

# Digital Healthcare Show scores the double



27-28 JUNE 2018 | ExCeL LONDON



Just a mere 3 months after claiming 'Show Rising Star' at the Exhibition News Awards, The Digital Healthcare Show has won the same category at the Association of Event Organisers (AEO) Excellence Awards on 15<sup>th</sup> June 2018 for best launch.

This accolade makes the event a double award winner at the two biggest awards for the event industry and marks a first for event organisers CloserStill Media, as the first show to win two launch awards for one show.

The Digital Healthcare Show which takes place next week at ExCeL London on 27<sup>th</sup>-28<sup>th</sup> June 2018 won the 'Rising Star Show' award at the Exhibition News Award in March and then 'Best Trade Show Launch' in June, after overcoming an event organiser's worst nightmare in 2017.

Just four weeks before the first Digital Healthcare Show 2017, the NHS was targeted by the WannaCry cyber-attack, putting a complete hold on any marketing to the key audience who had to overcome the biggest cyber crisis the NHS has ever seen.

"This event is a direct reflection of the inevitable and imminent change in the healthcare sector to embrace digital technologies – it was the perfect addition to Health+Care last year." says Lee Davies, Show Manager.

"Digital transformation of healthcare is viewed by many as the single most critical factor in addressing the funding, staffing and capacity challenges facing the NHS at almost every level, and in almost every department the event shares case studies delivered by the people who are working at the coalface as well as innovation that can make a difference at scale".

Despite the disaster, The Digital Healthcare Show team flipped the incident on its head, completely re-programming the 100+ speaker agenda, introducing a brand new stream and recruiting 20 new NHS speakers with just weeks to go.

The results were astounding, the 2017 event saw a 110% increase on target for visitor numbers and 8 out of the 8 Global Digital Exemplars attended the show – a first.

The second annual Digital Healthcare Show is just a week away (27<sup>th</sup>-28<sup>th</sup> June 2018) and will see over 120 leading digital health speakers explore nationally recognised ground breaking technologies and effective solutions from across the UK and beyond, 12 months after the cyber-attack.

Thousands of delegates will be attending the two day exhibition and conference where they will be able to develop and adapt a strong infrastructure in order to improve services, moving towards a paperless future.

Speakers from across the UK and abroad will share how the intelligent use of data is changing the way we treat patients with complex conditions and enhance methods to improve patient health.

The exhibition floor will feature 400+ companies who all have solutions and products to help the NHS and social care push forward the transformation agenda within their organisations at scale and on a shoestring budget the NHS is all too familiar with.

The Digital Healthcare Show (27<sup>th</sup>-28<sup>th</sup> June, ExCeL London) sits at the heart of Health+Care – the UK's largest integrated health and care event dedicated to improving patient care.

## **ENDS**

The Digital Healthcare Show programme: <https://www.healthpluscare.co.uk/Digital-Healthcare>

Health+Care programme: <https://www.healthpluscare.co.uk/2018-conference-programme>

Press passes\*: <https://www.digitalhealthcareshow.com/press-pass>

Delegate passes\*: <http://digitalhealthcareshow.com/aeo>

Exhibitor enquiries: <https://www.digitalhealthcareshow.com/contact-us>

\*Press passes are strictly for editorial teams only.

\*Delegate passes are strictly for NHS, health and social care professionals only.