



# MedTech18 Annual Conference



## AUDIENCE

CEOs, Senior Executives, Researchers, Academics, Service Providers, Start-ups and Investors



## LOCATION

Crystal Ballroom Luna Park, Sydney  
Palais Room - AGM



## TRANSPORT

Sydney transport makes it easy to get to the conference using train, bus or ferry. If you plan to drive contact MTAA staff for discounted parking rates.



## ACCOMODATION

Special hotel offers are available for MedTech18 attendees. Stay minutes away from the venue.

## HOT TOPICS



### The Power of Politics

MedTech18 will begin with 'the power of Politics'. Hear how politicians use data to campaign and advocate. Following this, learn about regulatory changes, updates and projections.



### Let's talk Patients front and centre

Sessions includes: why software as a medical device is changing the patient experience, a panel discussion on the regulatory challenges and opportunities of software as a medical device, the patient story through privacy and data and finish with a touching story of global philanthropy.



### Innovation Gets Personal

Day two will begin with the session Innovation through physician collaboration, cyber security, and ideas to commercialise your business. Hear from the semi-finalist of the MedTech's Got Talent competition as they pitch their ideas to the audience.



### (Industry) Public Perception gets real

The final theme of MedTech18 will incorporate an interesting and thought-provoking hypothetical, challenging the current way of thinking.

## REGISTER YOUR ATTENDANCE

**\$818** / 1 DAY

WEDNESDAY

\$1,090 FOR NON-MEMBERS

This ticket provides access to all sessions on Wednesday. This includes the Connecting Event and Industry Awards Dinner.

**\$1,257** / 2 DAYS

FULL REGISTRATION

\$1,675 FOR NON-MEMBERS

This ticket provides access to the two-day conference including the Connecting Event and Industry Awards Dinner.





**\$672** / 1 DAY

THURSDAY

\$895 FOR NON-MEMBERS

This ticket provides access to Thursday only of the conference.



07:25	Registrations open AGM Meeting at Palais room	
08:45 - 09:00	Opening Address: Mr Gavin Fox-Smith, MTAA Chair	
09:00 - 10:15	Mr Trent Zimmerman MP Senator Murray Watt	CHAIR: Mr Jody Fassina, Managing Director, Insight Strategy
	<p>Cross-Political Panel</p> <ul style="list-style-type: none"> <li>The 45th Parliament is rapidly coming to an end in 2019. We've seen an unprecedented number of changes, including two Prime Ministers and nine by-elections.</li> <li>This revolving door of politicians makes it harder for business to build relationships.</li> <li>Hear from politicians who know what this means and how industry can make the most of this environment.</li> </ul>	
10:15 - 10:45	Morning Tea in the Exhibitor Area	
10:45 - 11:45	Ms Kaila Murnain, NSW General Secretary, ALP Ms Stefanee Lovett, Managing Director, CapitalHill Advisory Mr Peter Lewis, Executive Director, Essential Media	CHAIR: Mr Nick Campbell, Chairman, CapitalHill Advisory
	<p>Redefining Advocacy in 2019</p> <ul style="list-style-type: none"> <li>Advocacy has been identified by MTAA Board as one of five key strategic goals.</li> <li>As an industry we need to be both nimble and constantly alert to the changing political and policy environment.</li> <li>Hear from campaign professionals on what advocacy looks like today and why your organisation should consider it core business.</li> </ul>	
11:45 - 12:45	Mr Toby Patten, Partner, Baker and McKenzie Prof. Adj. John Skerritt, Deputy Secretary for Health Products Regulation, Department of Health Ms Diana Kanecka, Manager International Affairs, MedTech Europe	
	<p>Global trends impacting Australia's regulatory landscape</p> <ul style="list-style-type: none"> <li>Global regulators of medical devices continue to be in the spotlight.</li> <li>What are the trends and how will this impact the Australian market access and reimbursement environment?</li> <li>What changes can we expect in the medium term?</li> </ul>	
12:45 - 13:40	Lunch in the Exhibitor Area	
13:40 - 14:20	Ms Shara Evans, Technology Futurist	
	<p>Why software as a medical device is changing the patient experience (The Future of Medical Devices)</p> <ul style="list-style-type: none"> <li>According to Deloitte the global market for wearable medical devices and remote patient monitoring systems is expected to reach \$612 billion in 2022.</li> <li>By some accounts, there are now over 318,000 health apps available on the top app stores worldwide, nearly double the number of apps available in 2015.</li> <li>What do some of those opportunities look like and what how does the device industry stay relevant in this new world.</li> </ul>	



Ms Stefanee Lovett,  
Managing Director, CapitalHill Advisory

Stefanee is highly experienced, working in both the public and private sectors across a range of stakeholders and organisations in Canberra. Having worked as both a senior political staffer and public servant, Stefanee understands the importance of engaging with both government and the public sector to achieve policy outcomes, and assists businesses to navigate this often challenging process.



Ms Shara Evans,  
Technology Futurist

Shara's keynote speeches bring together the latest technology innovations and cutting-edge research projects, tying them into strategic insights specifically for your business. Shara is also a regular media commentator on technology issues — appearing on shows such as Q&A, Weekend Sunrise, Sky News, The Drum, Lateline, 7:30 Report and is regularly quoted in publications such as the Financial Review, The Age, Sydney Morning Herald, The Australian and many others.

Program is subject to changes. Visit the MedTech18 website for updates.

14:20 - 15:10	Mr Rob Grenfell, Health Director of the Health and Biosecurity Business Unit, CSIRO Prof. Adj. John Skerritt, Deputy Secretary for Health Products Regulation, Department of Health Ms Bronwyn Le Grice, Managing Director, ANDHealth Ms Diana Kanecka, Manager International Affairs, MedTech Europe	CHAIR: Dr. Jill Freyne, Director Nutrition & Health, CSIRO
	The regulatory challenges and opportunities of software as a medical device	
	<ul style="list-style-type: none"> <li>• Software as medical device has the potential to provide significant positive impact for patients.</li> <li>• When barriers to entry for these apps is low how does industry and regulators ensure the quality of the technology.</li> <li>• The clinical evidence needs to demonstrate an appropriate level of safety and performance when used for the intended purpose.</li> <li>• Hear from experts to discuss one of the most challenging issues for the industry in the coming years.</li> </ul>	
15:10 - 15:30	Afternoon Tea in the Exhibitor Area	
15:30 - 16:15	Ms Tessa Kowaliw, Founder, Value-Based CX Dr. Nikhil Pooviah, Co-Founder, Canceraid Mr David Jonas, CEO, Digital Health CRC	CHAIR: Ms Rhenu Bhuller, Partner, Frost & Sullivan
	Patient empowerment through data	
	<ul style="list-style-type: none"> <li>• Patient-generated data from connected medical devices, apps and sensors are on the rise.</li> <li>• This raises questions about how different devices and how datasets will work together to support remote clinical decision-making and seamless patient experiences.</li> <li>• The consumer is becoming more assertive and partnership with healthcare providers is viewed as the way forward.</li> </ul>	
16:15 - 16:55	Ms Marina Te Maro, Case Manager, Children First Foundation	
	A touching story of global philanthropy	
	<ul style="list-style-type: none"> <li>• Children First Foundation facilitates life-changing surgery in Australia for disadvantaged children from developing countries without the resources to help them.</li> <li>• Case Manager Marina Te Maro will describe the challenges faced by children from remote and poorly-resourced countries.</li> <li>• She will also share heart-warming stories and the significant impact of medical technology.</li> </ul>	
16:55 - 17:00	Closing address: Mr Gavin Fox-Smith, MTAA Chair	
	Connecting Event	
17:00 - 18:00	Meet and greet industry professionals in a 1 hour networking event over drinks and canapes.	18:00 - 22:00
		MTAA Industry Awards Dinner
		Join us at the prestigious Industry Awards Dinner as we put the spotlight on key professionals & companies, celebrating a year of leadership, innovation and achievement.



**Dr. Jill Freyne,**  
Director Nutrition & Health, CSIRO

Jill has significant research experience in the development and validation of digital health services, lifestyle interventions, and recommender systems. Jill works with Australian and International industry partners to devise engaging and sustainable health technology solutions, aimed specifically at encouraging individuals to change the way that they engage with their health.



**Dr. Nikhil Pooviah,**  
Co-Founder of Canceraid




Dr. Nikhil Pooviah is the Co-Founder & CEO of an early-stage health-tech startup: CancerAid with a background as a Radiation Oncologist from Sydney, Australia. CancerAid is a digital companion used by 20,000 cancer patients worldwide to provide support from diagnosis, through to treatments and into survivorship.



**Prof. Adj. John Skerritt,**  
Deputy Secretary for Health Products Regulation, Department of Health

Adjunct Professor John Skerritt joined the Department of Health in May 2012 and is currently the Deputy Secretary, Health Products Regulation Group. As a Deputy Secretary, he contributes to the stewardship of Australia's health system, as well as having direct responsibility for both the Therapeutic Goods Administration and the Office of Drug Control.

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08:45 - 09:00	Recap of Day 1 by Ian Burgess, MTAAs CEO	
09:00 - 10:00	Prof. John Knight, The George Institute for Global Health Prof. Hala Zreiqat, Sydney University Professor, Biomedical Engineering Prof. Colette McKay, Bionics Institute Mr Bede O'Connor, Managing Director, 360 Knee Systems	CHAIR: Ms Sue MacLeman, Chair, MTPConnect
	Innovation through physician collaboration <ul style="list-style-type: none"> <li>• One of the most misunderstood aspects of medical technology is the relationship between physicians and industry.</li> <li>• Physicians as the primary users of medical technology means much of the feedback that spurs the creation of the next generation of innovative products comes from physicians who share with manufacturers their real-world experience.</li> <li>• How they manage perceived conflicts of interest, how they've dealt with the practical pitfalls and what has directly contributed to successful collaborative innovation.</li> <li>• Hear from pre-eminent healthcare professionals provide their practical insights.</li> </ul>	
10:00 - 10:45	Ms Michelle Price, CEO, AustCyber Mr Dan Grant, CEO, MTPConnect	CHAIR: Dr. Elizabeth McGrath A/g, Assistant Secretary, Department of Health
	Cyber Security attack – Are you ready? <ul style="list-style-type: none"> <li>• Business Insider Intelligence estimates as much as \$655 billion will be spent globally on cyber security initiatives between 2015 and 2020.</li> <li>• CSIRO is undertaking research that will assist the medical devices ecosystem to implement appropriate approaches to cyber security.</li> <li>• More broadly how prepared is your organisation?</li> </ul>	
10:45 - 11:15	Morning Tea in the Exhibitor Area	
11:15 - 12:00	Mr Barry Thomas, Managing Director Cook Medical Australia, Director Cook Medical Asia Pacific Mr Buzz Palmer, CEO, The Actuator Ms Kathryn Sunn, Commercial Theme Leader, The University of Sydney Ms Jenell Robinson, Vice President, Clinical Value and Provider Relations, Medtech Innovator	CHAIR: Mr Ben Wright, Chief Innovation Officer, Cicada Innovations
	Let's commercialise your idea <ul style="list-style-type: none"> <li>• The MedTech sector is uniquely positioned in Australia – sitting within a vibrant support infrastructure.</li> <li>• As a country we need to get better at facilitating growth across our MedTech sector. The MTPConnect sector's competitiveness plan had identified a number of barriers they include:                         <ol style="list-style-type: none"> <li>1. Funding constraints and plans not lining up with commercial values</li> <li>2. Lack of collaboration across sectors</li> <li>3. Lack of commercialisation and business management skills</li> <li>4. Local policy instability and international competition</li> <li>5. Regulatory requirements are not aligned to innovation cycles</li> <li>6. Difficulty and complexity of accessing global markets</li> </ol> </li> </ul>	



Prof. Hala Zreiqat,  
Sydney University Professor,  
Biomedical Engineering

Professor Hala Zreiqat is a National Health and Medical Research Fellow, Head of the Tissue Engineering and Biomaterials Research Unit in the Faculty of Engineering, University of Sydney. She specialises in developing engineered biomaterials and scaffolds for skeletal tissue applications, and investigating their effect on in vitro and in vivo osteogenesis.

Professor Hala Zreiqat is the 2018 New South Wales Premier's Woman of the Year.





Mr Barry Thomas,  
Managing Director, Cook Medical Aust.  
Director, Cook Medical Asia Pacific

Barry Thomas has been with Cook Medical for 15 years in various roles, continually helping it to grow and expand. Barry is a current serving member of the Board of AusBiotech, and was the recipient of the Export Council Australia Export Hero Award 2011-2012, and Health and Pharmaceutical Executive of the Year 2013, The CEO Magazine.



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12:00 - 12:45	MedTech's Got Talent	FACILITATOR: Mr Buzz Palmer, CEO, The Actuator
	MedTech's Got Talent - Rapid Fire Round	
	<ul style="list-style-type: none"> <li>The top 20 participants face off in a 1 minute Rapid Fire Round pitch.</li> <li>Those successful will progress to the Finals gala pitch event and the chance to access up to \$200,000 seed equity investment.</li> </ul>	
12:45 - 13:40	Lunch in the Exhibitor Area	
13:40 - 13:55	Announcement of MedTech's Got Talent finalists	
13:55 - 15:25	<p>Ms Rebecca Cortiula, Managing Director, Terumo Australia                  Dr. Simon Coffey, Orthopaedic Surgeon                  Ms Jo Root, Policy Manager, Consumers Health Forum of Australia                  Mr Tim Daniel, CEO, St Vincent's Private Hospital Sydney                  Mr Phillip Wright, Senior Advisor, The Ethics Centre                  A/Prof. Claire Vajdic, Centre for Big Data Research in Health, UNSW                  Ms Jenell Robinson, Vice President, Clinical Value and Provider Relations, Medtech Innovator                  Dr. Megan Keaney, Principal Medical Advisor, Department of Health</p>	CHAIR: Dr. Norman Swan, Host & Producer, Health Report ABC Radio National
	Where are Medical Devices?	
	Be challenged by a thought-provoking hypothetical – Dr. Norman Swan will lead a panel of health sector leaders across a minefield of contemporary and potential issues facing the MedTech industry.	
15:25 - 15:40	Closing address by MTAA New Chair	



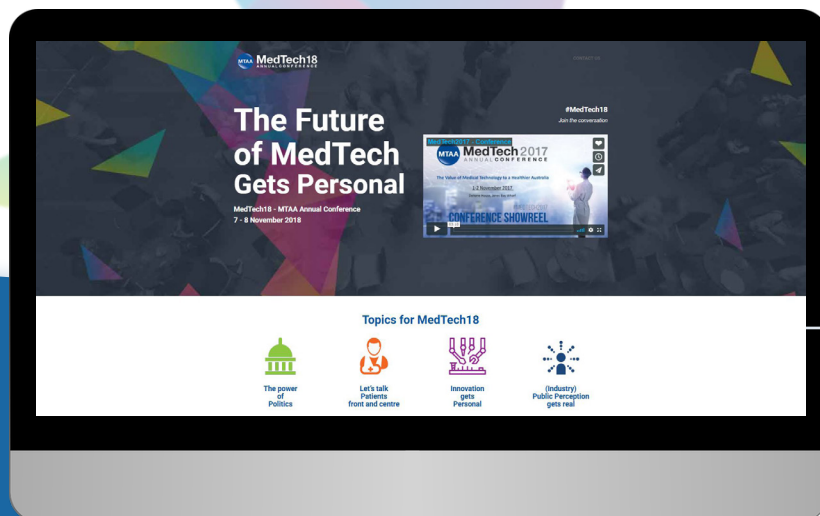
**Dr. Norman Swan,**  
Host & Producer, Health Report ABC Radio National

Producer and presenter of the Health Report, Dr Norman Swan, is a multi-award winning producer and broadcaster. Dr. Swan's career has been highlighted by his desire to keep the Australian public informed of health developments as they happen. This allows him to combine medical expertise with investigative reporting, clear analysis and the knowledge to report the latest research in health and medicine.



**Mr Buzz Palmer,**  
CEO, The Actuator

One of Australia's leading and most visible voices in entrepreneurship and MedTech innovation. He is a dynamic business leader with a stellar track record of entrepreneurial success in medical technologies and biotech.



**Keep up-to-date**

Visit the MedTech website for the latest updates on sessions, speakers, sponsors and opportunities.