Pebble Mill scheme which includes a £50m Dental Hospital and School of Dentistry.

We'll also feature the remarkable innovations coming from the Institute of Translational Medicine, where Birmingham's established expertise in clinical trials is being used to drive ever-higher advances in patient care.

IAN HALSTEAD

Editor BQ2 Healthcare and Life Sciences (West Midlands) 2017

BQ2 SPECIAL REPORT

**Life sciences and healthcare
in the West Midlands**

PARTNER OPPORTUNITIES

- Partner branding on front cover
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AUDIENCE

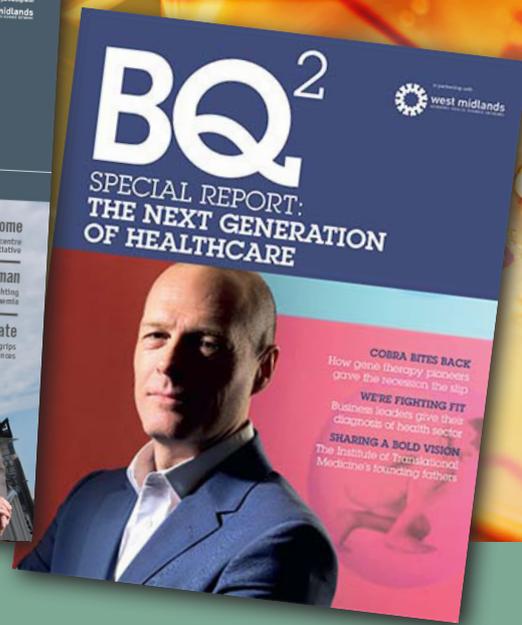
- MD's CEO's entrepreneurs, senior business leaders and opinion formers from across the UK.
- **25,600 in print readers**
- BQ Live Website 50,000 unique visitors per month
- **2.3m digital magazine views**

TOTAL INVESTMENT £3,500 (+VAT)

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**Mike Moloney on 07801 849367
or mike@bqlive.co.uk**



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We're equally delighted to support BQ2's latest Special Report on our sector because we considered the two previous publications to be both informative and impactful; not least by bringing the presence of this world-class health and life sciences cluster to wider audiences.



Tony Davis - Commercial Director of the West Midlands Academic Health Science Network (WMAHSN).

There are political and economic uncertainties ahead, but the growth of the West Midlands will be stimulated by its remarkable expertise in such areas as precision medicine, personalised healthcare and innovative digital tools underpinned by Big Data.

The rapid introduction of healthcare innovation will benefit both companies and citizens, creating many jobs directly and in supply chains, and helping rebalance the regional economy to focus squarely on the future, rather than on its industrial heritage.

A key focus for the new West Midlands Combined Authority will be the ambitious agendas of the Accelerated Access Review and the sustainability and Transformation Plans: working together on innovations which keep people well.

Health and social care can now be delivered closer to home, helping in the long-term to ease pressure on hospitals, and supporting this will be our expertise in personalised healthcare and precision medicine, encompassing research, treatment, innovation, industry and academia.

At the WMAHSN, our role is to open doors and create a more conducive environment for relevant industries to work more effectively with the NHS, and others in the UK healthcare sector, helping accelerate access to new drugs, therapies, treatments, digital tools and ways of

delivering healthcare.

We see this magazine as our chance to showcase our life sciences and healthcare organisations and the many ways that they are contributing to wealth creation in the West Midlands, as well as dramatically increasing its international appeal.

We're looking for contributors who are improving the population's health and generating economic growth in our region.

They might have designed an innovative tool to help people with long-term conditions manage their own health, devised an exciting new diagnostic device, or established a partnership with academia and industry to grow translational research in personalised healthcare.

The magazine will also be a credible and exciting promotional tool for all those wishing to make the West Midlands an internationally attractive arena, in which to conduct life sciences and healthcare business today - and to discover the healthcare innovations of tomorrow.

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