

# HOW WE CHOOSE THE WINNERS



## Facilities

---

The fluid nature of technological development in the medical sector means that the ability for an individual or business to offer a diverse range of facilities can be crucial in providing thorough and comfortable care. This category does not only refer to equipment; equally important to the Medical LiveWire judging panel is use of space, in terms of availability or how it is utilised in unique or novel ways.

Birmingham Children's Hospital is representative of the types of facilities the judging panel commends. One of the most technologically advanced hospitals in the world, Birmingham Children's Hospital is an expansive institution with facilities able to accommodate up to over 90,000 children and young people from the United Kingdom each year. This is emblematic of the exceptional range the judging panel expects to find, but also highlights the importance of good design. JHS Architects is a prime example of how a business can support and advance the medical industry, thereby also improving the services available to patients in the process.

## Industry Recognition

---

The Medical LiveWire judging panel value both an individual's or company's reputation within its particular industry. They will take into consideration any evidence that the business or organisation has received professional acknowledgment – be it from national award schemes, relevant industry publications, accredited boards, and even client testimonials. The judges also take notice of how individuals are treated within the wider industry – they may be looked to as expert voices by journalists or academic publications, or even tutor new professionals via a university or training programme.

Mandy Baldwin is a prime example of an expert who is frequently used as a resource by publications, having been featured in everything from *OK! Magazine* to *Aesthetics*, a monthly journal for medical aesthetic professionals. This represents not only the value placed in an expert by the industry itself, but also by the general public – a factor which can be vital in communicating procedures or technologies to prospective patients.