



# SMARTER CARE BETTER HEALTH

Annual Conference of the  
Medical Technology Supply Industry  
**7th March 2012**

# Welcome to IMSTA's 2012 Annual Conference

The theme for this year's event is  
**better utilisation of resources**

With reduced funding and the requirement to treat more patients it is essential that government begins to understand that **medical technology is an enabler** to address overburden and shortage of healthcare workers by optimising resource allocation, healthcare delivery and health outcomes.

Medical technology innovation goes more and more beyond pure product innovation and includes services and process innovation that **positively affects patient pathways and hospital economics**.

The conference is also open to non-members and stakeholders and your participation would be most welcome. We hope you can join us. Register on-line at [www.imsta.ie](http://www.imsta.ie)

## Speaker Profiles

Joe Aherne	CEO and owner of the Leading Edge Group of companies
Miles Ayling	Director of Service Design (Commissioning and System Management Directorate), Department of Health in the UK
Mark Campbell	Associate Director, Medical Technologies Evaluation Programme at the National Institute for Health and Clinical Excellence (NICE)
Paul Rafferty	Programme Manager of the National Clinical Programmes. The National Clinical Programmes were established to develop solutions that improve the quality, access and cost of a range of clinical services.

## Conference Programme

8.30am	<b>Welcome address</b> <b>Karl Goulding</b> , Chairman, IMSTA
8.40am	<b>Opening of Conference</b> <b>Dr. James Reilly TD</b> , Minister for Health & Children (tbc)
8.50am	<b>Patient's Story</b>
9.10am	<b>Can Lean Thinking Save Our Healthcare System?</b> <b>Joe Aherne</b> , The Leading Edge Group
9.30am	<b>Delivering better care through better use of resources</b> <b>Paul Rafferty</b> , Programme Manager, HSE Clinical Strategy and Programmes Directorate
9.50am	<i>Tea/Coffee</i>
10.20am	<b>INNOVATION Health &amp; Wealth: Accelerating adoption and diffusion in the NHS</b> <b>Miles Ayling</b> , Director of Innovation and Service Improvement, Department of Health (UK)
10.50am	<b>Innovation, value and smarter care: how NICE evaluates medical technologies</b> <b>Mark Campbell</b> , Medical Technologies Evaluation Programme, National Institute for Clinical Excellence (NICE) UK
11.20am	<b>Question &amp; Answer session</b>
11.30am	<i>Tea/Coffee</i>
12.10pm	<b>Industry working together with healthcare providers: A Case Study</b> - Mater Misericordiae University Hospital
12.30pm	<b>Getting SMARTER – what are the next steps?</b> Three leaders from industry, healthcare and government discuss the future of healthcare delivery in Ireland

1.00pm *Lunch*

IMSTA'S AGM WILL FOLLOW DIRECTLY AFTER LUNCH

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IMSTA  
Kandoy House  
2 Fairview Strand  
Dublin 3

Tel: + 353 (0)1 484 7828  
Fax: + 353 (0)1 484 7826  
E-mail: [admin@imsta.ie](mailto:admin@imsta.ie)  
Web: [www.imsta.ie](http://www.imsta.ie)

IMSTA is an independent representative  
body for med tech suppliers in Ireland