

2nd June 2017

## Gerflor joins the debate on the future of healthcare at European Healthcare Design 2017

The third year of The European Healthcare Design Congress and Exhibition (EHD) will see global policy advisors, researchers and practitioners join in four days of discussion on the future of healthcare provision (11th - 14th June 2017 at the Royal College of Physicians, London).

International flooring and interiors specialists Gerflor will again be exhibiting and attending the congress discussions. With over 70 years' experience in the healthcare sector, Gerflor is committed to producing innovative, decorative and sustainable flooring, wall and corner solutions and providing expert advice on how to meet and exceed expectations in this most demanding of environments.

This year's overarching theme is 'The European Health Economy in 2030', encouraging forward thinking on topics such as the sustainable transformation of healthcare systems, services and settings; the role of the patient and public in driving healthcare system change and designing a flexible healthcare infrastructure that responds to the changes in care provision, technology and location.

Amanda Hickman, Business Development, Gerflor, was keen to stress the importance of attending such an event. 'As a creator of products for the healthcare environment it's valid Gerflor remain in touch with the issues affecting the sector, our specifiers and, most importantly, the patients and staff who interact with our flooring. Our long legacy in international healthcare has been built on our ability to innovate and adapt our product and service offering; we have a responsibility to continue to contribute to this sector and we take our role of influencing the design, user experience, cost-efficiency and safety of the healthcare interior seriously.'

She continues, 'That's why EHD is not about exhibiting product for us: it's about offering our global experience and participating in the wider discussions of the congress so that we may spot, and act upon, any opportunities for flooring to make a difference to future healthcare provision.'

**The Gerflor healthcare team welcome delegates to talk with them at Stand 2 of European Healthcare Design on 12th-13th June 2017.**

For more information about Gerflor, speak to a specialist by calling 01926 622 600, emailing [contractuk@gerflor.com](mailto:contractuk@gerflor.com) or visiting [gerflor.co.uk](http://gerflor.co.uk). For all commercial enquiries please contact Cillian O'Shea by calling 00353 (87) 2559 660.

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