



## Innovation

---

Innovation is a driving force behind the advancement of medical sciences, groundbreaking technologies and treatments being able to revolutionise the entire medical industry. As such, the Medical LiveWire judging panel believe it is of paramount importance that nominees in this category push boundaries in the development and implementation of new technologies and treatments, to better improve their own service offer and assist advancement of the wider industry.

Pain Solutions Lymm illustrates how cutting-edge cryotherapy technology is being incorporated alongside traditional muscle therapies to assist more than ever before, not only helping to alleviate patients' pain, but promote healing. Professor Robert "Bob" Stone also demonstrates a less direct manner in which innovation is being used to revolutionise the medical industry; his Virtual Reality technology is transforming the surgical training process, thereby enabling higher levels of professional ability.

## Use of Technology

---

Whilst innovation is undoubtedly key to the advancement of the medical profession, adopters of innovative technology serve an equally important role in the widespread usage of new developments. This category assesses how individuals and clinics incorporate innovative practices to find the very best technologies to optimise the processes of the clients they serve. Individuals and clinics may not be responsible for the invention of the development, but still prove efficient in its implementation.

Core Medical Imaging is representative of how this category assesses the importance of the adopter alongside the innovator. Over the past 17 years, the company has steadily facilitated the technological advancement of its customers in the Pacific Northwest, supplying cutting-edge technologies which have the capability to change lives.