

February 2013

Philip May joins Cambio as UK Managing Director

Healthcare technology specialist Philip May brings years of commercial and marketing experience in both the technology and healthcare sectors to his role as UK Managing Director.

Highly experienced in healthcare IT and in growing businesses with a customer and market focus, Philip May has been appointed as UK Managing Director at Cambio Healthcare Systems. Philip's aim is to drive Cambio's consultative approach to the NHS with a greater customer/patient focus, so that care providers have excellent tools and intuitive systems that will enable them to improve patient care.

Cambio Healthcare System products include highly-advanced, yet easy-to-use, PAS/EPR systems tailored specifically for today's NHS requirements. The company's COSMIC solution has over 85,000 users across a range of clinical applications – including A&E, maternity, theatres, order management, clinical notation and e-prescribing – which are being deployed in primary, acute and community settings.

Beginning his career in marketing, in 1995 Philip joined CompuServe, who supplied a global online service before the introduction of web browsers. During this time when the technology landscape was changing rapidly, Philip was quickly recognised for his resourcefulness and strong business case development skills and he was involved at the forefront of internet development. In 1998 CompuServe became part of America Online (AOL), confirming itself as the pre-eminent internet service provider.

Becoming Head of Product Development at Martin Dawes Telecommunications in 1997 – the UK's largest mobile service provider at the time with 700,000 mobile customers – Philip was instrumental in developing the leading online solutions provider Breathe Internet, which immediately became the top ISP for service quality in its first year and the no. 1 supplier in its second year.

It was in 2000, through interaction with a number of GPs, that Philip discovered his interest in healthcare and the possibilities for IT and mobile solutions to help improve patient care and reduce costs. It was from this basis that Philip went on to co-found Opinion Health – www.opinionhealth.com – which is now one of the UK's leading online research companies, providing the platform to access a wide community of healthcare professionals, patients, carers, decision-makers and the general population on a global basis. During that time Philip worked closely with YouGov on market research projects involving up to 20,000 people working within the healthcare sector.

With Philip's experience and marketing knowledge, the company quickly established a leading position in the market, launching ever more dynamic products and consumer services. One of Philip's co-directors at Opinion Health has said of him: "Philip is a sharp, strategic thinker with strong commercial skills and a keen focus on delivering results. Philip is a straight talker and a pragmatist."

In 2004, having played a key role in the establishment and growth of Opinion Health, Philip looked for a new challenge. This came in the spring of that year with his appointment as Chief Operating Officer of Pearl Medical, which provided subsidised Blackberry smartphones to GPs in return for them submitting market research data for the pharmaceutical industry. Following his time at Pearl Medical, Philip was appointed as Managing Director of Healthcare Momentum in 2008.

This 'hands-on' consultancy was set up explicitly to enable healthcare businesses in the UK (as well Europe, Middle East and Asia) to realise their goals for growth and innovation. This included developing business plans, partnerships and channels to market for healthcare IT vendors in primary and acute care, clinical content providers, mobile operators and medical device manufacturers. Working with a wide variety of clients, Philip frequently took up the challenge of working with organisations that had minimal resources and was able to help them develop the capability to achieve success and reach their objectives.

Today, as Managing Director of Cambio UK, Philip's role is to build on Cambio's success in introducing one of Europe's leading providers of healthcare information systems to a wider NHS audience.

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About Cambio Healthcare Systems

Cambio Healthcare Systems was founded in 1993 and is today recognised as one of Europe's leading providers of healthcare information systems.

The company's products include highly advanced, yet easy to use, PAS/EPR systems tailored specifically for today's NHS requirements. Cambio's COSMIC solution has over 85,000 users across a range of clinical applications including A&E, maternity, theatres, order management, clinical notation and e-prescribing deployed in primary, acute and community settings.

Cambio Healthcare Systems' aim is to help care providers have the tools and systems that can enable them to improve patient care.