

# Annual Review

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Promoting and growing the  
world-leading life sciences cluster of  
England's greater south east







**Sarah Haywood**  
CEO, MedCity

Welcome to the first annual review of MedCity, the life sciences cluster organisation for Cambridge, London, Oxford and the greater south east.

MedCity was created in April 2014 to bring together the life sciences strengths of The Golden Triangle of Cambridge, London and Oxford, to support and promote investment, entrepreneurship and industry in the region.

The region is going from strength to strength and is home to over 3,300 life sciences companies; five of the UK's seven Academic Health Science Centres; four of the world's top ten universities; and leading research institutions, including The Francis Crick Institute and the national Cell and Gene Therapy Catapult.

We act as a front door for industry and investors looking for partners, infrastructure and expertise in the region. We support both international companies and home-grown entrepreneurs to do business in the region, and facilitate collaboration across all parts of the sector to turn innovations into commercial products and services.

Activities include supporting understanding of the life sciences and healthcare sector within the investment community by building a community of angel investors, hosting and contributing to a wide variety of health and science related events, and helping companies navigate regulatory frameworks and the NHS.

Over the last 12 months we have hosted our first NIHR Biomedical Research Centre showcase; supported Japanese Research Agency, AMED, to expand into London; launched our £2m programme to encourage industry-academic collaborations, and helped 15 companies to raise £14m funds through Angels in MedCity.

I hope this review gives you a flavour of what we have been up to and I encourage you to get in touch if you have any questions or comments, where you think we can help your enterprise.

Sarah

In collaboration with



Funded by





# Our vision

The MedCity vision is for London and the greater south east to be a world leading, interconnected region for life sciences research, development, manufacturing and commercialisation - delivering health improvements and economic growth.

Our strategy in delivering services, programmes and projects in 2016/17 came under four themes:

**Providing a 'front door'** for businesses large and small, entrepreneurs, investors and academics.

**Promoting the region** as a base for life sciences investment and growth.

**Encouraging and enabling entrepreneurialism** by supporting the development of a business environment that supports life sciences and creating the ecosystem and a culture which encourages entrepreneurialism.

**Explaining the MedCity offer to the market** by articulating our support and working with the academic community to demonstrate our expertise.



**CAMBRIDGE  
LONDON  
OXFORD**



# The year in numbers

From MedCity’s launch in April 2014 to April 2016, we supported 169 new customers looking for partners, expertise and space within the region; supported 68 jobs; and helped companies to raise £4.5m through our Angels in MedCity programme. This year has been the most successful yet for our team of 13, as we expanded our offering and networks to enable us to position the region as a world-leading, interconnected region for life sciences. Please take a look.

We developed a wide stakeholder base for communications:

### NEWSLETTER SUBSCRIBERS:

 **3,962** (157% growth year on year)

### TWITTER FOLLOWERS:

 **3,093** (55% growth year on year)

### WEBPAGE VISITS:

 **70,492** (14% growth year on year)



### Our reports

346

new customers, including industries and businesses, were supported to access partners, infrastructure and expertise in the region.

In addition, new life sciences jobs were created in The Golden Triangle as a result of MedCity-supported inward investment projects, including: Japanese R&D agency, AMED; French health research company, Mapi; and Russian personalised health company, Atlas Biomed.

1,000

companies have been added to the MedCity Map (medcitymap.com), now totalling 3,310, with a focus on increasing the visibility of digital health companies, as part of our work with the DigitalHealth.London programme

£9.5m  
RAISED

Over the past 12 months, our Angels in MedCity programme helped companies to raise £9.5m funding from our community of investors

Our ERDF/HEFCE part-funded ‘Collaborate to Innovate’ programme provided

£2M FUNDING FOR  
15 SME/ACADEMIC  
PROJECTS

Communicated the offer and life sciences capability across the region via the media, resulting in

£7.8m AVE\*

59

events/conferences we were involved in (co-hosted, presented at, or organised) to promote our offer, encourage entrepreneurship, and enable collaboration

\*Advertising Value Equivalent - a measure of the benefit of PR based on the equivalent amount that would be in advertising costs.

# Highlights



Sarah chairs a life sciences panel in Berlin for the London is Open campaign

## Creating a front door service

- Joined the Mayor of London as an ambassador and presenter on the #LondonisOpen campaign tour to Europe in March 2017 to encourage life sciences collaboration between London and Berlin.
- MedCity commissioned a space demand study - Planning for Growth Demand for Health - which set out the requirement for additional incubation, innovation and commercial laboratory space for life sciences. We are providing support for organisations creating new life sciences/biomedical research facilities, including Imperial

White City, The Cube, and more recently, the British Library lands project.

- Collaborated with cluster organisations to promote UK as a whole; notably our partnership with the Northern Health Science Alliance on international trade visits and inputting into the Government's Life Sciences Industrial Strategy.
- Developed and published new guidance material on our [clinical trials capability](#).

## Promoting the region

- Successful international missions including, South Korea and BioJapan, which resulted in MedCity organising a visit by Japanese Health Science Foundation and Japan BioIndustry Association to The Golden Triangle, leading to increased interest in the region from the Japanese pharmaceuticals industry.
- BIO-Europe saw the launch of our Digital Health Campaign, working with London & Partners and the Department for International Trade, which received more than 49k unique

web page views, 181k video views and 53 foreign direct investment enquiries.

- Following the MedCity/Vision2020 event in October 2015, when we convened SMEs, Academic institutions and Health Research Organisations from 19 countries, four new international collaborative bids were established involving institutions in London in partnership with research organisations and SMEs from across Europe.





## Encouraging and enabling entrepreneurialism

- Launch of the first cohort of 31 companies within the DigitalHealth.London Accelerator programme in September 2016, designed to provide support to health tech SMEs to work with the NHS and wider healthcare sector. Cohort 2 is now being selected.\*
- Our Collaborate to Innovate programme officially launched, matching SMEs with academics at London's top universities, with the aim of increasing innovation and moving ideas and products towards commercialisation. Over 70 applications were received and 15 selected, with projects now underway.
- Since the launch of Angels in MedCity in October 2014, we have held seven pitching events, helping 43 healthcare/life sciences companies to pitch for equity funding from our community of business angels, with £14m being invested into 18 companies so far.
- Contributed to, hosted, or presented at events including BIO conventions in Europe, US and Japan; HIMMS US; London & Partners' Student Innovation Showcase; Biopharma boardroom diversity; Genesis; and Life Sciences Invest in St Petersburg.



The NHS Navigators welcome the first cohort onto the DigitalHealth.London Accelerator

\* MedCity was a founding partner of DigitalHealth.London and we assist in delivery of the programme, which was set up in response to the London Health Commission's recommendation for the creation of a digital health hub. It is a collaboration between the three London Academic Health Science Networks (AHSNs); Imperial College Health Partners, UCLPartners and the Health Innovation Network, plus the Mayor of London and Academic Health Science Centres (AHSCs).



Shire Pharmaceuticals officially opened their new London office in Paddington in December 2016

## Explaining the MedCity offer to the Market

- Worked with the GLA to deliver a series of life sciences roundtables hosted by the Deputy Mayor of London, around the challenges facing life sciences following the UK's EU referendum result.
- Supported companies and institutions to set up and expand into the region, including Imperial's White City Campus, The Cube at Londoneast-uk, and Shire's new UK HQ offices in Paddington.
- Co-hosted, with the London Stock Exchange (LSE), the third Future of Healthcare Investor Forum in January 2017. Held in partnership with the BioIndustry Association (BIA) and One Nucleus, and sponsored by Consilium Strategic Communications, JPMorgan, Numis, Pennington Manches and PWC, the event highlighted the significant investment opportunities available to generalist and specialist public market investors as well as venture capital representatives in the UK healthcare sectors.
- We brought together ten Biomedical Research Centres from across the region, to showcase their expertise to a medtech industry audience and to promote engagement and new partnerships.
- Launched a report to help people navigate the neuroscience research and innovation happening across the region, having gained insight from leading experts at universities, pharmaceutical companies, research councils and charities, to find out about their research, initiatives, and what the future holds for translational neuroscience.

# Seven of the MedCity team talk us through their highlights of the year



**Riam Kansa**

Programme Manager, Collaborate to Innovate

We developed the 'Collaborate to Innovate' programme to forge partnerships between innovative start-ups and academics at leading London universities.

The premise being to support life sciences companies in the region, in areas such as digital health, diagnostics and drug discoveries, to solve a problem that is holding them back from commercialising their product.

Officially launched in September 2016, we received over 70 applications, which went through a stringent assessment by MedCity and our board members. 15 projects were chosen which included some exciting projects in data-driven robotic surgery, a novel antiviral programme, futuristic wound-healing technology and 3D printed orthotics.

My role is to help shape the projects, and as the programme is part ERDF and part HEFCE funded, to organise the administration and make sure the projects are in line with specifications. Familiarity with the health landscape is key and having founded two health tech companies and worked in life sciences academia, it has helped me build the links between academia and industry.

One project that has peaked national interest is between biotech start-up LiFT

BioSciences, who, through the programme, are now working with King's College London. LiFT is developing the use of innate immunity in the treatment of cancer, by transfusing white blood cells from people who are naturally immune to cancer to boost the immune system of people with weaker immune systems. We used our academic contacts to 'match-make' them with an academic to take on this project, and following several meetings, the collaboration was formed. Now the real work begins, as the ambitious study aims to provide evidence that Leukocyte Infusion therapy (LiFT) works in PDAC, a type of pancreatic cancer, and their mission is to cure pancreatic cancer by 2021.

We hope that this ambitious programme will not only lead to innovative discoveries getting to market, but encourage cross-institutional collaboration.

To find out more about the C2N programme, go to [www.medcityhq.com/collaborate-to-innovate](http://www.medcityhq.com/collaborate-to-innovate) or get in touch with me at [riamkanso@medcityhq.com](mailto:riamkanso@medcityhq.com) or +44 (0)20 3179 8100







**Kim Watson**  
Communications Manager

We first met MUJO co-founder, Douglas Higgins, in late 2014 when he applied for our Angels in MedCity investor matching programme.

MUJO (mujofitness.com) develops a range of devices with real-time movement feedback to support rehabilitation and training, to cost-effectively identify, treat and ultimately prevent a range of muscular and joint issues.

Unfortunately, they were unsuccessful in that round, but part of our offer is to connect, promote and grow companies through our network of industry, academic and investor contacts. We encouraged MUJO to take part in the AXA PPP HealthTech and You funding competition, where they reached the finals, and they attended our London MedTech:Innovation and Investment Trends event, where they receive expert support and advice from Microsoft’s digital health team.

We work closely with DigitalHealth.London, a programme that draws upon leading NHS experts to pioneer the development and adoption of health tech to improve health outcomes. Alongside this, we signpost companies to the Mayor’s International Business Programme; a bespoke mentoring scheme, delivered by leading entrepreneurs and business leaders aimed at growing companies on a global scale. It’s these connections that are invaluable to young



digital health companies with a great idea, but not knowing how to get to that next stage of growth.

This year, Douglas attended our Biomedical Research Centre Showcase and we caught up with him at MedCity’s offices; it’s exciting to see their growth accelerate in the UK and internationally. MUJO are currently working with the National Orthopaedic Hospital, Circle Health and the English Institute of Sport, to trial their

products, and have taken their devices to market in China, Korea, Switzerland and Netherlands. They have ten devices in the pipeline and were recently listed no. 8 in the IP100 Intellectual Property League Table.

If you would like to find out more or to discuss how we can help you – contact me on [kimwatson@medcityhq.com](mailto:kimwatson@medcityhq.com) or +44 (0)20 3179 8100

“  
*Most important was the general support from being part of a community, which is particularly useful while you feel isolated as a startup! Being listed on the MedCity Map and through the newsletter, has really helped, as has the support through connecting me with DigitalHealth.London and the Mayor’s International Business Program to support our expansion to the US.*  
”

Douglas Higgins  
MUJO





**Phil Jackson**  
Projects Director

Over the past 12 months we have built on our extensive relationships in the Japanese biotechnology, medical research and pharmaceutical sectors.

Following a successful presence at BioJapan in Yokohama in October 2016, where MedCity presented the key developments in The Golden Triangle as part of a keynote international panel; we were approached by the Japan Bioindustry Association (JBA) and the Japan Health Science Foundation (JHSF) to host two back to back tours of our region in November 2016. With presentations from the Biomedical Research Centres, visits to locations such as the Stevenage Biocatalyst, Cambridge's Babraham Science Park, Imperial White City Campus, the Cell and Gene Therapy Catapult, Imanova and The Francis Crick Institute – both delegations returned to Japan publishing reports to their entire memberships and the Japanese government on the strength of The Golden Triangle.

On the heels of these visits, MedCity was invited back to Tokyo in February where we presented alongside Imperial College to a group of 70 Japanese companies and research institutions which was generously hosted and promoted by the JBA. Planning is now well underway for an even larger presence at BioJapan in October 2017 and already we have seen



extended interest and visits to London and the south east by a number of Japanese companies, many new to the UK market.

MedCity alongside London and Partners actively assisted AMED (the Japan Agency for Medical Research and Development) in getting its new European headquarters established in London and we continue to liaise on areas of shared scientific and commercial interest.

**If you want to find space, expertise, or funding to establish or grow your business, contact me on**  
[philjackson@medcityhq.com](mailto:philjackson@medcityhq.com) or  
**+44 (0)20 3179 8102**



**Sinéad Kearns**  
Market Analyst

Since the launch of our Cell and Gene Therapy report in late 2015, we have been engaging with the sector to better understand the strengths and challenges that the academic and industrial communities face.

This is particularly important as it has been identified as a key area of potential in the government's strategy to develop new sources of economic competitiveness.

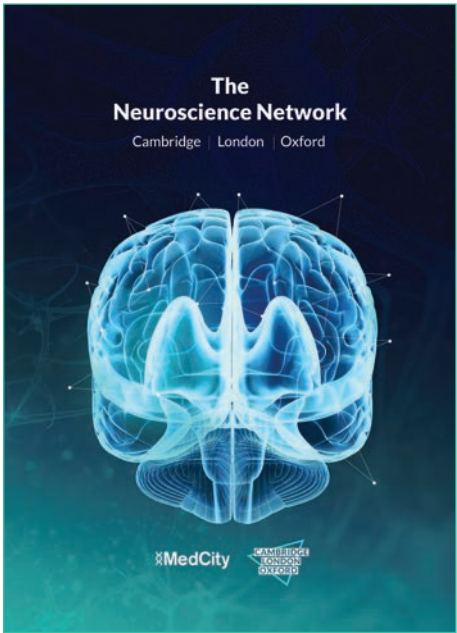
Access to manufacturing facilities is a major concern of the London academic community, so we initiated a project to quantify current usage of Good Manufacturing Practises (GMP) facilities and estimate future requirements in line with expected growth.

In brief, academic requirements for GMP facilities are expected to increase dramatically over the next five years, with the largest increase in requirements being for lentivirus Advanced Therapy Investigational Medicinal Products (ATIMPs) and adeno-associated viral ATIMPs, which are estimated to increase by an annual compound growth rate of 221% and 168%, respectively. It is estimated that demand for GMP cell processing will outstrip academic capacity within 2-3 years, using linear or exponential growth models. The analysis also showed that a large proportion of production is currently outsourced and that projected increases in most therapeutic products will not be supported by current academic capacity. We continue to work with the London AHSC/Ns and various stakeholders

to resolve this potential manufacturing bottleneck, as well as looking at similar scoping projects in Oxford and Cambridge.

Another key area of expertise in the region is neuroscience and neurodegeneration. In March, the World Neuroscience Innovation Forum was held in London for the first time, which presented the perfect opportunity to showcase the research taking place in the greater south of England to a global audience. I interviewed several leading academics, the UK's leading dementia research charity, and startups who are in the early stages of commercialising their ground-breaking research. There is a new wave of anticipation to help accelerate treatments for dementia and other neurodegenerative diseases and with the news that UCL will host the new national Dementia Research Institute, it is exciting that the greater south of England will be at the forefront of these breakthroughs.

**To find out more about the cell and gene therapy manufacturing assessment, the neuroscience report, or any other therapeutic area of interest, get in touch with me at** [sineadkearns@medcity.com](mailto:sineadkearns@medcity.com) or **(0)20 7234 5709**

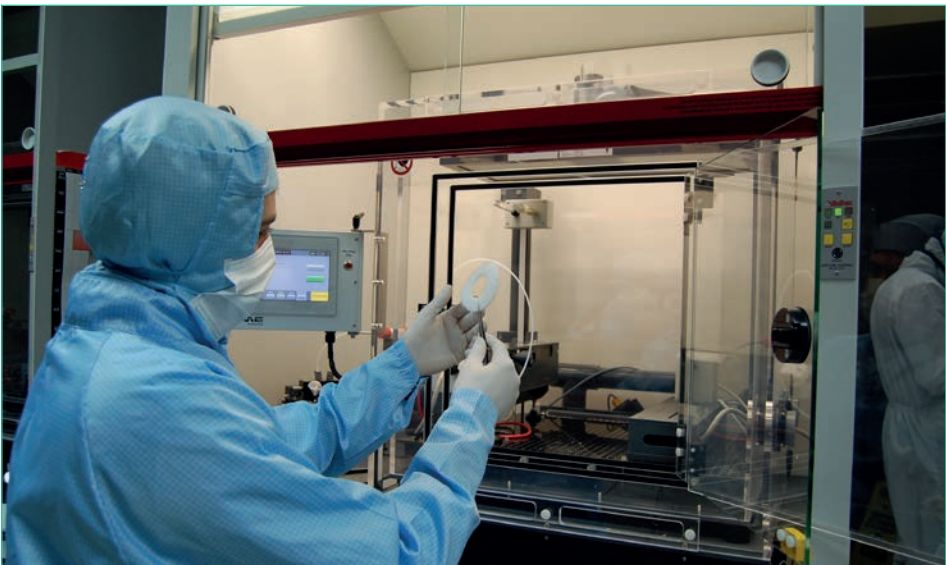






**Patrick O'Brien**  
Project Manager, Angels in MedCity

Angels in MedCity, a partnership between MedCity, LBA and Angels4LifeScience, launched in October 2014 to help unlock funding for promising, investment-ready life sciences companies and give early-stage investors the opportunity to access them.



We couldn't have imagined how successful it would be; in just over two years 43 companies have pitched to investors, and 18 companies have raised over £14m so far.

We first met The Electrospinning Company, an Oxfordshire-based spin-out from the UK Science and Technology Research Council, in May 2015. The team develops and manufactures materials for use in regenerative devices and in 3D cell culture products, and needed funding to scale-up.

Following a stringent selection process, we provided our “as standard” support, including an investment-readiness course which allows companies to practice pitching to real investors and, through our partners at London Business Angels, we provided guidance on their business direction and strategy.

They were the third company to secure investment from the programme and, following a successful pitch to investors,

they raised £400,000. They applied again in November 2016 and in January they completed a £650k investment to establish itself as the leading provider of clinical-grade electrospun biomaterials to the medical device industry.

They are a rapidly growing part of the ‘added value’ biomaterials market and as of 2016, the company is supplying clinical grade electrospun biomaterial into the first FDA-approved medical device that includes such materials, and is now building a pipeline of regenerative-device customers and providing electrospun materials for clinical development programmes and products.

You can find out more about Angels in MedCity at [www.angelsinmedcity.org.uk/](http://www.angelsinmedcity.org.uk/)

If you are an investor, or looking for life sciences investment, get in touch with me at [patrickobrien@medcityhq.com](mailto:patrickobrien@medcityhq.com) or +44 (0)20 3179 8103

“  
*We have made significant progress over the past year and, thanks to the support of Angel networks, are well-positioned to grow as the use of novel materials in medical devices increases.*

Ann Kramer, CEO  
The Electrospinning Company

”





**Prashanthini Jeyarajan**  
Business Marketing Executive

“  
*We think that digital health can play a key role in improving not just the lives of patients, which is truly very important, but actually also to improve the outcomes of diseases such as cancer.*  
”

Anne Bruinvels, Founder  
Px Healthcare

Over the past year, we have led a multi-channel marketing campaign focussed on the digital health expertise and innovation taking place in the region.

Working collaboratively with London and Partners, the Mayor’s International Business Programme and the Department for International Trade, we identified digital health as a key opportunity area due to our credentials in both the life sciences and technology sectors, the government’s commitment to digitising the NHS and a solid ecosystem with support from digitalhealth.london and the NHS Innovation Accelerator.

We produced an insight report and film based on interviews with entrepreneurs, academia, industry and the NHS; focusing on the opportunity, ecosystem, NHS partnership opportunity, and accomplishments of thriving companies.

The campaign launched in November 2016 at BIO-Europe, Europe’s largest partnering conference serving the global biotechnology industry, and then we took it to HIMSS, the largest Health IT conference in the US. We engaged with over 300 people and are working closely with US and European companies interested in setting up in the region, and collaborating with existing companies and academics in the region.

During the campaign period, the digital health film was viewed over 181,000 times and our campaign landing page had a total of more than 49,000 unique views. Across both events and through digital sources, we have received 53 enquiries from companies looking to set up within the region.

The main objectives of the campaign were to build the region’s reputation in life sciences, help international companies to understand the region’s expertise in digital health and how they can commercialise their product in the UK, and encourage inward investment, creating jobs and growth in the sector. We are currently in conversation with a number of companies interested in setting up in the region and hope to continue to develop the region as a world-leading life sciences and digital health hub.

Take a look at our campaign here:  
<http://invest.london/digital-health-hub>

If you are in the digital health space or want to find out about our upcoming campaigns, please get in touch with me at [pjeyarajan@medcityhq.com](mailto:pjeyarajan@medcityhq.com) or +44 (0)20 7234 5860







**Neelam Patel**  
Chief Operating Officer

Formed through partnerships between England’s leading NHS organisations and universities, NIHR Biomedical Research Centres (BRCs) conduct translational research to transform scientific breakthroughs into life-saving treatments for patients.



They work across some of the most challenging disease areas including oncology, immunology and neurology, with many having conducted a number of world-first studies that have led to significant breakthroughs.

We work alongside them to promote their expertise to life sciences and digital health companies looking progress their innovation pipeline and translational research. Last year, the Government pledged to invest £816m into a 5 year package for NHS research, with the BRCs across London and the greater south east receiving nearly £700m – and yet often many of our international customers haven’t even heard of them.



In February 2017, we brought together ten BRCs from across the region to the Wellcome Collection, to showcase for the first time in one event, NIHR BRC expertise to a medtech industry audience. The aims of this interactive conference being engagement and new partnerships across three themes; informatics, novel therapeutics and diagnostics.

MedCity was able to bring new industry players to the event that BRCs may not have ordinarily been able to connect with, the event also gave the BRCs the opportunity for positive inter-institutional engagement.

Overall it was a huge success, and the response from the 120 attendees was that this opened doors to new collaborations that would have ordinarily taken months to organise. There has been industry interest in a follow up event diving deeper into one therapeutic area...Watch this space!

**If you would like to find out more about the region’s clinical and research expertise and how we can connect you, get in touch with me at [neelampatel@medcityhq.com](mailto:neelampatel@medcityhq.com) or +44 (0)20 3179 8100**





# MedCity's focus for 2017/18

We have built on last year's themes to focus on the below key areas that we believe are in line with our progression and will add maximum value to the region.

### Front Door Service:

To provide a 'triage and concierge' service to approaching, non-paying customers to help with a wide variety of issues, and introduces individuals, companies, academics and investors to solutions and/or resources/people that can assist them to progress and grow their businesses.

### Promoting the Region and Explaining the Market:

Appropriate engagement with the right customers in promoting the region as well as bringing forward the unique expertise of Cambridge, London, Oxford and GSE so that this is recognised globally as an interconnected region of excellence.

### Encouraging and Enabling Entrepreneurialism:

Increasing the opportunity to commercialise research through enabling access to funding, space, and access to collaborations.

### Influencing Policy with Partner Organisations:

Drawing on relevant evidence to support policy decisions that benefit the life sciences community.



Eliot Forster  
Chair, MedCity

**In 2017/18, we have challenges to overcome, not least with the UK's decision to leave the EU, but the world-leading research institutions, top universities, and scientific talent, will not disappear as we move into a post-Brexit era. It simply just means we have to work harder to promote and grow our world-leading life sciences cluster, and show that we are still open for business, collaboration and investment.**

This year we will build on the success of the last three years and continue to expand our services to engage in the wider region; helping companies access the funding, space, and expertise they require. We are leading and engaging on more events and campaigns than ever before, having showcased our region as leaders in Digital Health, Cell & Gene Therapy and Neuroscience last year. This year, we will continue to promote The Golden Triangle at our upcoming London Tech Week and Alzheimer's Association International Conference satellite events; at BIOs in the US, Europe and Japan; and our next major marketing campaign.

Establishing industry/academic collaborations and inter-institutional collaborations is also a key area for us and we will be growing our Collaborate to Innovate programme, working with the NIHR Biomedical Research Centres to address barriers to conducting clinical research, and engaging universities on overseas missions.

We will continue to support the hugely successful DigitalHealth.London programme, working with our partners to support digital innovators navigate the landscape, to access the NHS, and to work together to support the accelerated access pathway.

And now more than ever, it is crucial that we continue to work with other UK clusters, including the NHSA, to promote collaboration between our regions and utilise our individual strengths to create a compelling UK life sciences offer to the world. The Government has long backed science innovation, and with the UK's emerging strengths in gene therapy and digital health, our collaborative approach will ensure the UK remains an attractive location for science.

Eliot



# Contact

MedCity can help you navigate and access different parts of the academic, NHS and industrial life sciences and healthcare environment across The Golden Triangle of Cambridge, London, Oxford and the greater south east region of England.



Sign up to our newsletter:  
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Make sure you are on the MedCity map!  
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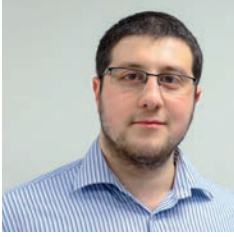
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## Contact us

MedCity can help you navigate and access different parts of the academic, NHS and industrial life sciences and healthcare environment across The Golden Triangle of Cambridge, London, Oxford and the greater south east region of England.

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