



Managing complex
projects & commercial
acumen & at the heart
of the deal & bringing
projects to life & at your
side & always delivering
& that's Healthcare
with Bird & Bird



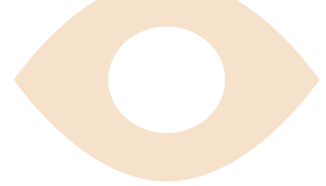
“The Bird & Bird Healthcare team... always delivers. It combines genuine Health sector knowledge, great commercial acumen and an overall savoir faire that is all too rare in many lawyers and their teams nowadays. I recommend them without reservation.”



*Patrick O'Connell, Chairman, Advisory Board and Practitioner
Director, BT Centre for Major Programme Management,
University of Oxford*



Smarter healthcare for the 21st century



Smarter healthcare for the 21st century

Around the world, healthcare organisations operate in environments dominated by extreme financial, demographic and technological challenges.

In the West, the retiring ‘baby-boom’ generation will live longer than any other generation in history, creating unique demands on their nations’ healthcare systems.

In the Middle East and Asia, modernisation proceeds at breathtaking pace, whilst in the poorest countries, governments seek cost-effective solutions to pressing public health problems. Changes in living standards and lifestyles mean that many countries, particularly in the Middle East, face the growing prevalence of previously rare ‘western’ diseases, such as diabetes.

Meanwhile the global financial crisis has tightened central budgets globally, making less funding available for all public services, including healthcare. However, the costs of healthcare continue to spiral and so, put simply, more is now required from every healthcare £, €, \$, ¥ and so on.

All of this will:

- Create additional pressures to use existing resources in more efficient ways (e-health, telemedicine, e-records, e-prescriptions).
- Force healthcare providers to find innovative methods to generate their own revenue streams both locally and outside their own jurisdictions.
- Require organisations around the globe to develop techniques and products to keep people out of the expensive, hospital-centric, mainstream healthcare system.

These 21st century challenges demand a smarter approach.

A partner in meeting today’s challenges

At Bird & Bird, we’re dedicated to helping our clients tackle those challenges. In many cases, we’ve built dedicated teams and products aimed specifically at healthcare clients and issues. We focus on delivering commercial and corporate law advice that is tailored specifically to the healthcare industry. Put another way, we do everything that our clients need to run successful organisations in the healthcare sector.

Our client-base includes a large number of hospitals, companies, insurers, financial institutions and governments who are delivering medical care, or developing or investing in cutting-edge technological projects. Our clients turn to us for our expertise in the key technologies, processes and regulatory frameworks needed to deliver smarter healthcare in the 21st century.

“Bird & Bird’s healthcare team is a genuinely efficient and effective grouping that understands the end to end lifecycle of complex programmes as well as bringing an unusual operational focus to all that they do.”

Regional Commercial Director, International US Software and Application Company



Our capabilities

Healthcare projects

Our reputation in the healthcare industry is built on our involvement in the successful delivery of high-value, high-profile major projects. At Bird & Bird we have a thorough understanding of the dynamics and issues connected with large-scale networked IT, e-health and telemedicine matters (including via government procurement). In addition, we have worked on a number of projects involving the provision of complex IT-enabled healthcare to tens of millions of people.

For us, there's no such thing as just another project. We never forget the high stakes or the business benefits that need to be achieved for customer and supplier alike and, ultimately, for patients and clinicians. We see ourselves as partners in the project process from inception through to steady-state, from procurement through to deployment.

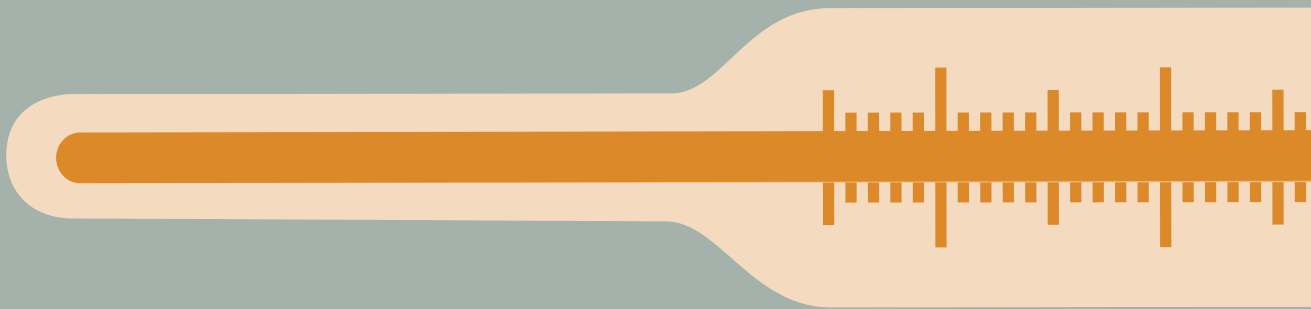
For larger, and often high profile projects we deploy our Major Programme Team to provide support across a programme's life-cycle. Members of this team are regular lecturers on the MSc. in Major Programme Management at the University of Oxford Saïd Business School. They are also involved with the UK Government's Cabinet Office Major Project Leadership Academy.

Franchising

The need to maintain strict control over clinical standards and preserve the ethical integrity at the point of delivery coupled with cultural and regulatory issues can make international growth difficult for healthcare businesses. As major players in the health sector increasingly use third party relationships to address this difficulty our Franchising, Licensing and Multi-Channel Strategies Group is well-placed to assist. It comprises some of the world's leading experts in the field who help deliver innovative expansion strategies. We work with our clients to determine the most effective expansion strategies advising on: franchising, licensing, distribution, agency, multi-channel and hybrid structures.

Data protection

Our strength in data protection is particularly valuable for healthcare clients and this is only likely to grow with initiatives to make better use of patient data and data protection authorities imposing more stringent penalties on healthcare organisations which have breached data protection rules. Our data protection work for healthcare clients includes: investigations into suspected breaches of data protection laws and advice on compliance with data protection laws across jurisdictions.



Corporate transactions

We advise clients in the healthcare sector on a wide range of corporate issues - from strategic advice on acquiring failing healthcare providers to corporate governance to cross-border healthcare portfolio investments and restructuring healthcare businesses. Our particular blend of corporate, regulatory and commercial expertise is well-suited the needs of our clients in the sector and allows us to add real value.

Intellectual property

With one of the world's largest dedicated intellectual property teams, we are experts at helping to protect our clients' IP. Many of our healthcare lawyers are also part of our Life Sciences group. From brands and trademarks to designs and patents, we offer in-depth experience across the board.

Securing trade secrets

Uniquely blending our expertise in dispute resolution, employment and intellectual property law, our trade secrets team helps our clients to keep confidential information secure. In a healthcare setting, this can be particularly helpful in terms of securing information relating to research projects and product development, when researchers, developers or their funders move on or change allegiances.

Reputation management

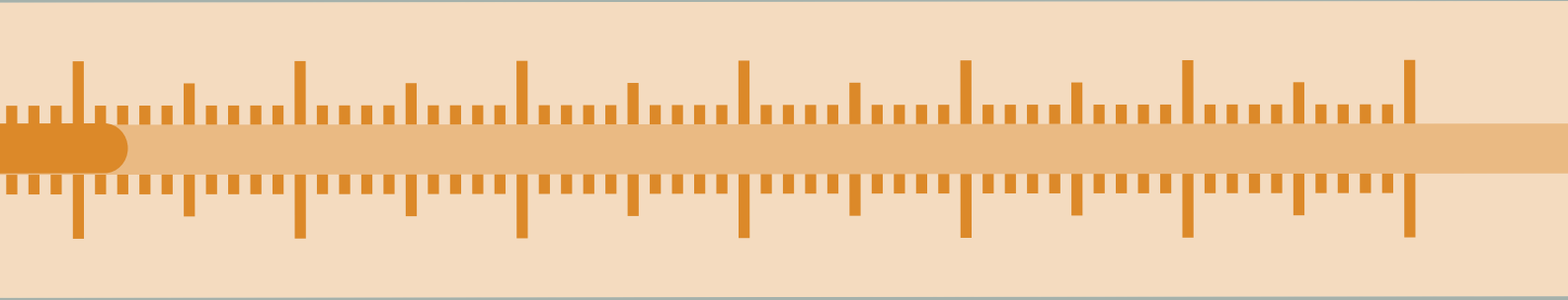
Healthcare organisations are often in the public eye. Major projects and initiatives are often the subject of significant lobbying and media attention. We help our clients with reputation management matters and are skilled in minimising unfair or biased reporting. Where we can't prevent broadcast or publication, our experienced reputation management lawyers are accustomed to working with client press offices, both to design a media strategy and also provide guidance so that our clients can give their side of the story without creating liabilities or risking compromising litigation, thereby helping to create a balanced view.

Public procurement

Inevitably, much of our healthcare work has a public sector procurement element, whether we are advising NHS providers or their suppliers. We have an impressive track record, acting for contracting authorities as well as bidders, customers and suppliers. This gives us a 360 degree perspective on the various business, policy and other politically-sensitive aspects of every project, making us better equipped to anticipate the needs of all parties and to develop commercially workable solutions.

HR and employment issues

We advise organisations operating in the healthcare sector on a wide range of HR and employment issues including pensions and incentives issues. We offer clear, practical suggestions for achieving your business objectives and maintain a calm and resolute defence of our clients' interests in the face of any difficulties, disputes and deadlines.



Life sciences

They guide our clients through incorporation, development and financing, exploitation of intellectual property and portfolio management, regulatory and contractual issues, clinical trials and securing marketing authorisations. We are also leaders in high-value litigation of pharmaceutical and life science patents, with a long and successful track record, and the largest patent litigation group in Europe.

Healthcare property support

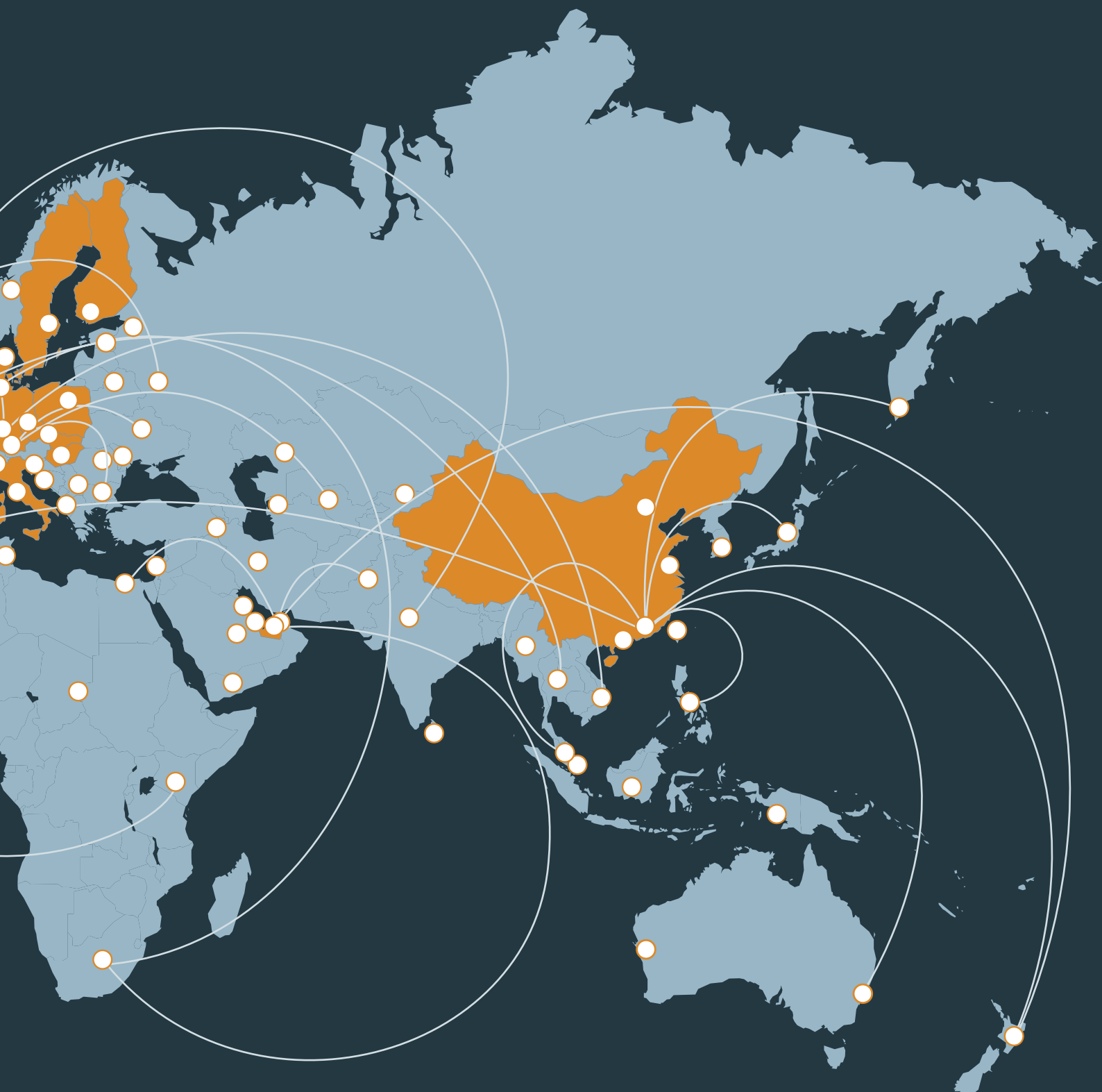
In a healthcare setting, a building is never just a building. It may be a hospital, clinic or laboratory, each with its own very specific needs and objectives. We are always conscious of the purpose our clients' real estate assets serve, which informs the advice that we give. Key areas of expertise include real estate investment, finance, tax and development and construction. We also give comprehensive advice in relation to avoiding and or resolving disputes with all stakeholders from landlords and neighbours to developers and contractors.



International coverage

With offices in Abu Dhabi, Beijing, Bratislava, Brussels, Budapest, Copenhagen, Dubai, Düsseldorf, Frankfurt, The Hague, Hamburg, Helsinki, Hong Kong, London, Lyon, Madrid, Milan, Munich, Paris, Prague, Rome, Shanghai, Skanderborg, Stockholm and Warsaw, an association in Singapore, and close ties with firms in the rest of Europe, the Asia-Pacific region and the Americas, we offer our clients a truly local expertise within a global context.

We have excellent experience in managing work across borders. Our approach is to be flexible to the needs of each client and each project. For example, where a client is managing an international project from one location, we can provide legal services through one main local contact at Bird & Bird. If the project has a less centralised management team, our client may prefer more of a focus on local relationships. Often a project will require centralised reporting and local relationships. We work with our clients to find the solution that's right for them. The thread that always runs through our approach is ensuring that our clients get value from using us in more than one place: we ensure that knowledge of the client is shared throughout our team no matter where they are as we manage the international legal processes.



● Countries where Bird & Bird has offices

● We currently help clients do business in 118 countries and counting

Get in touch

For further information, please contact us:

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Bird & Bird is an international legal practice comprising Bird & Bird LLP and its affiliated and associated businesses.

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