

aIDEAS nominated for Barclay Award in Business Excellence Awards

aIDEAS has reached the finals of the Business Excellence Awards with a nomination for the 2007 Barclay Award.

According to Barclays: "Barclays recognises there are many businesses in the Cambridge area who go that extra mile in creating products and services to enhance the lives of people who would otherwise not be able to enjoy the simple things in life that we all take for granted."



One of aIDEAS' unique concepts is a series of fashionable Asthma inhalers and Insulin injection pens. They have created these designer items to help to remove the embarrassment and stigma attached to using an inhaler in public, with the effect that patient compliance is better - particularly in cases of paediatric medical use.

Insulin injection pens have already demonstrated this successfully - not only mimicking stylish writing pens in terms

of style, but also creating child-appealing colours and graphics. It is now common practice to ask which colour and style of pen device the patient would prefer.

Manufacturers win by creating a unique device which reflects their commitment to patient wishes, and thereby increases market share.

The winner will be announced at King's College on 22nd March 2007.

