



Are you ready?

Evolution of Healthcare



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## What will be covered?

This one day masterclass will explore the growing links between technology and healthcare, point to where the areas of growth are, and what this continued landscape change will mean – both to pharma companies, and to the patients. The integration of technology and healthcare has seen an rapid evolution in the delivery of care in the home, this workshop will explore this and investigate how the evolution will develop further in the future.

Patient Centric Healthcare innovation in the form of apps and wearables will be explored at the workshop. Attendees will understand how these devices are shaping and changing the delivery of healthcare both in Ireland; and around the world.

## Who would benefit from attending?

Anyone involved in Patient Engagement Services or Nursing Programmes would benefit from this masterclass. So too would Product Managers, Health Economists, Data Analysts or those involved in the commercials surrounding the provision of these services.

The day has been designed to be practical, insightful and thought-provoking. It aims to highlight what is available in Ireland just now, where the trends are growing, along with what is best practice in other countries.

## Event Details:

Venue: IMI Sandyford  
Date: Thursday 10th October  
Times: 9am - 4pm

## Agenda:

**Session 1** - A Study of Pricing Models & Reimbursement, both in Ireland &

abroad **Session 2** - Use of apps/wearables to empower patients

**Session 3** - Overview of High Tech & Innovation between HSE & Industry

**Lunch**

**Session 4** - Driving Innovation & Digital Transformation in the HSE

**Session 5** - Evolution of Homecare & Community Based Care in UK

**Close**

## Speakers: (in order)



Stephen Crowe,  
Director, Industrial Relations

### **Stephen Crowe - Director of Industry Relations, UnitedHealth Group**

Stephen is focused on the US healthcare industry in the Pharmacy Benefit Management sector at OptumRx (UnitedHealth Group), and will share his expertise in value-based pricing models, and how healthcare is evolving in the US. Prior to his current role, Stephen was a Global Product Manager and has an extensive background in both pharmaceuticals and diagnostics industries.



Avril Copeland,  
Founder & CEO

### **Avril Copeland - Founder & CEO, Innerstrength**

With a background in exercise science and physiotherapy, Avril had the idea for Innerstrength while working in the Irish public hospital system. She built a technology which enables HCP's to prescribe, deliver and monitor personalised interventions of exercise and education, to patients currently living with or at risk of chronic conditions. TickerFit is currently deployed in multiple sites throughout Ireland, the UK, and USA, both in primary care, supporting patients at risk of cardiovascular disease, and secondary care in cardiac rehabilitation. Innerstrength was awarded the SBRI Healthcare/NHS contract in 2017 to develop a solution to support children with long-term conditions. Innerstrength has developed Hacka Health 4 CF, a technology to reduce the burden of care on children and young people living with Cystic Fibrosis. Avril is also a keen sportswoman, having represented Ireland in hockey and expedition adventure racing.



Eimear Galvin,  
Manager

### **Eimear Galvin, Manager - Health Innovation Hub Ireland**

Eimear manages Health Innovation Hub Ireland (HIHI) in Dublin, based in St James hospital. HIHI is a joint government initiative of both the Department of Business, Enterprise and Innovation (DBEI) and the Department of Health (DoH), funded through Enterprise Ireland and supported by HSE. Driving this collaboration between the health service and enterprise, HIHI accelerates the development of new healthcare technologies and products in Ireland, providing easy interaction with hospitals and primary care centres.

Eimear also writes the 'Irish Health Innovators' series for the Irish Times.



Prof. Martin Curley,  
Director of the Digital Academy  
and Open Innovation

### **Prof Martin Curley, Director of the Digital Academy and Open Innovation - HSE**

Martin is helping to enable the digital transformation of Ireland's health service. Most recently he was Senior Vice President and group head for Global Digital Practice at Mastercard. Previously Martin was vice president at Intel Corporation and Director/GM of Intel Labs Europe, Intel's network of more than 50 research labs which he help grow across the European region. He also served as a senior principal engineer at Intel Labs Europe leading Intel's research and innovation engagement with the European Commission and the broader European Union research ecosystem. Prior to this Martin was Global Director of IT Innovation and Director of IT Strategy and Technology at Intel. Martin is the author of numerous books on technology management for value, innovation and entrepreneurship.



Eamonn Sullivan,  
Chief Nurse

### **Eamonn Sullivan, Chief Nurse - Royal Marsden Hospital, London & Sutton**

Eamonn has significant experience across several departments in large NHS Trust Hospitals. Specialising in the delivering of oncology care, Eamonn is a strong advocate of community based and home care. He has been involved in several projects which aimed to minimise patient's care delivered in a hospital setting, and instead bring this care into the home.



Fiona Muldoon,  
Business Development Manager

### **Fiona Muldoon, Business Development Manager - VHI @Home**

Fiona has been involved with Vhi Hospital @Home from it's inception. She has a nursing background and has held a variety of senior clinical roles in the VHI @Home during her time with the company. She now holds the position of Business Development Manager.

## Getting there:

### Location:

IMI Sandyford Sandyford Road, Dublin 16.

#### Driving from North, West & South

Using the M50 southbound, take Exit 13 (Sandyford/ Dundrum), then take the Green Route to Sandyford Industrial Estate. Turn left onto Blackthorn Drive at Beacon Court, turn right at the next junction, left at the first set of traffic lights and the campus is immediately on your left.

#### Driving from East & South East

Travelling north on the N11 take the M50 at Loughlinstown. Take Exit 13 to Sandyford Industrial Estate. Turn left onto Blackthorn Drive at Beacon Court and turn right at the next junction, left at the first set of traffic lights and the campus is immediately on your left.

There is plenty of free parking available at the IMI's campus in Sandyford.

#### Public transport :

##### Luas:

The Green Line runs from Broombridge to Sandyford. From Balally Station, the IMI is a ten-minute walk up Sandyford Road.

##### Bus:

The following buses all serve the IMI: 44, 44B, 116

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