

PS/LC/3556

20 October 2009

Professor Glyn Elwyn BA MB BCh MSc FRCGP PhD
Clinical Epidemiology Interdisciplinary Research Group
Department of Primary Care and Public Health
Cardiff University
Neuadd Meironnydd
Heath Park
CF14 4YS

Dear Professor Elwyn

I understand you are collaborating with Professor Steven Thornton from Warwick Medical School on an online resource to support women achieve informed choice when offered amniocentesis. Your application is to be submitted to the Service Development and Organisation's first call for proposals for research into promising innovations in healthcare delivery in the NHS. This provides Strategic Health Authorities and other NHS organisations the opportunity to consider which innovations may benefit from research or evaluation. It also gives research organisations the opportunity to make contact and work with Strategic Health Authorities.

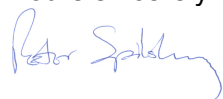
I have explored amnioDex at www.amniodex.com and agree that it has the potential to make a significant difference to the way women and their partners are informed about amniocentesis, although this needs to be proven. The tool would be of great interest to us at the Strategic Health Authority and is consistent with our recent investment in The Digital Laboratory at the University of Warwick. This Institute is a multi-disciplinary research centre that combines work in psychology, medicine, computer science and mathematics. The Institute is a collaboration between Warwick Manufacturing Group, NHS West Midlands and the Warwick Medical School and is designed to deliver benefits to patients and the public through the application of innovative digital solutions to a wide range of healthcare situations. The approach of using the web to transform patient engagement in healthcare and improve quality of care fits exactly with our strategy. I understand that your application requests financial support from the SDO rather than the SHA. I should point out that all our funding allocation for West Midlands applications is made through our innovation call, outlined on our website.

I am happy to confirm that we (NHS West Midlands) are happy to support your bid and anticipate that this work will increase the collaborative efforts between Cardiff and Warwick Universities whilst improving clinical care.

Chairman: Elisabeth Buggins CBE DL
Chief Executive: Ian Cumming

I wish you well with this excellent application.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Peter Spilsbury". The signature is fluid and cursive, with a large initial 'P'.

Peter Spilsbury
Director of Strategy & Regulation