

MP SEES INNOVATION IN PRACTICE AT LOUGHBOROUGH UNIVERSITY SPIN-OUT COMPANY

MP Nicky Morgan gained a glimpse of the high-tech future of healthcare when she visited Loughborough University spin out company Dialog Devices on Friday (February 11, 2011).

The Loughborough MP paid a visit to the new offices of Dialog Devices, who are the inventors of an innovative, potentially life-saving device called Padd™.

Padd™ (Peripheral Arterial Disease assessment Device) is a quick and painless way to 'see' below the surface of the skin, and assess peripheral blood circulation.

It can spot changes in circulation, allowing earlier diagnosis of illnesses such as peripheral arterial disease (PAD) which is an early symptom of heart disease and stroke.

Easy to operate, Padd's inventors have been awarded Department of Health funding to aid the introduction of the device to doctors' surgeries, leading to a reduction in the number of heart attacks and strokes.

During her visit to Dialog Devices last week, MP Nicky Morgan met the firm's chief executive Jody Brown and technical director Vincent Crabtree. Dr Crabtree, co-founder of the company, was inspired by the plight of his grandfather who died at 55 after having his leg amputated due to peripheral arterial disease, something that may well have been prevented with Padd™.

Since gaining £250k seed funding in 2005, Dialog Devices has grown organically and now employs an eight-strong team comprising business, marketing and technical expertise.

Dialog Devices is making an impact in the US where Peripheral Arterial Disease is a widespread matter for concern.

The company is based at Loughborough Innovation Centre, which recently moved to Loughborough University Science and Enterprise Park.

The centre is currently home to 24 knowledge-based start-up companies which benefit from seamless access to Loughborough University's world-leading research expertise, undergraduate and research students for projects and placements and graduates and postgraduates for employment.

Mrs Jody Brown said: "We were delighted to welcome Nicky Morgan to our new base. This is an exciting time for the company; as multi-centre clinical studies are due to begin across the UK, including Leicester Royal Infirmary and the Royal Free Hospital in London.

"These are designed to confirm Padd's performance in assessing arterial disease and pave the way for the device's widespread introduction into primary care centres, such as doctors' surgeries."

MP Nicky Morgan said: "I was delighted to meet the team at Dialog Devices and it was very useful for me to hear direct from them about the challenges they, and other companies, face in getting

innovative products into the hands of those who would most value them. I will be taking this up with the relevant Government Ministers.”

Phill Dickens, Pro-Vice-Chancellor (Enterprise) at Loughborough University, said: “Loughborough University carries out pioneering research which makes a real impact on the world around us. Dialog Devices is an excellent example of the way that research can be commercialised, contributing to the economy and to society as a whole.”

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NOTES FOR EDITORS

About Dialog Devices Ltd

[Dialog Devices Ltd](#) is one of the top spin out companies from Loughborough University. It has been trading since 2003 by supplying its core optoelectronic technology and expertise to other early stage biomedical device companies, and building its product base of non-invasive blood perfusion assessment devices.

The company has a strong awards portfolio, as follows: 2008/9 Department of Health: Health Technology Devices, 2008 Winner of Lord Stafford Award: Innovation in Development, 2008 Commendation at DaVinci Health Technology Innovation Network Awards, Innovator of 2007 in the Medilink East Midlands Awards, IET Engineering Award and Medical Futures Finalist.

For more information, contact: Jody Brown, Chief Executive, Email: jody.brown@dialogdevices.co.uk

About Loughborough University

Loughborough is one of the country’s leading universities, with an international reputation for research that matters, excellence in teaching, strong links with industry, and unrivalled achievement in sport and its underpinning academic disciplines.

It was awarded the coveted Sunday Times University of the Year 2008-09 title, and is consistently ranked in the top twenty of UK universities in national newspaper league tables. In the 2010 National Student Survey, Loughborough was voted one of the top universities in the UK, and has topped the Times Higher Education league for the UK’s Best Student Experience every year since the poll's inception in 2006. In recognition of its contribution to the sector, the University has been awarded six Queen's Anniversary Prizes.

Loughborough is also the UK’s premier university for sport. It has perhaps the best integrated sports development environment in the world and is home to some of the country’s leading coaches, sports scientists and support staff. It also has the country’s largest concentration of world-class training facilities across a wide range of sports.

It is a member of the 1994 Group of 19 leading research-intensive universities. The Group was established in 1994 to promote excellence in university research and teaching. Each member undertakes diverse and high-quality research, while ensuring excellent levels of teaching and student experience.