

ABHI

ABHI UK HEALTHTECH CONFERENCE

30th September - 1st October 2024

Cavendish Conference Centre, 22 Duchess Mews, London, W1G 9DT

Day 2

AGENDA

Time	Topic	Speaker
08:30	Registration & Coffee	
09:15	Introductions & Welcome	Luella Trickett Executive Director, Medical Devices, Value and Access, ABHI
09:30	Keynote: Thought Piece	Alastair McLellan Editor, Health Service Journal
10:00	What it is Like at Grass Roots	Steve McManus CEO Royal Berkshire Hospitals Trust Adam Doyle , CEO, NHS Sussex & National Director for System Development, NHS England
10:45	Coffee Break	
11:15	The View From The Royal Colleges	Professor Sarah Coupland Senior Consultant Histopathologist & Trustee, Royal College of Pathologists Professor Andrew Metcalfe Professor of Trauma and Orthopaedics, Warwick Clinical Trials Unit Dr Stephen Harden Vice-President, Clinical Radiology, Royal College of Radiologists
12:00	NHS Policy – Core 20 Plus 5. <i>How is it Changing Things?</i>	Professor Bola Owolabi Director of the National Healthcare Inequalities Improvement Programme, NHS England.
12:30	The Transformation of NICE	Mark Chapman Director for HealthTech-CHTE, National Institute for Health and Care Excellence, NICE
13:15	Lunch	
14:15	Procurement Roundtable: <i>Delivering Value Based Procurement</i>	Adriana Duree Head of Category - Cardiovascular, Radiology and Pain Management, NHS Supply Chain Hamza Hussain Senior Category Manager - Digital & IT at NHS Shared Business Services Shona Macdonald Director of Market Access and Reimbursement, Convatec Ltd Michael Shenouda Chief Commercial Officer & Chief Medical Officer, Open Medical Michael Cullen Head of Value and Access, B Braun Medical (UK) Ltd Jayne Bailey Senior Director Market Access EMEA, Cepheid
15:00	Adoption of Innovation: <i>What is The Health Family Doing?</i>	David Lawson Director, MedTech Directorate, Department of Health and Social Care Stuart Monk National Programme Director – Health Innovation Network
15:45	Coffee Break	
16:15	Circular Economy: <i>Design For Life Progress</i>	Dr Karen Mayor Deputy Director, Medical Technology Data, Analysis and Resilience teams, Department of Health and Social Care Wendy Rayner Head of Circular Economy, NHS Scotland
17:00	Closing Remarks	Luella Trickett Executive Director, Medical Devices, Value and Access, ABHI
17:15	Event Close	

MEET THE SPEAKERS



Jayne Bailey
Senior Director Market Access EMEA, Cepheid

Jayne is the EMEA Lead for Government Affairs and Market Access at Cepheid, where she heads a team dedicated to collaborating with governments, payers, and clinicians to enhance patient outcomes by enabling access to molecular diagnostic testing everywhere. With extensive experience in the in vitro diagnostic industry, Jayne has held senior roles in commercial, marketing, and market development functions. Her significant contributions include working closely with the Test and Treat pandemic response team, advancing screening protocols for resistant bacteria, innovating respiratory testing pathways, and leading the implementation of Hepatitis C testing - an initiative crucial in accelerating the NHS's progress toward achieving the WHO goal of Hepatitis Elimination.

Jayne is committed to leading from the front and delivering impactful results. With first-hand experience of the transformative impact of Cepheid's technology on patient lives, she is passionate about fostering a company culture that is open, supportive, and deeply committed to diversity and inclusion.



Mark Chapman
Director for HealthTech-CHTE, National Institute for Health and Care Excellence (NICE)

Mark joined us in 2022 as director of HealthTech. This includes diagnostics, digital and medtech that can be implantable or assistive. Mark has 30 years of experience in the medtech arena. He initially trained as a Clinical Physiologist, and worked for 10 years within the UK NHS, Tertiary Cardiac Care, with a specialist interest in complex cardiac devices.

Moving into Industry in 2001, holding various clinical and commercial roles. In parallel, he has held roles, including committee member on our technology appraisal programme. Is a past member of the External Advisory Board, University of Leeds EPSRC Centre for innovative Manufacturing of Medical Devices. Mark has also undertaken secondment within the UK Government, Office for Life science, Department of Business, as MedTech Policy Advisor. Since 2014 Mark was the Director of Health Economics and Commissioning for UK & Ireland at Medtronic.



Prof. Sarah Coupland

Senior Consultant Histopathologist & Trustee, Royal College of Pathologists

Prof. Sarah Coupland is a senior Consultant Histopathologist at the Liverpool University Foundation Hospital Trusts with expertise in Ophthalmic Pathology, Haematopathology, Molecular Pathology, and Biobanking. She leads one of the 4 supraregional NHSE Eye path services.

Sarah is also the current 'George Holt Chair of Pathology' at the University of Liverpool, and leads the 'Liverpool-Ocular-Oncology-Research-Group', focussing on ocular melanomas and lymphomas. From 2014- 2019, she was also Director of the 'North West Cancer Research Centre@University of Liverpool'. Since June 2024, she is also President of the 'Pathological Society of Great Britain and Ireland' (PathSoc) and actively promotes academic pathology. She contributed significantly to a number of TNM/AJCC and WHO tumour volumes.

Sarah undertook her undergraduate medical studies in Sydney, Australia (UNSW) before completing her PhD (University of Sydney). She moved to Germany where she did her Pathology training in Berlin, and worked as a Consultant pathologist in the Charité University Hospital Benjamin Franklin. In 2005, Sarah moved to the UK with her husband (Ophthalmologist) and three children. Outside work, she enjoys sports (particularly cycling), photography and music.



Michael Cullen

Head of Value and Access, B Braun Medical (UK) Ltd

Mike has worked at B Braun in various commercial roles for nearly 23 years, joining straight from University, where he gained a Masters in Chemistry. Starting off in sales of IV medical consumables before moving to Pharma and Nutrition, which he was Business Unit head for around 10 years until 2018. For the last 6 years, Mike has worked across B Braun's vast portfolio of 15 therapy areas, with various remits including Pricing, Government Affairs and Market Access. In around 2020, Mike set up B Braun's first Real World Evidence team anywhere in the world, recognising the need for evidence to demonstrate value, in a world where value-based healthcare becomes business as usual. As well as his role at B Braun, Mike has been a board member of the British Specialist Nutrition Association since 2019, and has just taken over as Chair of the ABHI Commercial Group.

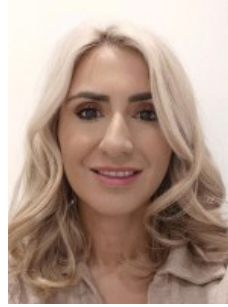
**Adam Doyle****Chief Executive Officer, NHS Sussex & National Director for System Development, NHS England**

Adam Doyle is the Chief Executive Officer for NHS Sussex, the Integrated Care Board (ICB) for Sussex, and the National Director of System Development at NHS England.

Adam has worked within the Sussex system for the last seven years and has overseen the significant turnaround of the commissioning system across Sussex, having taken the original seven CCGs from an inadequate to a good position, and the reshaping of the Sussex Integrated Care System into one of the most improved systems in the country. Adam led the NHS system response to COVID-19 and the COVID-19 vaccination programme, as well as the continued transformation and development of the ICS ahead of the proposed national reforms.

Adam started his NHS career as a physiotherapist and has held a number of senior healthcare roles, which have included advising government departments on key strategic public policy reforms.

In April 2023, Adam was appointed as the National Director for System Development at NHS England, a role which helps to lead the work around the future operating model of the NHS and is undertaken alongside his Chief Executive Officer role.

**Adriana Duree****Head of Category - Cardiovascular, Radiology and Pain Management, NHS Supply Chain**

Adriana is the head of category for Cardiology, Radiology, Neuroradiology and Pain Management with a focus on delivering sustainable, effective and innovative commercial solutions to the NHS. Leading the commercial team through major transformative programmes continuously focussed on delivering value to healthcare providers enabling them to focus on frontline care, achieving savings for up to 240 customers covering contracts to the value of £1.4bn. Adriana leads several MedTech strategic projects at NHS Supply Chain including Specialised Service Device Programme (SSDP). Adriana is a seasoned procurement professional and has held several leadership roles in both public and private sectors. Adriana is MCIPS and ILM qualified.



Dr Stephen Harden**Vice-President, Clinical Radiology, Royal College of Radiologists**

Dr Stephen Harden is a consultant in cardiothoracic radiology at University Hospital Southampton, having been appointed in 2005.

Dr Harden completed undergraduate medical training at the University of Cambridge and St Thomas's Hospital in the University of London. He trained in Clinical Radiology in Wessex and undertook further training in Germany and the USA. His consultant clinical practice includes cardiac and thoracic cross-sectional imaging and PET/CT.

Before his current role as The RCR's Vice-President for Clinical Radiology, Dr Harden was the Medical Director for Education and Training for Clinical Radiology at The RCR from 2019-2022. He chaired the RCR Clinical Radiology Professional Learning and Development sub-committee from 2017-2019 and has been an FRCR part 2A examiner. Previously, he was President of the British Society of Cardiovascular Imaging, the first RCR travelling cardiac Professor, BIR Vice President, Head of Wessex School of Radiology, and the senior cardiac editor for the British Journal of Radiology.



Hamza Hussain**Senior Category Manager – Digital & IT, NHS Shared Business Services**

Hamza Hussain is an MCIPS procurement professional, with a background in Public Sector Procurement.

Hamza has worked in a number of NHS procurement teams across various trusts including University Hospital Birmingham and University Hospitals Coventry and Warwickshire. Hamza supported a number of clinical and non-clinical procurements whilst working within the NHS and then joined HMRC's Commercial Department where he was involved in the Technology Sourcing Programme working on large scale digital programmes.

Hamza is currently Senior Category Manager leading up the Digital Healthcare team at NHS Shared Business Service. Hamza is currently driving the implementation of various Digital Health frameworks looking at Virtual Wards, Patient Portals, Audio Visual Solutions, and Medicine Optimisation.

Hamza is looking to support trusts and ICBs through procurement frameworks and currently runs a regular Digital Health Community of Practice – Monthly Drop In looking into market trends, insights and procurement considerations.



David Lawson
Director, MedTech Directorate, Department of Health and Social Care

David Lawson is Director of Medical Technology & Innovation at the Department of Health and Social Care having commenced the role in October 2022.

In this role, Mr Lawson is the Government policy lead for Medical Technology with responsibility for the implementation of the Government's inaugural Medical Technology Strategy published February last year. Key initiatives include the Design for Life programme, to promote circular economy; Value Based Procurement Methodology and associated MedTech Compass to support evidence based decision making and enable a Passporting System, to be adopted for MedTech procurement; NICE Multi-Tech Assessments of existing product categories; National Product Information Management System; National Outcomes and Registries Programme, National Equipment Tracking Information System, reform of the Part IX Drug Tariff which controls MedTech prescribed in the community. David is also SRO for the Innovative Devices Access Pathway bringing together MHRA, NICE, NHSE to provide enhanced support for novel technology that meets an unmet need, SRO for the Ambulance Radio Programme, replacing ambulance control room and mobile data systems, and member of the Independent Advisory Committee (IAC) for the newly launched NIHR HealthTech Research Centres (HRCs) Network. Prior to joining the Department, Mr Lawson was the Chief Procurement Officer at Guy's and St Thomas' NHS Foundation Trust – a position he held for 21 years – and is a double winner of the Supply Chain Excellence Award in 2008 and 2021.



Shona Macdonald
Director of Market Access and Reimbursement, Convatec Ltd

Having trained as a Registered General and Paediatric Nurse, I maintain a specialist interest and passion for enabling patients to live their best lives'.

My career within Industry (1991- present date) has focussed on chronic conditions that impact people who care for their needs at home, and I have been privileged to have held many senior positions, and built vast experience across wound management, dermatology, continence conditions and stoma care.

I am an active, and collaborative member of trade bodies such as ABHI and believe that by harnessing the collective power of the industry voice, we can help shape NHS policy changes that will have an impact on patients.



Dr Karen Mayor
Deputy Director, Medical Technology Data, Analysis and Resilience
teams, Department of Health and Social Care

Karen is Deputy Director for Data, Analysis and Resilience in the Medical Technology Directorate at the Department of Health and Social Care. She is responsible for the directorate's analytical work and data strategy. She also oversees key portfolio projects on medtech supply resilience, for example the Design for Life programme, which is setting out a vision for circular economy for medical technology in the UK and increasing capacity for reuse, remanufacture and materials recovery in medtech.

Prior to her current role, Karen worked as a civil servant in the UK for 10 years (at the UK's energy sector regulator and at the Competition and Markets Authority). She also worked in economic research in Ireland at the Economic and Social Research Institute (ESRI) and was a consultant in environmental economics in Switzerland. Karen has a Masters in Environmental and Natural Resource Economics from University College London and a Ph.D. in Economics from Trinity College Dublin.



Alastair McLellan
Editor, Health Service Journal

Alastair McLellan has been editor of HSJ, the UK's leading source of news and intelligence on the NHS, for over twenty years. In 2021, he became the first British journalist to win all three of the major annual 'editor of the year' awards. The country's longest serving health secretary Jeremy Hunt has said that "Under Alastair McLellan's editorship, HSJ has set the health agenda as much - and often more - than any national paper".



Steve McManus
CEO, Royal Berkshire NHS Foundation Trust

Steve joined the Trust in January 2017 having previously occupied Board level roles as Chief Operating Officer (COO) at University Hospital Southampton, COO/Deputy CEO at Imperial Healthcare and Managing Director at Basildon and Thurrock University Teaching Hospital. In 2016 Steve was selected as part of the first cohort on the NHS Leadership Academy's national Aspiring Chief Executive Programme.

In August 2020 Steve was seconded to NHS Test & Trace taking on key national roles during the Covid pandemic leading the Contain and Trace services.

In 2022 Steve took on an 8 month role leading the Buckinghamshire Oxfordshire Berkshire West Integrated Care system as interim Chief Executive returning to the Trust in 2023. Steve regularly contributes across a range of healthcare topics both nationally and internationally particularly regarding patient safety, healthcare technology and leadership development.



Professor Andrew Metcalfe
Professor of Trauma and Orthopaedics, Warwick Clinical Trials Unit

Andy is a Professor of Trauma and Orthopaedics at Warwick Clinical Trials Unit and consultant orthopaedic surgeon at University Hospitals Coventry and Warwickshire where he specialises in knee surgery. His research is focused on the clinical effectiveness of orthopaedic interventions.

Andy leads the 'Surgery, Pain and Rehabilitation' theme at Warwick Clinical Trials Unit, a large research group covering 15+ active trials, with a strong track delivering high-quality research that impacts patient care. He is Chief Investigator of multiple large NIHR-funded trials evaluating different surgical technologies and procedures, including RACER, the largest orthopaedic robotics trial in the world. He has established strong working relationships with universities across the UK and internationally, including collaborative funding with the University of Sydney. He was research lead for BASK 2019-2023 and has contributed to multiple NICE guidelines and technology appraisals.

He leads the Warwick Integrated Clinical Academic Training Programme in Trauma and Orthopaedics, taking doctors through basic academic training to PhD and clinical lecturer level and preparing them for senior academic careers in the future.



Stuart Monk
National Programme Director – Health Innovation Network

Stuart has gathered research, innovation and improvement experience across academic research, sports governance, mobile phone product development and now healthcare innovation and improvement. He started working for Health Innovation South West in 2015 across a range of national and local priorities as a Programme Manager, Programme Director and as part of the Senior Team. It was here that he developed his passion for spread and adoption as both art and science. Since 2021, Stuart has been part of the Health Innovation Network central team, joining as National Programme Director, leading the spread and adoption of proven innovations, many of which form part of NICE recommendations.



Professor Bola Owolabi
Director of the National Healthcare Inequalities Improvement Programme, NHS England.

Professor Bola Owolabi (MRCGP, MFPH Hon, FRSPH) is Director of the National Healthcare Inequalities Improvement Programme at NHS England. She works as a General Practitioner in the Midlands.

Bola has particular interest in reducing healthcare inequalities through integrated care models, service transformation, and using data insights for quality improvement. She has spearheaded NHS England's Core20PLUS5 approach to narrowing healthcare inequalities.

Internationally, Bola was a member of the Danish Ambassador's Tour De Health – a ten nation healthcare policy leaders' summit. Additionally, she was the UK representative on the Commonwealth Fund/Academy Health Tour 2023, exploring equity in national health policy across the United States, Australia, New Zealand and Singapore.

She was previously National Speciality Advisor for Older People and Integrated Person-Centred Care at NHS England, where she led the Anticipatory Care workstream of the National Ageing Well Programme. She collaborated with teams across NHS England and the Department of Health and Social Care as part of the Covid-19 pandemic response.

Bola is an alumna of Ashridge Executive Education/Hult International Business School and holds a Masters degree with distinction in Leadership (Quality Improvement). She also received an NHS Leadership Academy Award in Executive Healthcare Leadership for Clinicians.

Bola is an Honorary Professor at the Institute of Applied Health Research, College of Medicine and Dentistry, University of Birmingham. She is also a Vice President of the Royal Society of Public Health (RSPH).



Wendy Rayner
Head of Circular Economy, NHS Scotland

Wendy leads the NHS Scotland Circular Economy Programme at the Scottish Government, her work focuses on working with multiple stakeholders to reduce the impact from the supply chain which account for circa 60%+ of all healthcare carbon emissions.

Wendy has worked directly with NHS Scotland for the last 10 years and prior to that worked as an external consultant for the NHS and has over 20 years' experience, including working on projects and representing the WHO and UN outside of the UK.

Wendy has worked internationally as a consultancy and as Chief Sustainability Officer for an international producer responsibility company in the electronics sector, focusing on North America and the APAC Regions. Wendy uses this experience to work with the healthcare supply chain to identify and trial solutions which support the circular economy and reduce the carbon emissions and support the requirement to be net zero by 2045.

Wendy is a Fellow of the Chartered Institute of Waste Management, a Chartered Resource Manager, a Chartered Environmentalist and a member of the Institute of Environmental Management and Assessment (IEMA) Circular Economy Steering Group. She has a Global MBA from Manchester Business School and studied in the UK, Hong Kong, China, USA and the UAE.



Michael Shenouda
Chief Commercial Officer & Chief Medical Officer, Open Medical

Michael is an industry leader and surgeon with over 15 years' experience in healthcare, in both public and private sectors, and having held both Executive and Trustee Board-level positions.

Since 2020, Michael has served as the Chief Commercial Officer at Open Medical, where he directed business strategy, expanding the company from a start-up to a market leader in over 200 hospitals across Europe and the Middle East. His leadership has driven year-on-year organic revenue growth for five years, spearheading international expansion.

In addition to his role as CCO, Michael has been the Chief Medical Officer at Open Medical since 2018, overseeing digital transformation projects for healthcare providers. He also serves as a Board Trustee for the Healthcare Management Trust and has been the Vice-Chair of the ABHI Digital Health Group since 2022. Michael's qualifications include an Executive MBA from Imperial College Business School and an FRCS from the Royal College of Surgeons.



Luella Trickett

Executive Director, Medical Devices, Value and Access, ABHI

Luella joined ABHI in 2019, with over 25 years' experience in the pharmaceutical and HealthTech industries. Her career has seen her hold numerous specialist manufacturing and commercial roles at Baxter Healthcare, with responsibility for a range of product portfolios across the HealthTech spectrum within the UK, Europe, Middle East and Africa.

In 2012, Luella was seconded to the Department of Health for nine months as the Industry Liaison for the NHS Procurement Review, a role which saw her engage with government and the wider Life Sciences sector to facilitate the sharing of ideas and best practice.

From 2015, Luella led Baxter Healthcare's Government Affairs and Public Policy agenda, where she was tasked with managing key policies impacting the HealthTech sector and the NHS - supporting change that enabled the adoption and spread of innovations that deliver whole-system value across healthcare settings.

Before joining ABHI, Luella Chaired the Association's Public Affairs Policy Group, and has been a Director of the Board at the British Specialist Nutrition Association.

A holder of a first-class honours Bachelor of Pharmacy degree, Luella and her husband have two daughters, and live in Berkshire.



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Costello Medical

Costello Medical provides scientific support to the healthcare industry in the analysis, interpretation and communication of clinical and health economic data. We deliver work across a range of key services including evidence development, value & access, and medical communications. Our technical capabilities span value materials, literature reviews, health economic modelling, statistics, Delphi studies, health technology assessment, advisory boards, scientific writing (including publication and congress support) and medical education.

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