








Appendix 1: ABHI Home Page

Search ...   

 **Association of British Healthcare Industries**
Advancing Access to Medical Technology

MEMBERS SEARCH  PRODUCT SEARCH  LOGIN/REGISTER 

Who We Are What We Do Membership Resource Hub Events Contact

ABHI Briefing Event - Learn About the Work of ABHI

ABHI is the UK's leading medical technology industry association with a community of over **260 members**.

ABHI champions the use of **safe** and **effective** medical technologies to deliver **high quality patient outcomes**.

We engage with the NHS, government, regulators and other key stakeholders both here in the UK and abroad, in order to represent this industry. ABHI's work focuses on **UK Market, Economic Growth, Regulatory, Ethics and Compliance**.

LEARN MORE ABOUT OUR INDUSTRY

Improving the health and wellbeing of patients, carers and families, the **MedTech sector** is constantly **innovating** to improve patient outcomes.

With over **2,500** MedTech companies in the UK, the vast majority employ less than 250 staff. This **SME** dominated industry employs over **93,600** people all across the country, with a combined turnover of **£17billion**.

[Our Work in the Sector](#)

BENEFITS OF MEMBERSHIP

ABHI balances the near-term business imperatives of individual members with the longer-term strategic development of the sector.

Members benefit through:

- Engagement and Representation
- Insight and Intelligence
- Networking and Value Promotion.

[Learn More](#)

LATEST NEWS

- > ABHI Brexit Survey Report 2017
- > UK MedTech companies keen to forge relationships with California
- > ABHI Welcomes the Launch of the Life Sciences Industrial Strategy
- > Texas MedTech Mission Creates Demand for British-Developed Products

AREA OF INTEREST

Choose your role in the medical technology sector...

- > Code of Business Practice
- > Caring to Change
- > Press Release: ABHI statement on new NHS England "Sunshine Rules"
- > ABHI at Expo: Devices, Digital and Data Lead the Way

ABHI EVENTS

- 12 OCT** ABHI Orthopaedics SIS
Association of British Healthcare Industries, LONDON
[Find out more](#)
- 14 OCT** Medtech Mission to Texas
Texas, Houston, Dallas & Austin
[Find out more](#)
- 18 OCT** Driving innovation - A seven point plan for innovation success
Mintel Ltd
[Find out more](#)
- 18 OCT** Legal Issues & Compliance Committee
Association of British Healthcare Industries, LONDON
[Find out more](#)

[See all events](#)

KEEP UPDATED

Join our mailing list to be kept up to date with the latest

ABHI CODE OF BUSINESS PRACTICE

At ABHI, we place ethical compliance at the heart of the

Appendix 1: Annotated ABHI Home Page: -

Search ...

abhi Association of British Healthcare Industries
Advancing Access to Medical Technology

MEMBERS SEARCH PRODUCT SEARCH LOGIN/REGISTER

Who We Are What We Do Membership Resource Hub Events

Simple language

ABHI Briefing Event - Learn About the Work of ABHI

ABHI is the UK's leading medical technology industry of over **260 members**.

ABHI champions the use of **safe** and **effective** medical **quality patient outcomes**.

We engage with the NHS, government, regulators and here in the UK and abroad, in order to represent this in on **UK Market, Economic Growth, Regulatory, Ethics**

LEARN MORE ABOUT OUR INDUSTRY

Improving the health and wellbeing of the **sector** is constantly **innovating** to improve the health and wellbeing of the **sector**.

With over **2,500** MedTech companies in the UK, the vast majority employ less than 250 staff. This **SME** dominated industry employs over **93,600** people all across the country, with a combined turnover of **£17 billion**.

Our Work in the Sector

BENEFITS OF MEMBERSHIP

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Members benefit through:

- Engagement and Representation
- Insight and Intelligence
- Networking and Value Promotion.

[Learn More](#)

LATEST NEWS

- ABHI Brexit Survey Report 2017
- UK MedTech companies keen to forge relationships with California
- ABHI Welcomes the Launch of the Life Sciences Industrial Strategy
- Texas MedTech Mission Creates Demand for British-Developed Products

AREA OF INTEREST

Choose your role in the medical technology sector...

Other

- Code of Business Practice
- Caring to Change
- Press Release: ABHI statement on new NHS England "Sunshine Rules"
- ABHI at Expo: Devices, Digital and Data Lead the Way

ABHI EVENTS

12 OCT	ABHI Orthopaedics SIS Association of British Healthcare Industries, LONDON Find out more
14 OCT	
18 OCT	
18 OCT	Legal Issues & Compliance Committee Association of British Healthcare Industries, LONDON Find out more

[See all events](#)

KEEP UPDATED

Join our mailing list to be kept up to date with the latest

ABHI CODE OF BUSINESS PRACTICE

At ABHI, we place ethical compliance at the heart of the

Homepage always updated with new content so looks fresh

Member-only events are displayed without logging in

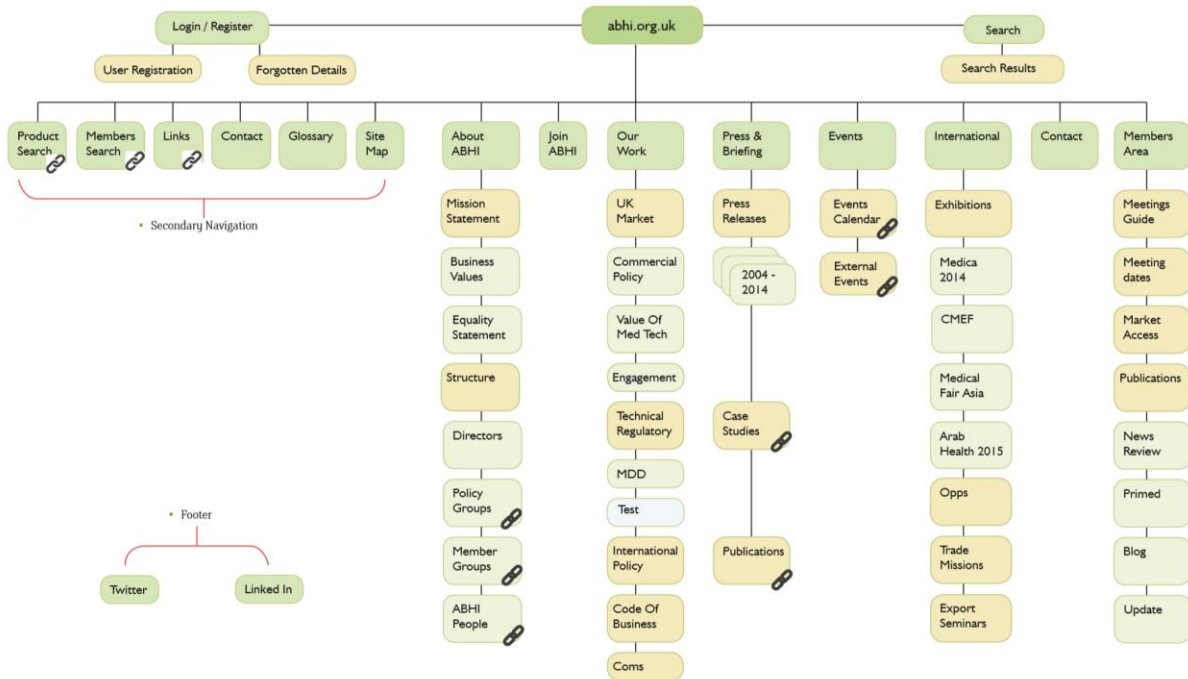
Colours to match the ABHI brand

This section filters results by job role – a quick access tool

Linked to the CRM system

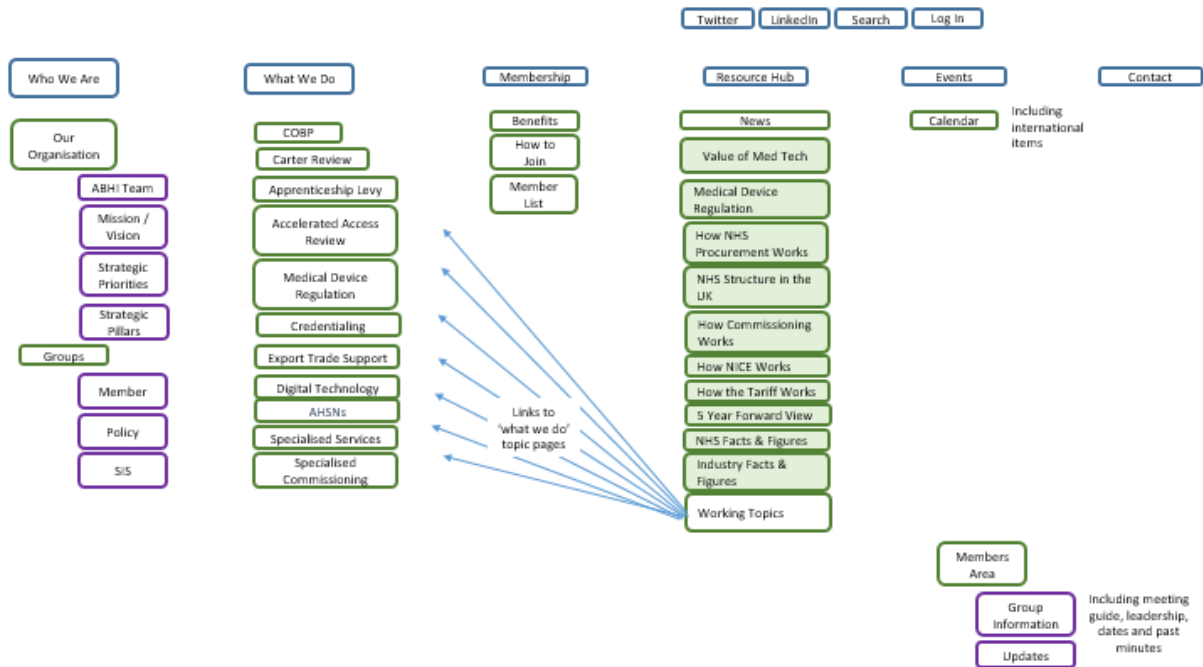
Appendix 2: Sitemap Comparisons

Old sitemap




New Sitemap

Much easier to navigate, intuitive design. Links between related parts of the website.




Appendix 3: Example ABHI Page (Screenshot, Annotated)

 **Association of British Healthcare Industries**
Advancing Access to Medical Technology

[MEMBERS SEARCH](#) [PRODUCT SEARCH](#) [LOGIN/REGISTER](#)

[Who We Are](#) [What We Do](#) [Membership](#) [Resource Hub](#) [Events](#) [Contact](#)



WHAT WE DO

New images – style/topic as per member feedback, with member products

- Code of Business Practice
- UK Market
 - Carter Review
 - Accelerated Access Review
 - Specialised Commissioning
 - Digital Technology
 - Credentialing
 - AHSN Network
 - Five Year Forward View**
 - eProcurement
 - Brexit & The Industrial Strategy
- Medical Device Regulation
- International

FIVE YEAR FORWARD VIEW

In October, 2014 the NHS England launched a government-backed **The five year forward view (5YFV)**. 5YFV sets out templates for r patients in more appropriate and less resource intensive settings £30Bn annual gap between the demand for health and care servi 2020. All central NHS initiatives should be viewed in this context.

In December 2015 the NHS issued Shared Planning guidance covering the period 2016/17-2020/21. NHS organisations were asked to produce two separate but connected plans. As well as the usual annual operational plan for individual organisations, local health and care systems were asked to come together to create a local blueprint for accelerating the implem

These **Sustainability and Transformation Plans (STPs)** place bas the n... ability of indi... and Transfc... of the...

URL's for easy navigation

STP Footprints


44 STP areas have been identified across England, each with a single leader. The STPs are described as not an end in themselves, but rather a means to foster bettr across the health and care space. Footprint leaders are a mix of Account Commissioning Groups and Chief Executives of Hospitals and Local Autl

Implications for ABHI Members

Some commentators are pointing to the STP footprints as the start of the NHS becoming a series of Accountable Care Organisations (ACOs) – local, fully integrated health and care systems, funded

Relevant staff contact – for quick query resolution

CONTACT



Nishan Sunthares
Chief Operating Officer
nishan.sunthares@abhi.org.uk

Links to related resources – to ease navigation

RELATED LITERATURE

- > ABHI Welcomes the Launch of the Life Sciences Industrial Strategy
- > Should we Spend more on Health and Social Care?
- > Specialised Commissioning
- > Video: Saving STP's

Links to latest related news

RELATED NEWS

- > ABHI Welcomes the Launch of the Life Sciences Industrial Strategy
- > Conservative Party conference: Health Policy Announcements