

Highland Marketing becomes communications partner for HETT 2024

Leading health tech PR and marketing agency will provide media and content services for the conference, exhibition, and networking event, as it expands to become a “festival” of digital health

Highland Marketing has been named as the communications partner for this year’s Healthcare Efficiency Through Technology show, which takes place at ExCeL London from 24-25 September.

The leading health tech PR and marketing agency will provide media, content and digital services for HETT, to raise awareness of its conference, exhibition, and new innovative interactive features and networking opportunities.

Rikki Bhachu, head of marketing at HETT organiser GovNet, said: “We have designed this year’s HETT to be a festival of digital health, so we were looking for a communications partner that could spread the word to the NHS, to suppliers, and beyond.

“We have chosen Highland Marketing because of its excellent reputation in the health tech market and are looking forward to working with its expert team.

“We want to make sure that everybody with an interest in digital transformation knows they can come to HETT, whether they want to hear about the latest in NHS and IT policy or tune into the NHS choir.”

This year’s show will host five theatres, with presentations and debates running across both days. The digital maturity theatre will focus on electronic patient records, how they can be deployed safely and effectively, and how to prepare for the coming world of AI.

The digitally empowered patients theatre will explore the evolving features of the NHS App, and emerging patient facing-technologies and bring patients to the core of the conversation.

Infrastructure, data and cyber security theatre will cover everything from the future of the Federated Data Platform to the green agenda. While further theatres will explore integrated care, and workforce, adoption and productivity.

On the exhibition floor, over 150 suppliers will gather to showcase the latest in digital health technologies, and share how they can support the NHS address the challenges faced while improving patient outcomes.

Visitors will also be able to head over to a product demo zone for an “immersive experience” of the latest ideas and innovations, delivered through fireside chats and question and answer sessions. Or they could opt to join an “innovation trail” for a curated tour of the exhibition, chosen to match their specific interests.

For networking, they could choose to take part in Rockaoke at the Fox, a drinks reception with a rocking band to raise money for The Brain Tumour Charity on the evening before the show. The event, sponsored by DELL and Rackspace, will remember Glenn Winteringham, who led digital development at the Royal Free Group of hospitals, who sadly died in May following a diagnosis of brain tumour.

Visitors could catch a performance from the Lewisham and Greenwich NHS Choir on the morning of day one. Or they could join VIP drinks at the end of a busy afternoon for an inspiring speech from

The Brain Tumour Charity, a special guest-DJ appearance from the NHS' very own Gary McAllister, and some top-level networking.

Mark Venables, chief executive of Highland Marketing, said: "We were very pleased to be invited to become the communications partner for this year's HETT.

"As visitors to the show for many years, we know that it is highly valued by NHS digital leaders and by exhibitors, and it is great to see the organisers adding new and innovative elements to make it even more relevant to their needs.

"We look forward to working with HETT before, during and after the event, to make sure the festival atmosphere can be enjoyed by as many people as possible."

HETT is also working with Highland Marketing to amplify views from exhibitors on the biggest opportunities for technology in the NHS.

Highland Marketing will be filming short videos at the event and using social media to capture the most inventive ideas from the exhibition floor.

The Highland Marketing team, which is supported by an advisory board that includes digital leaders with NHS CIO, CCIO and CNIO experience, will also be available throughout HETT for one-to-one conversations on effective approaches to health tech marketing and focused communications to the market.

Companies interested in these opportunities should get in touch with the agency.

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About HETT

HETT Show is the No.1 digital healthcare event in the UK. Attendees will learn from the project successes and challenges from over 4,500 technology professionals and upskill themselves to become more effective in their roles. The two-day CPD-accredited event will allow the industry to forecast future technology trends and provide a clear and progressive roadmap of what's to come.

Dedicated to improving patient outcomes with actionable insights that enhance care, operational efficiency, and decision-making. HETT will provide a whole years' worth of finding peers, meeting up and exchanging ideas, all at a single event.

Website: www.hettshow.co.uk Twitter: [@HETTShow](https://twitter.com/HETTShow) LinkedIn: [HETT Show](https://www.linkedin.com/company/hettshow)

About Highland Marketing

Highland Marketing is a marketing and communications agency specialising in healthcare technology, med tech, life sciences and clinical research. With an unrivalled reputation for supporting UK and international organisations over two decades, Highland Marketing is the go-to agency for the provision of market strategy planning, results driven marketing campaigns, research, branding, messaging, content marketing, PR, social media and sales acceleration.

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