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MedilinkWM's specialist team begins evolution with new name

MedilinkWM, one of Europe's leading service providers in the life sciences sector, is reinforcing its position as the UK's foremost demonstrator of technology for the assisted living sector with the launch of the new name 'Alvolution' for its division dedicated to this segment of the healthcare market.

Previously *i-Health*, the new name has been created to reflect the organisation's role and position in stimulating the next stage in the evolution of technological advances for home-based intelligent healthcare, designed to support independent living for the elderly and those living with long-term health conditions.

Rob Chesters, Manager of Alvolution, explains: "Alvolution is an important initiative for MedilinkWM. At its core is the discovery, collaboration, stimulation, demonstration and promotion of high quality technological initiatives developed by manufacturers for the Assisted Living sector.

"Under the new name, Alvolution maintains MedilinkWM's commitment to stimulating demand for assisted living technology, leading and driving the assisted living market, to create better products to deliver quality healthcare. By promoting the role of partnership, best practice and modern technology to support independent living, Alvolution continues to help in the delivery of cost-effective, user-friendly solutions that address the looming crises of an aging population," says Rob.

"Estimates indicate that in the UK, the number of people aged 65 or over will rise from 9.3 million to 16.8 million over the next fifty years. According to the Department for Health, currently there are just over 15 million people living with chronic conditions, but by 2030 this is expected to more than double in the over 65s.

"The work of Alvolution is vital, bringing technology to this rapidly growing element of the population, with the focus on helping them maintain independence and manage their health, in their own home. It also supports the findings of a YouGov survey commissioned by MedilinkWM in 2007, which revealed that 87 percent of people said they wanted to remain in their own home after retirement, with less than 1 percent wanting to live in a care home. Additionally, it supports the growing view that long-term conditions in particular, can be best cared for in the home, rather than

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Alvolution is a division of MedilinkWM



in hospital, and remote technologies for this type of assisted living is central to achieving a more personalised and cost effective healthcare system.”

As Alvolution, MedilinkWM's demonstrator house – formerly known as *i*-House – in West Bromwich, showcases technology, sustainability and healthcare in its adapted living space. It has technologies displayed and is a unique place where end users and commissioners – including purchasers in the NHS, PCT, social care and housing sectors - can see the latest and best in electronic and digital healthcare products in-situ, and illustrates the potential for integrated building intelligence support care in the home. It also provides collaborative R&D partnerships, evaluation, testing and market opportunities.

Rob says: “The Alvolution Demonstrator House is unique in the UK as it allows competing technologies to be showcased and promoted specifically for the benefit of health and social care commissioners. Since it opened in 2008, over 300 health and social care practitioners and commissioners have visited, and several companies have directly attributed sales of products being demonstrated in the house, including Sero Solutions, Halliday James and Technik2.”

Alvolution also runs the unique ‘Telehealth Menu’ service, developed by MedilinkWM to assist commissioners in health and social care with the selection of Telehealth technologies for their client groups, as Rob explains: “For commissioners working in both the public and private sectors, the Telehealth Menu provides instant access and unbiased information on the full range of technological products developed for assisted living. This on-line demonstration service can be used to identify the full range of Assisted Living technological products that are available, and helps keep commissioners at the forefront of market developments, by providing easy to use, one-stop access to new and existing technologies, defined by conditions or technical area.”

To find out more about Alvolution visit: www.Alvolution.co.uk. For more information about MedilinkWM, visit: www.MedilinkWM.co.uk

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Notes to Editors:

About Alvolution – Alvolution is a division of MedilinkWM and is dedicated to the assisted living market. It is focused on the role of modern technology in intelligent healthcare, on supporting independent living for the elderly and those living with long-term health conditions, and on stimulating the next stage in the evolution of technological advances for home based healthcare. At its core is the discovery, collaboration, stimulation, demonstration and promotion of high quality technological initiatives developed by manufacturers for the assisted living sector. MedilinkWM developed and runs the Alvolution Assisted Living Demonstrator house – previously known as the

i-House - in West Bromwich, which in its adapted living space, brings together and showcases all electronic and digital healthcare products aimed at adding quality of life for those with disability or long term health needs, usually within the home environment, whilst simultaneously facilitating access for the healthcare professional to review these advances in situ and hands-on. For more information, visit: www.Alvolution.co.uk.

About MedilinkWM - MedilinkWM develops business networks for medical and healthcare companies, resulting in commercial ventures and business growth in the region. By bridging the gap between those who innovate and those who manufacture, MedilinkWM increases the viability of companies in the market through technology and knowledge transfer from Universities and the NHS. Sharing advance knowledge of academic and private research, clinical developments and industrial opportunities, MedilinkWM encourages businesses to develop new revenue streams and new products as well as helping diversification from other industries.

MedilinkWM influences and guides public sector initiatives at regional and national level for the benefit of companies, and drives research and development by identifying potential markets for growth and new product commercialisation. Visit www.MedilinkWM.co.uk

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