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HANOVER LAUNCHES MEDICAL TECHNOLOGY SPECIALISM

PAUL SAUNDERS HIRED FROM CONVATEC

hanover has launched a new specialism in medical technology with the hire of Paul Saunders from Convatec, the leading multinational medtech company, where he was Associate Director for Government Affairs.

Paul joins hanover in September as Senior Account Director. He has led Convatec's UK & Ireland Government Affairs team for three years and was previously Head of Business Intelligence, as well roles leading sales teams and as a brand manager.

Hanover's director and head of healthcare Andrew Harrison said: "We are delighted Paul is joining hanover. This is an exciting time for medical technology. Current NHS agendas and probable political change give a real window of opportunity for the industry. Paul joins an already strong hanover healthcare team to offer unparalleled expertise and service to the sector."

Over recent years, hanover has delivered media and public affairs programmes for Deltex Medical and Edap plus projects for medical technology trade association ABHI. The hire of Paul Saunders shows hanover's desire to push further into this major and growing market for communications.

The medical technology industry is a key pillar within the healthcare sector and the wider economy, and sells around £5 billion of devices and other equipment to

the NHS every year. Medical technology has a huge role to play in helping to deliver the new NHS agenda of improving quality, innovation and productivity within tighter health budgets. This has been recognized most recently through the Government's Office of Life Sciences initiative.

Paul Saunders said: "I was not planning to move jobs, but the opportunity to join the hanover health team and grow their medical technology business was too good to miss. I will be spreading the word about hanover and look forward to working with industry colleagues in the future."

Today's announcement is the third recent major hire into hanover's healthcare team. Last week hanover announced that Neil Lindsay was joining as Associate Director and Sam Graham as Account Director. Hanover also announced in July that it has won a major contract to provide public affairs support to pharmaceutical trade body the ABPI.

ENDS

Notes to Editors

1. [hanover](#) is an independent corporate communications and public affairs company with 50 clients and 36 consultants from the public, private and third sectors
2. [hanover](#) is a member of both the Public Relations Consultancy Association and the Association of Professional Political Consultants and was recently shortlisted for Company of the Year in the Public Affairs News Awards.
3. [hanover](#) grew its healthcare fee income by 23 per cent in 2008 and was ranked 12 in the Top 25 Healthcare (PR Week, 22 June 2009) and most recently was appointed as advisers to the Association of the British Pharmaceutical Industry (ABPI).
4. More information about [hanover](#) can be found at www.hanovercomms.com

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