

Wales' Healthcare Looks Set to Smile with Cardiff Based Service

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Left to Right: Dr Tony Jewell, Chief Medical Officer for Wales, Dan Bruce, Operations Manager for Wales, Noam Tamir, CEO HLC Ltd.

London-based healthcare education provider, the Healthcare Learning Company (HLC), has recently celebrated the official opening of its first office in Cardiff, following a long-standing relationship with Cardiff University.

Smile-on, the trading name of Healthcare Learning Company, commemorated its tenth anniversary this year, recognising its achievements in producing a series of innovative online learning programmes for employers, employees and health professionals. The company's work with Cardiff University began in 2005 and has continued to develop, prompting an award for innovation in 2007 and grant support from the Welsh Assembly Government to enable HLC to open an office in Cardiff.

The office launch was held at the Cardiff Medicentre on the Heath Park Campus where the Smile-on office is based. The official opening was performed by Dr Tony Jewell, Chief Medical Officer for Wales and included speeches from Patrick Cannon, Director of Smile-on and representative for developing further business and links in Wales, plus Dr. Debbie Cohen, Senior Medical Research Fellow at Cardiff University, outlining HLC's longstanding relationship with the university.

As Dr Cohen explained, HLC has worked with Cardiff University to produce a number of interactive learning programmes and web sites within the healthcare sector for medical professionals around Wales. Such projects include an e-learning tutorial, 'Sick-note or Bust', which aims to interactively inform GP's how to manage patients in the correct way, and an internet-based 'Beating Bipolar' programme which teaches patients and their relatives about the diagnosis, causes and treatments of bipolar depression. HLC has also created a 'Healthy Working Wales' website for the Welsh Assembly Government to help employers, employees and health professionals to improve health at work, prevent ill health and to support return to work following sick leave. Smile-on hopes that its new office will allow the company to work closely with the university to develop further projects.

Dr Paul Langmaid, Chief Dental Officer for Wales, who was also present at the launch event, said "I am delighted that Smile-on has opened an office in Cardiff. The company's reputation for offering the dental profession in Wales a wide range of interactive teaching and online courses, including programmes for Continuing Professional Development (CPD) and Communication in Dentistry is well established. I hope that Smile-on's relationship with Welsh universities can be further developed and that both the Cardiff Dental School and the Dental postgraduate department will find its local presence of great benefit as well."