

MTAA Annual Conference

About

MTAA's annual conference, MedTech19, is the premier medical technology industry conference in Australia and is a major event on the Australian healthcare calendar. The event brings together a wide variety of leaders and influencers across industry, government and academia, to discuss key issues ranging from cyber security to the future of private health insurance.

Why attend this event

Insights

Gain exclusive insights into key issues and trends from influencers shaping the industry

Be heard

Voice your organisation's issues direct to thought-leaders and government

Knowledge

Exchange ideas and knowledge at workshops with like-minded professionals

Support

Demonstrate your organisation's commitment to the industry

Network

Build your professional portfolio through a variety of networking opportunities

Opportunity

Explore commercial opportunities from start-ups to established businesses

Who attends this event



Senior Management
Medical technology companies



Communications/Marketing
Medical technology companies



Operations
Medical technology companies



Regulatory
Medical technology companies, consultants, government



Policy Makers
Medical technology companies, other industry bodies, advocacy groups



Market access
Medical technology companies, medical company representatives

DAY 1

Program is subject to change. Visit the MedTech19 website for updates.

Thurs

19 September 2019

07:30	Registration opens
08:30 - 09:00	Opening address – Mr Ian Burgess, MTAA CEO
 09:00 - 09:45	Cyber security – the future of digital security in MedTech Keynote: Ms Marene Allison, Chief Information Security Officer, Johnson & Johnson, Worldwide Vice President Information Security & Risk Management
Chatham House Rule	This session will provide an overview of the global landscape for cyber security and also the impacts on healthcare more specifically, focusing on where it relates to medical devices and more importantly on software for medical devices.
 09:45 - 10:30	The future of digital security in MedTech Chair: Dr Rob Grenfell, Health Director, Health & Biosecurity, CSIRO
Chatham House Rule	Ms Marene Allison, Chief Information Security Officer, Johnson & Johnson, Worldwide Vice President Information Security & Risk Management Ms Michelle Price, CEO, AustCyber Mr Simon Cowley, Principal Cybersecurity Officer, Department of Health & Human Services (Victoria) Ms Dana-Megan Rossi, Director of Cybersecurity, Vulnerability and Threat Management for Becton, Dickinson and Company + special guest speaker
	The discussion will include how this relates to Australia and New Zealand, following the release of recent TGA guidelines, and why it is crucial for patient safety.
10:30 - 11:05	Morning tea in the exhibitor area





Ms Marene Allison, Chief Information Security Officer, Johnson & Johnson, Worldwide Vice President Information Security & Risk Management

Marene Allison is responsible for protecting Johnson & Johnson's Information Technology (IT) systems and data worldwide through elimination and mitigation of cyber security risk. This includes ensuring that the information security posture supports business growth objectives, protects public trust in the Johnson & Johnson brand, and meets legal/regulatory requirements. With 265 companies in over 60 countries, Johnson & Johnson is a leader in consumer health, pharmaceutical products, and medical devices worldwide.

Concurrent sessions

Attendees will have the choice to attend one of the following sessions:

 11:05 - 12:30	Cyber security – Vulnerability Disclosure Program in Australia Facilitator: Ms Dana-Megan Rossi, Director of Cybersecurity, Vulnerability and Threat Management, Becton, Dickinson and Company
Lindsay room Limited spots	For this interactive workshop we will walk through the essential elements for establishing a Coordinated Vulnerability Disclosure (CVD) program including: alignment with international standards and guidance; proactively establishing relationships with security researchers; working with government authorities and customers for coordinated bulletins; developing a regional Product Security Response Team (PSIRT) for operational excellence; and navigating challenging business decisions.
Chatham House Rule	
 11:05 - 11:45	Patients, doctors + machines Chair: Ms Emma McKeown, Health Analytics Director, PwC Australia
	Mr Bede O'Connor, Managing Director, 360 Knee Systems Mr Stephen Ruffels, COO & Head of Engineering, Harrison.AI Mr Brent Barnes, Chief Executive Officer and Managing Director, LBT Innovations
	PwC has forecast that Global GDP will be up to 14% higher in 2030 due to the accelerating development and take-up of AI. In healthcare, the potential for disruption is limitless due to the amount of available healthcare data including population level datasets, patient case histories and real-time digital data from medical devices.
	Our panel of experts will discuss the key benefits of AI in healthcare, where it sits in the MedTech landscape and what MedTech can do to prepare for the challenges ahead.



Ms Dana-Megan Rossi, Director of Cybersecurity, Vulnerability and Threat Management for Becton, Dickinson and Company

Dana-Megan Rossi leads Cybersecurity Operations at BD. Her work focuses on strategic security operations and initiatives, collaborations and threat management and intelligence to enhance the security to customers by design, in use and through partnership. She works to ensure the adoption of BD cyber security globally, including integration of strategic intelligence, security awareness and trainings, and security operations.

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	11:45 - 12:30	Towards a sustainable private healthcare system Chair: Ms Jane McMillan, Senior Director Government Affairs and Policy, Johnson & Johnson
		Dr Andrew Charlton, Co-founder, AlphaBeta Advisers Dr Linda Swan, Chief Medical Officer, Medibank Private Mr Toby Hall, Group CEO, St Vincent's Health Australia Ms Jo Root, Policy Manager, Consumers Health Forum Australia's private health insurance system is under increasing pressure, due to shifting demographics and increasing costs. Despite government efforts to encourage more Australians to take up private health insurance, rising premiums and policy changes have driven membership numbers to 11-year lows. With the system in need of reform, what does the future hold for private health insurance?
	12:30 - 13:15	Lunch at Croft restaurant



Adjunct Professor 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.

	13:15 - 14:00	Regulatory update Chair: Ms Mandi Jacobson, Partner, Dentons
		Adjunct Professor John Skerritt, Deputy Secretary for Health Products Regulation, Department of Health TGA's 2019 Action Plan released earlier this year articulates the Australian national regulator's strategy to strengthen and improve the regulatory regime for medical devices in Australia. Public consultations on proposed changes to regulations and regulatory guidelines have progressed at a sustained pace, making these the most significant changes to the medical devices regulations since the introduction of the Therapeutic Goods Act 1989. The Head of the TGA Adjunct Prof John Skerritt will provide an overview of the regulatory changes and explain the implications for sponsors, manufacturers, patients and users of medical devices.

	14:00 - 14:45	The future of health technology assessment for devices Chair: Mr Andrew Wiltshire, Senior Director, Market Access, Public Affairs & Policy, Medtronic
		Ms Adriana Platona, First Assistant Secretary, Technology Assessment and Access Division, Department of Health Dr Sue O'Malley, Principal Consultant and Founder, Medical Intelligence Give industry representatives exposure to the government philosophy of HTA and implications for the industry, with the opportunity for discussion on the possible barriers and impacts on innovation and outcomes.
	14:45 - 15:15	Afternoon tea in the exhibitor area



Ms Adriana Platona, First Assistant Secretary, Technology Assessment and Access Division, Department of Health

Adriana Platona is the Head of the Technology Assessment and Access Division at the Australian Department of Health. Adriana leads the Division responsible for providing reliable, timely and affordable access to medicines and medical devices and other health services for all Australians including those with rare diseases, through the Pharmaceutical Benefits Scheme (PBS), Prostheses List, Life Saving Drugs Program and targeted assistance programs.





	15:15 - 16:00	Procurement for medical devices - what does 'good' look like? Chair: Mr Paul Dale, Director of Policy, MTAA
		Ms Susie Giddey, Category Manager, Healthshare, NSW Health A public and private perspective on procurement goals and approaches, with the opportunity for discussion on the challenges and impacts on innovation and outcomes.

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	16:00 - 16:45	UDI implementation Keynote: Dr Robert Hankin, President & CEO, Health Industry Business Communication Council The development and implementation of the Unique Device Identification system (the UDI system) is widely acknowledged by industry and regulators as an effective means of ensuring timely access to complete, accurate and consistent information about medical devices. Demand is growing for improved traceability of medical devices in the supply chain and there is now worldwide recognition that, in the interests of patient safety and improved industry outcomes, the ability to unambiguously identify medical devices is essential. This session will outline lessons learned from the implementation of UDI in the U.S. and recommendations for a smooth UDI implementation in Australia.
	16:45 - 17:30	The future of product specialists Chair: Ms Annie Arnett, Vice President & General Manager, Hologic Ms Nicole Nash-Arnold, Director, Nurse Manager HQ Mr Fraser Cleave, General Manager, Surgical Implants and Consumables, LifeHealthcare Mr Toby Hall, Group Chief Executive Officer, St Vincent's Health Australia In the future, how will medical device companies be represented in the field? Will the advent of robotics change the technical skills required? How will representatives interact with hospital staff given increasing levels of protocol and budgetary restrictions. Where will discussions around devices occur - in the tea-room or the office? Our panel of experts will give their insights into the future of surgical engagement in the field.
	17:30 - 17:35	Close of day one – Mr Maurice Ben-Mayor, MTAA Chair
	17:35 - 19:00	Networking drinks Pre-dinner drinks and canapes with industry professionals.
	19:00 - 21:30	Australian MedTech Industry Awards The prestigious Australian MedTech Industry Awards evening recognises outstanding individuals and organisations in the MedTech industry.



Dr Robert Hankin, President & CEO, Health Industry Business Communication Council

Robert A. Hankin, Ph.D. has served as President and CEO of the Health Industry Business Communications Council (HIBCC) since 1987. In that capacity, he has overseen the development of HIBCC from its early formation as a bar code labeling standards group to its current status as a provider of internationally-accredited healthcare supply chain product and customer identification standards.

Supporting sponsors



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Panel session

DAY 2

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Friday

20 September 2019

8:00	Registration opens
08:30 - 08:40	Day two welcome address – Mr Ian Burgess, MTAA CEO
 08:40 - 09:20	<p>MedTech doing good</p> <p>Mr Mark Taffa, Owner, Horten Medical Mr Guy Leech, former Ironman, Heart 180</p> <p>Doctors Assisting in South-Pacific Islands (DAISI®) consists of specialist and non-specialist doctors who have spent time volunteering their services in the South Pacific. It also includes non-medical DAISI volunteers, nurses and allied health professionals. The main emphasis is on encouraging and teaching medical staff of the South-Pacific. The medical device industry is contributing to this process with equipment and expertise.</p>
 09:20 - 10:00	<p>Political update</p> <p>Chair: Mr Jody Fassina, Managing Director, Insight Strategy</p> <p>The Hon Chris Bowen, Shadow Minister for Health</p> <p>The political landscape has changed dramatically over the past twelve months. Healthcare was a key battleground for the 2019 election with both parties going to the polls with significant health commitments. With the election over and the 47th Parliament now underway, Federal Shadow Health Minister Chris Bowen will join us to discuss the ALP's priorities for health and how they plan to hold the Government to account.</p>
10:00 - 10:30	Morning tea in the exhibitor area
 10:30 - 12:00	<p>2019 MedTech's Got Talent, Rapid Fire Round 1</p> <p>MC: Dr Johannes Mang, Chief Venture Officer, The Actuator</p> <p>The 2019 MedTech's Got Talent Sydney Rapid Fire Round will see up to 20 early-stage MedTech start-ups pitch their business proposals in 60 seconds to impress one of our leading industry mentors and advance to the Gala Finals.</p>
12:00 - 12:45	Lunch at Croft restaurant



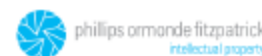
The Hon Chris Bowen, Shadow Minister for Health

Chris Bowen entered Parliament in 2004 and has held a wide range of portfolios including serving as Treasurer, Minister for Human Services, Minister for Immigration, Minister for Financial Services, Assistant Treasurer, Minister for Competition Policy, Minister for Small Business and Minister for Tertiary Education. Chris has been responsible for a range of significant policy reform programs in these portfolios. He served as Interim Leader of the Labor Party and Acting Leader of the Opposition following the 2013 Federal election and served as Shadow Treasurer. He is now the Shadow Minister for Health.

Supporting exhibitors



Healthcare Professionals GROUP



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	12:45 - 13:30	The winners of MedTech's Got Talent – where are they now? MC: Dr Johannes Mang, Chief Venture Officer, The Actuator
		Dr Kate Lomas, Co-founder, Hemideina Adjunct Professor Nick Opie, CTO and Founder, Synchron Ms Jacqueline Savage, Founder and Director, MedCorp Technologies Hear from 2014, 2015 & 2016 MedTech's Got Talent Winners talk about the highs & lows.
	13:30 - 14:15	Effective media management in a digital age Chair: Ms Kathryn Conroy, Principal Consultant, Nexus APAC Group
		Mr Paul Cross, Founder and Publisher, Health Dispatch Ms Sue Dunlevy, National Health Correspondent, News Corporation How to effectively articulate your objectives to the media and ensure that your messages are being heard. How grassroots issues campaigns can be influential in bringing about better outcomes for patients. The more things change, the more they stay the same – two years on. Amplification through digital/social media and getting the balance right between paid, owned and earned media channels.
	14:15 - 15:00	Case study: Hope for Hearts, the case for disease awareness campaigns Chair: Mr Polo Guilbert-Wright, Director Of Government Affairs ANZ, Edwards LifeSciences
Sponsored by Edwards		Mr Anthony Schwarzenacker, Managing Director of Connect the Docs, Hope for Hearts Prof Michael Vallely, Sydney Heart & Lung Surgeons, Macquarie & Sydney Universities Dr Nelson Lau, Senior GP, Medibank Health Solutions Sponsored by Edwards Lifesciences: With patient health literacy increasing and recent changes to the TGA Advertising Code, medical device companies need to get smarter about how they use digital channels. We know that patients will google things like "aortic stenosis", "deep brain stimulation", and "continuous glucose monitoring". Direct to Consumer (DTC) advertising must comply with the TGA Code & Guidelines, but the problem for consumers is where are they finding their information and is it credible? Hope for Hearts was launched in March this year and has demonstrated that a balance can be found. Anthony Schwarzenacker will talk about disease awareness campaigns and why they can and should be done.
	15:00 - 15:10	Closing address - Mr Maurice Ben-Mayor, MTAA Chair



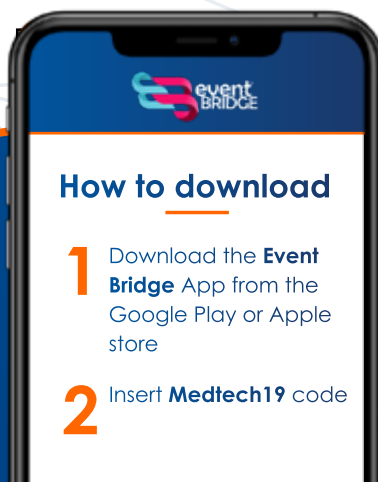
Ms Sue Dunlevy, National Health Correspondent, News Corporation

Sue Dunlevy has been reporting on health policy and federal politics for over 30 years and is the National Health Reporter for six News Corp papers including the Daily Telegraph and Herald Sun. By keeping governments under check and challenge her articles have led to numerous policy changes including most recently a new Medicare rebate for a Heart Health Check and an increase in the income threshold for private health insurance penalties under the Rudd Government. Her exposure of the overpricing of generic medicines helped drive the introduction of price disclosure rules that have saved taxpayers billions of dollars.



Prof Michael Vallely, Sydney Heart & Lung Surgeons, Macquarie & Sydney Universities

Professor Michael Vallely is an academic cardiothoracic surgeon with interests in elderly, complex and high-risk patients, including the application of off-pump, minimal access and transcatheter techniques. He holds Clinical Professorships at The University of Sydney and Macquarie University and has clinical appointments at The Northern Beaches, The Mater and Macquarie University Hospitals in Sydney. Professor Vallely sits on several industry advisory boards and is a Senior Advisor with The Boston Consulting Group.



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