



ANNUAL CONFERENCE
OF THE MEDICAL TECHNOLOGY
SUPPLY INDUSTRY

11TH APRIL 2018

CROWNE PLAZA, NORTHWOOD,
SANTRY, DUBLIN 9

 @IMSTA_IRL

The background of the lower half of the poster features a close-up of a human eye with a green iris. The eye is framed by several concentric, semi-transparent circles. The entire scene is overlaid with a digital rain effect of glowing green and yellow characters and symbols, reminiscent of a computer terminal or data stream.

TIME FOR ACTION

FOCUSING ON OUTCOMES MEASUREMENT



WELCOME TO IMSTA'S ANNUAL MEDTECH CONFERENCE FOCUSING ON OUTCOMES MEASUREMENT

Our excellent speakers will discuss how Ireland measures up, how focussing on patient outcomes can impact on value, an example of using HTA to improve treatment outcomes and how the HSE's medical technology evaluation group will provide assistance to stakeholders when considering various health technologies and innovation in the medical devices field. We will also hear about Value-based health care in Wales and from HSE's Head of Procurement.

Members of IMSTA
**provide safe, effective
and innovative
medical technologies**
that save and enhance
lives, **benefiting people
and society.**

IMSTA is pleased to welcome back again this year Dr. Thomas Kelly of ICHOM, the International Consortium for Health Outcomes Measurement. IMSTA, in conjunction ICHOM, believe patient outcomes are the ultimate measure of success in health care.

When seeking treatment, patients want to know what their life will be like after treatment: will I return to work, will I be able to take care of myself, and will my symptoms improve?



OUR SPONSORS



PROGRAMME

- 8.00 a.m. **Registration**
TEA/COFFEE/PASTRIES
- 8.30 a.m. **Opening Address**
Minister for Health, **Simon Harris, T.D.**

SESSION 1

SETTING THE SCENE

- 8.45 a.m.  **How does Ireland measure up, have we any metrics?**
Prof. Charles Normand, Edward Kennedy Professor of Health Policy & Management, University of Dublin, Trinity College
- 9.05 a.m.  **What will it take to make Slaintecare a reality: infrastructure, ABF, Digital Health, ...? The need to focus on outcomes**
Dr. Thomas Kelley ICHOM
- 9.25 a.m.  **A patient's experience**
Mick MacClancy: "How I survived a cardiac arrest"

9.40 a.m. TEA/COFFEE

SESSION 2

FROM OUTCOMES TO VALUE

- 10.00 a.m.  **Using HTA as a driver: HIQA's assessment of using Mechanical Thrombectomy in management for Stroke patients**
Dr. Mairin Ryan, Director HTA and Deputy CEO HIQA
- 10.20 a.m.  **Applying Value-Based Health Care to Medtech**
Yves Verboven, Director Market Access & Economic Policies, Medtech Europe
- 10.40 a.m. **Case Studies**
How value-based health care strategies are delivering better outcomes
Two examples from MedTech Europe's Value-Based Procurement pilot studies
Edwards Lifesciences - TAVI (Transcatheter aortic valve implantation)
Ameer Ally, Senior Market Access Manager, Edwards Lifesciences UKI
UniHA – Warming Blankets
Kévin Bellenger, UniHA Purchasing Group, UniHA

11.10 a.m. TEA/COFFEE

SESSION 3

ASSESSING THE VALUE

- 11.30 a.m.  **Value-based Health care in Wales**
Alan Brace, Director of Finance, Health & Social Care, Welsh Government
- 11.50 a.m.  **Assessing the Value of Medical devices in the HSE**
Dr. Anne Dee, Health Technology Assessment Group Lead (HTAG) and \ Consultant in Public Health Medicine
- 12.10 p.m.  **Building a better Sourcing/Procurement Service**
John Swords, Head of Procurement, Health Business Services, HSE

12.30 p.m. PANEL DISCUSSION

12.50 p.m. **ICHOM Challenge – How to make outcomes measurement a reality in Ireland.**

1.00 p.m. LUNCH

SPEAKER BIOGRAPHIES

MR. AMEER ALLY

Senior Market Access Manager,
Edwards Lifesciences UKI

Ameer Ally is the Senior Market Access Manager for Edwards Lifesciences UK & Ireland. He has 35 years of experience in the healthcare sector. Ameer is an expert in the market access areas of regulatory affairs, government affairs, healthcare economics and reimbursement. He has broad product and geographic experience across both the pharmaceutical and medical technology industries. Ameer has been an active worker in the UK medical technology trade associations: ABHI, BHTA and SDMA and Europe in Eucomed.

KÉVIN BELLENGER

UniHA Purchasing Group, UniHA

Kevin has worked as a purchaser specialized in biomedical engineering in a national purchasing centre : GCS UniHA. Kevin purchases all kind of biomedical equipment for French public hospitals (150-200 million euros annually), doing calls for tenders in command group with other hospitals or directly in purchasing central. He also organizes and animates clinical and technique expert groups with adherents hospitals.

MR. ALAN BRACE

Director of Finance - Health and Social Services
Group - Welsh Government

Alan was born in the Rhondda Valley and brought up in Tonyrefail. He now lives in Coity with his wife and three children. He joined the NHS as a National Finance Management Trainee in 1984 and apart from two years in Local Government has spent his entire career in NHS Wales. Alan has been a Finance Director in a number of NHS Trusts in NHS Wales since 1994. In 2003 he took the opportunity offered by the creation of Local Health Boards in Wales to become Chief Executive of Carmarthenshire Local Health Board and remained there until 2008 when he returned to finance as Interim Director of Finance in Gwent NHS Trust. From 2009 he was Director of Finance and Procurement and Deputy Chief Executive of Aneurin Bevan University Health Board and during 2012 Alan covered the post of Director of Finance for the Department of Health and Social care in Welsh Government and in September 2016 Alan took up this post permanently.

DR. ANNE DEE

Health Technology Assessment Group Lead and
Specialist in Public Health Medicine, Department
of Public Health

HTAG is headed up by Dr. Anne Dee, who is qualified as a Consultant in Public Health Medicine. Anne specialises in the area of Health Economics, and has experience of Markov

modelling, cost of illness studies, budget impact analysis as well as acute hospital activity and costing projections. During her career, Anne has worked in emergency medicine, general practice and volunteered in a leprosy hospital in Nepal. She has worked in Public Health Medicine since 2006, and took up a specialist post in Limerick in 2010.

DR. THOMAS KELLEY

VP of Business Development & Partnerships,
ICHOM, EMEA

Thomas Kelley leads ICHOM's work across Europe, the Middle East, and Africa (EMEA). He also has global responsibility for ICHOM's engagement with the life science industry. He is based in the London office. Prior to working at ICHOM he practiced as a physician at an Academic Medical Centre in the UK, Oxford University Hospitals (OUH). Whilst at the OUH he worked in many parts of the hospital including general adult medicine, trauma and orthopedics, general surgery, emergency medicine, and plastic surgery.

PROF. CHARLES NORMAND

Edward Kennedy Professor of Health Policy &
Management, University of Dublin, Trinity College

Charles Normand is Edward Kennedy Professor of Health Policy and Management at the University of Dublin, Trinity College. He was for thirteen years Professor of Health Economics at the London School of Hygiene & Tropical Medicine, and remains a visiting professor there. He has worked also at the universities in Belfast, York and Stirling. He was a civil servant in Northern Ireland for four years and has worked in hospital management, including a period as chairman of the board at Central Middlesex Hospital and is currently on the boards of St. James's Hospital and Trinity Health Ireland. His BA and DPhil are in economics.

DR. MÁIRÍN RYAN

Director Health Technology Assessment and
Deputy Chief Executive Officer HIQA

Máirín joined HIQA as Director of Health Technology Assessment (HTA) in September 2007. She was appointed Deputy Chief Executive in September 2014. Prior to this appointment, Máirín was the Chief 1 Pharmacist at the National Centre for Pharmacoeconomics. She is an Assistant Professor in Pharmacoeconomics at Trinity College. She and her team are responsible for conducting assessments of health technologies including drugs, devices, diagnostics and public health programs. In addition, HIQA has recently been selected to provide the evidence synthesis to support the development of National Clinical Guidelines and National Clinical Audit.

JOHN SWORDS

Head of Procurement in Health Business Services
(HBS)

John Swords is Head of Procurement in Health Business Services (HBS) the Business Division of the Health Service Executive. John has in excess of 30 years' experience in the Health Service Executive from a Finance and Procurement perspective. As Head of Procurement, John is responsible for the strategic operational development and management of all Procurement related activity with an annual spend of approx. €3.5bn on products and services across the Health Service. A pro-active and supportive procurement professional in engaging with the Small Medium Sized Enterprises which has led to HBS Procurement developing a Strategy for Engaging with SME's which has received much positive publicity particularly in the area of Supplier Engagements. John and his Team have been instrumental in the implementation of the 'One Voice for Health' Procurement strategy which resides with Health Business Services (HBS). John is responsible for implementing the Procurement Plan inclusive of Sourcing, Logistics and Systems which are key enablers in providing front line services to patients.

YVES VERBOVEN

Director Market Access & Economic Policies
Medtech Europe

Yves Verboven is Director Market Access and Economic Policies at MedTech Europe. Following a period of Clinical Engineering, Director clinical outcomes and research at Intermedics and Medtronic working in the field of Cardiac Rhythm Management and Heart Failure Management, Yves used to work for Alcon as Assistant Director Health Economics responsible for eye care Pharmaceutical as well as medical devices products. During these 20 years first in human testing were performed, clinical study and landmark trials designed, and clinical and health economic proof was developed, published in international journals and disseminated to demonstrate the clinical outcome and health economic value of multiple health technologies. Yves holds a Master in Electro-Mechanical Engineering from the Catholic University of Leuven, a post-graduate in Business Administration and multiple patents and publications.

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