

ANNUAL REPORT

2019-2020



Medical Technology
ASSOCIATION OF AUSTRALIA

[MTAA.org.au](https://www.MTAA.org.au)



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KEY FACTS AND FIGURES FOR THE YEAR

Global advances in medical technology over the past 20 years have resulted in:

- 56%** reduction in hospital stays
- 25%** decline in disability rate
- 16%** decline in annual mortality and increased life expectancy of more than three years (approximately 3.2 years increase in life expectancy)



For the 12 months to 30 June 2020 MTAA achieved an operating profit of \$76,401 and an increase in net assets of 5%.



MTAA ACHIEVEMENTS



24

Media Releases issues by MTAA



1,358

people attended MTAA events



359

people attended MedTech19 Annual Conference



5

MTAA Women in MedTech events



1,033

completed Code of Practice training



2,203

participants completed MTAA training



470

individuals completed the online Operating Theatre Protocols course



12

Face-to-face Operating Theatre Protocols Courses completed with

150

attendees



followers increased by

1,777

to 5,522



followers increased by

179

to 1,602

ABOUT MTAA



MTAA represents manufacturers and suppliers of medical technology (MedTech) used in the diagnosis, prevention, treatment and management of disease and disability. MTAA members supply the majority of non-pharmaceutical products used in the treatment of disease and disability in Australia.

The range of MedTech is diverse, from familiar items such as syringes, wound dressings and wheelchairs through to more complex technologies such as pacemakers, magnetic resonance imaging (MRI) machines, hip replacements, robotic surgery equipment and remote monitoring devices.

Our members play a vital role in providing healthcare professionals with essential education and training in the use of the more complex medical technologies to maximise patient health outcomes from the use of that technology. Industry-sponsored fellowships and funding for research and development in hospitals, universities and research facilities helps ensure the development and commercialisation of medical technology that meets

contemporary healthcare needs and improves patient health and quality of life outcomes.

Associate members of MTAA are supporter or partner organisations and individuals who support the work of the industry along the entire MedTech value chain, all the way from product idea through to patient utilisation. They include legal, logistic and consulting practitioners, compliance agencies, health economists, researchers and universities, as well as industrial designers and product commercialisation specialists. They bring valuable expertise which enables MTAA to support its primary objective – to bring the benefits of technology to patients to ensure patient health outcomes and quality of life are improved.

OUR MISSION, VISION AND VALUES

Our work is to champion medical technology for a healthier Australia. When our work is done, medical technology will be valued as a key driver of a healthier Australia. We work with integrity, collaboration, influence and leadership.

ABOUT MTAA



OUR PEOPLE FROM 30 JUNE 2020

Ian Burgess	Chief Executive Officer
Peter Tustin	Director, Business Operations
Paul Dale	Director, Policy
Val Theisz	Director, Regulatory Affairs & Clinical Affairs, Code of Practice
Rachel Fry	Communications and Public Affairs Manager
Katrina Birrell	Policy Manager
Louie Radburnd	Marketing Manager
Lee Grow	Professional Development Manager
Lorraine Hendry	Events Manager
Ranju Dhungel	Accounts Officer
Neina Fahey	Code of Practice & Project Manager
Kerrie Zocchi	Executive Assistant
Seni Murni	Administration Officer
David Ross	Policy Advisor
Katherine Purcell	HR Advisor

MESSAGE

CHAIR REPORT



“ Australian medical technology industry has risen to the challenge to support the Australian Government’s response to the COVID-19 pandemic. ”

CHAIR REPORT

This past year has presented the world with the greatest healthcare challenge in a century, resulting in Australia now facing the largest economic challenge in 30 years. Almost every aspect of our daily personal and working lives have been affected. During this time of international uncertainty, Australia’s medical technology industry, and its tens of thousands of employees, have weathered these challenges to rise to the occasion.

COVID-19 Pandemic – Industry Led Collaboration

We know the impacts of COVID-19 will be felt across the MedTech industry for many years to come. Despite the challenges posed by this once-in-a-century pandemic, the MedTech industry has come together in an unprecedented national effort to support the Commonwealth Government’s response to the COVID-19 pandemic.

Through a historic collaboration with the Commonwealth, the MedTech industry successfully secured the supply of essential medical equipment, not only through the global supply chain but also through a number of innovative local partnerships that were able to ramp up Australian manufacturing in a remarkably short period of time.

It was the Australian MedTech industry that was instrumental in securing the essential supply of ventilators, test kits and PPE on behalf of the Government.

In addition to sourcing vital supplies of equipment, a consortium of companies was brought together to build a locally produced ventilator in an unprecedented collaboration involving government, clinicians and manufacturers - many of whom would have ordinarily been competitors.

The tangible outcomes of what is coming to be known as the ‘Australian Model’ of government and industry collaboration has demonstrated the role that MedTech can play in pandemic planning and what can be achieved when government and industry come together in a genuinely cooperative effort.

As an industry, we look forward to what we can continue to achieve together in order to strengthen not only Australia’s preparedness for future pandemics, but our healthcare system as a whole.

Prostheses List Reform

As a policy priority, MTAA has continued to engage the Commonwealth Government on Prostheses List reform, ensuring the Government honours its commitment to not further change benefits on the Prostheses List until 31 January 2022, without agreement from MTAA.

As member companies know, MTAA has achieved a number of positive outcomes from the Prostheses List reform process, but as the Government continues to seek solutions to the “death spiral” of private health insurance, there is still more work to be done to protect surgeon and patient choice against negative Prostheses List reform.



George Faithfull accepting the 2019 Outstanding Achievement in MedTech award

Honouring Members Support & Achievement

It is important to the MTAA Board that our membership base remains strong and diverse, and we thank all our members for their contributions to the industry and the support that they provide to the many committees, forums and events throughout the year.

The MedTech Industry Awards Dinner is an important event on our calendar, an event at which we take the opportunity to recognise and thank those who demonstrated their commitment to the industry through continuous membership and participation.

This year we recognised:

5-Year Continuous Membership

Molnlycke Health Care Pty Ltd
Teleflex Medical Australia Pty Ltd
Illuminate Health Consulting Pty Ltd

10-Year Continuous Membership

MediGroup Australia Pty Ltd
Olympus Australia Pty Ltd
Smiths Medical Australasia Pty Ltd
Varian Medical Systems Australasia Pty Ltd

20-Year Continuous Membership

Biotronik Australia Pty Ltd
LivaNova Australia Pty Ltd

25-Year Continuous Membership

Device Technologies Australia Pty Ltd

30-Year Continuous Membership

Avanos Medical Australia Pty Ltd

35-Year Continuous Membership

B Braun Australia Pty Ltd
Stryker Australia Pty Ltd



Medtronic wins the Kerrie Rennie Award at the 2019 Australian Industry Awards

2019 Australian Industry Awards

The winner of the 14th Kerrin Rennie Award was announced at the annual MedTech Awards Dinner, with the award going to Medtronic for their MiniMed 670G System.

The other Awards recipients included:

- George Faithfull, Stryker VP of Government & Regulatory Affairs – Outstanding Achievement in MedTech;
- Steven Flynn, Baxter Healthcare ANZ MD – Women in MedTech Champion (individual); and
- Baxter Healthcare – Women in MedTech Champion (company).

Finally, I would like to extend my thanks and gratitude for the invaluable contributions and counsel of the MTAA Board and to all the Committee chairs this year. This has not been a normal year by any stretch of the imagination. However, you have made it possible for us to weather the challenges that have come our way because of your dedication to our industry and your shared belief in the good MedTech does for everyday Australians.

As we eventually emerge into a post-COVID world, I am confident that we, as an industry, will be more resilient and adaptable to championing medical technology as a vital component of a healthier Australia.

Maurice Ben-Mayor
CHAIR

MESSAGE CEO REPORT



Strategic Plan

In 2017 MTAA launched its Strategic Plan, focused on collaboration as a pathway to grow the MTAA, with a broad-based alliance that included researchers, manufacturers, distributors, clinicians, providers, funders and consumers.

The Strategic Plan laid out five strategic areas of activity as a priority for MTAA and its member companies for the 2017-2020 period:

- Collaboration
- Engagement
- Member Focus
- Advocacy
- Integrity

The Strategic Plan is essential to ensuring MTAA can maximise its reach and impact to represent members and ensure medical technology is valued as a key driver of a healthier Australia.

Collaboration and leadership came to the fore in our industry's response to COVID-19. MTAA initiated, facilitated and led the highly successful collaborative response across industry and government. Our industry's extraordinary response to meet the challenges of COVID-19, driven by an unwavering commitment to protect Australia, was genuinely inspiring.

Advocacy (2020 and beyond)

MTAA has continued a targeted and robust advocacy agenda, in line with a renewed 2020-22 Advocacy Strategy. Specifically identified by MTAA's Board as one of five key strategic goals for the industry, the Advocacy Strategy's core objective is to communicate to the Government the economic value and benefits of the industry for Australia.

Since its implementation, MTAA has focused its advocacy activities on the economic value and benefit MedTech brings to the Australian community. The Australian MedTech industry was reaching a critical juncture, facing, on one hand, the challenges presented by COVID-19 and, on the other hand, the ever-increasing cost pressures and threats of restricting Australians' access to the best and most advanced medical technologies as a result of potential negative reforms to the Prostheses List, being led by corporate health insurers.

In 2019, MTAA undertook a campaign of building awareness and shifting sentiment on industry related issues. Throughout this campaign MTAA engaged in a crowded media environment, managing to gain exposure across a range of broadcast media and newspaper mastheads.

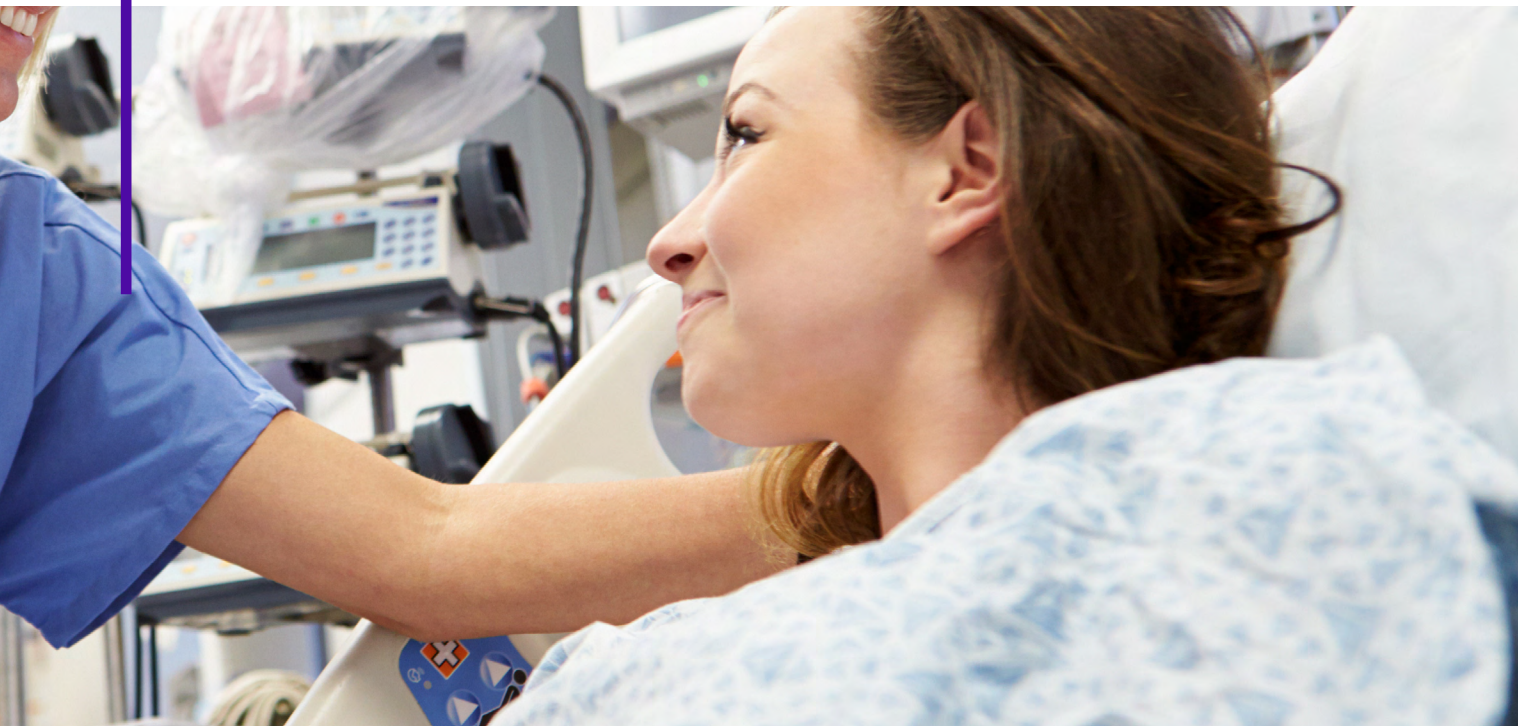
The campaign delivered notable results including a 2400% increase in media coverage, a 1700% increase in share in the media market - the second highest of the large corporate health associations (second only to AMA) - and a 533% increase in right of reply to media articles regarding medical devices. The campaign saw MTAA featured on the Today show, Sunrise, Seven News, 9 News, ABC News, The Daily Telegraph, The Sydney Morning Herald, The Age, The Herald Sun, The Australian, 2GB, Kiss FM, Hit FM, WSFM, and Sky News.

Following the outbreak of the COVID-19 pandemic, and the subsequent nation-wide lockdowns, MTAA adapted its government and stakeholder activities to ensure the MedTech industry was able to continue engaging and advocating the policy priorities of importance to MTAA members.

At each touchpoint with the Government during the industry's COVID-19 response, MTAA maintained an open dialogue with the Minister for Health's office and the Department of Health, ensuring members' concerns were still brought to policymakers, and the efforts of corporate health insurers to rake in mega-COVID-profits did not go unaddressed with government and relevant stakeholders.



MTAA CEO, Ian Burgess, with The Hon Greg Hunt MP,
Minister for Health



AWARENESS CAMPAIGN
DELIVERED A

2400%

**INCREASE IN MEDIA
COVERAGE**



1700%

**INCREASE IN SHARE IN
THE MEDIA MARKET**



533%

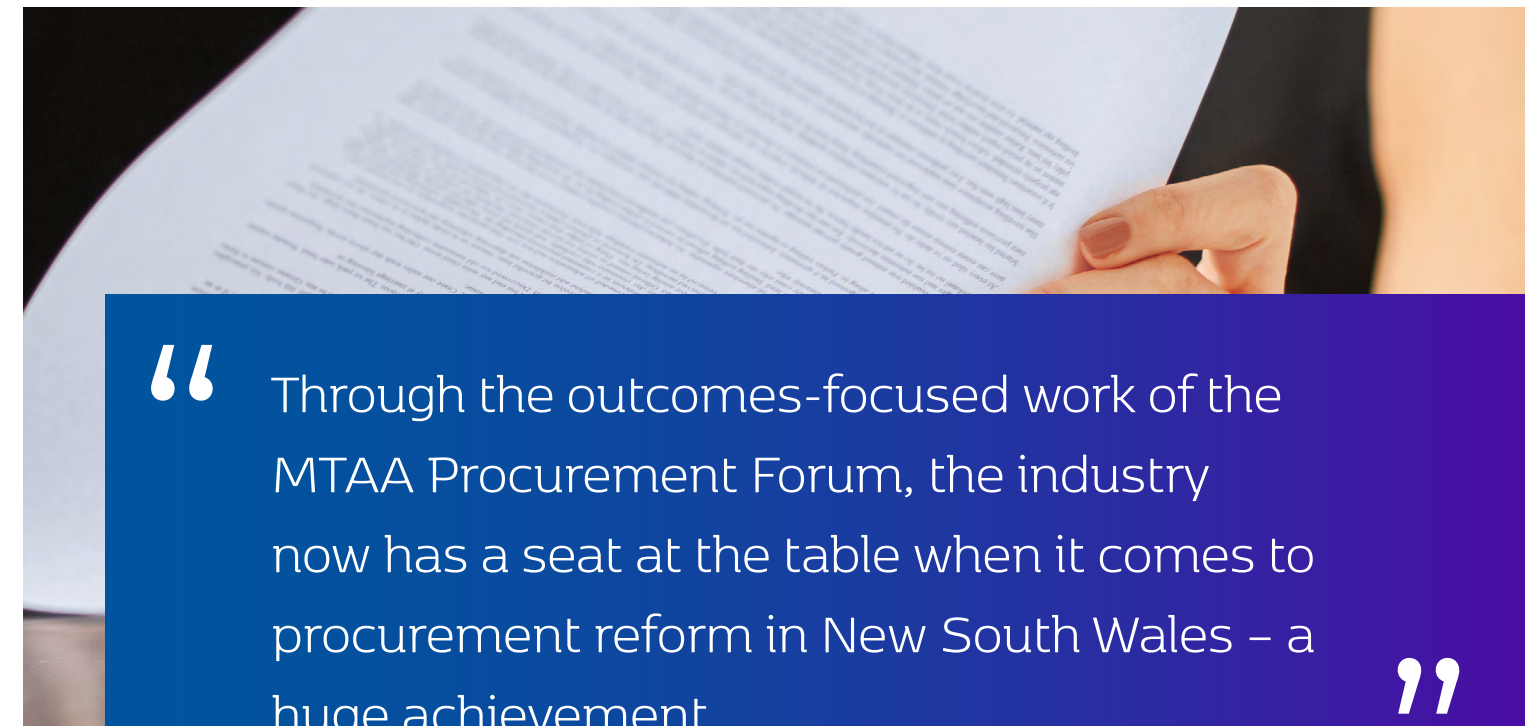
**INCREASE IN RIGHT
OF REPLY TO MEDIA
ARTICLES REGARDING
MEDICAL DEVICES**

Procurement

In the second half of 2019 MTAA conducted a survey of members on procurement issues in State and Territory public health systems with over 30 responses. Following this MTAA established a members' Procurement Forum to identify problems and solutions to procurement issues raised in the survey. The relatively poor performance of procurement processes in NSW was a major focus.

MTAA successfully lobbied the NSW Minister for Health for a resolution of ongoing issues with HealthShare NSW, culminating in a commitment by HealthShare NSW leadership to hold a roundtable between MTAA and HealthShare NSW in early 2020. This was delayed by COVID-19 and pushed into FY2021. In preparation for the roundtable the Procurement Forum developed a detailed list of issues with procurement in NSW for response.

Through the outcomes-focused work of the MTAA Procurement Forum, the industry now has a seat at the table when it comes to procurement reform in New South Wales – a huge achievement.



“ Through the outcomes-focused work of the MTAA Procurement Forum, the industry now has a seat at the table when it comes to procurement reform in New South Wales – a huge achievement. ”

Financial Performance

MTAA achieved a net profit of \$76,401 for the twelve months to 30 June 2020 compared to the prior year profit of \$129,557. This was a solid result given the negative impact of COVID-19 on professional development and event income during the second half of the financial year. The financial operating results reflect strong financial management and also the positive impact of Government assistance measures, JobKeeper and Cash Flow Boost.

The Balance Sheet reflects a strong financial position with net assets increasing by 4.8% to \$1,673,508.

MTAA Team

Finally, I would like to particularly thank the outstanding work of the entire MTAA staff who have managed to, throughout the COVID-19 pandemic, rise to the occasion in what has been an extremely challenging and dynamic year for us all. The success of this past year would not have been possible without their hard work, dedication and adaptability to support all our members.

Ian Burgess
CHIEF EXECUTIVE OFFICER



POLICY ADVOCACY & COMMUNICATION

With the onset of COVID-19 in early 2020, MTAA used this opportunity to reframe its approach to advocacy by leveraging State and Federal Governments' renewed appreciation for the value of medical technology (MedTech), particularly the importance of advanced manufacturing capabilities.

MTAA championed the MedTech industry's key policy priorities through its multi-channelled Advocacy Strategy. At every opportunity, MTAA has engaged and consulted with the Commonwealth

– at both the ministerial and departmental levels
– to shape the public policy debate to broaden policymakers' focus on healthcare reform and the need to develop an overall operating environment in Australia that sustains and grows our vital industry, across the entire MedTech ecosystem.

MTAA has continued to prosecute the industry's case for enabling patient access to innovation and best value evidence-based devices and maintaining industry stability through both private and public healthcare systems.



ACHIEVEMENTS

- ✓ Successfully blocked the Department of Health's draconian proposal to remove large numbers of products from the Prostheses List (PL), with immediate effect.
- ✓ Implemented a process to internally develop PL reform positions in consultation with the Board, Committees and member companies. This included undertaking a renewed data survey of public and private pricing and obtaining third-party recommendations on PL reform by engaging PricewaterhouseCoopers. MTAA also held two major member consultations on PL reform in November 2019 and February 2020, enabling MTAA to provide a counter proposal to existing corporate health insurer proposals.
- ✓ Through advocacy and collaboration with TGA, MTAA was successful in achieving realistic solutions for implementing requirements for patient implant cards and product information leaflets for high-risk implantable devices – maintaining alignment with the new EU medical device regulations.
- ✓ Continued constructive dialogue with TGA, through MTAA's Regulatory Affairs Committee on members' areas of interest including advertising, up-classification of devices, personalised 3D printed devices, and software as a medical device.
- ✓ Increased the MedTech industry's representation on critical standards committees, including implants and electrical equipment.
- ✓ Through relentless efforts with Standards Australia's technical committee for electrical medical equipment, MTAA achieved the new revision of AS/NZS 2500 Safe Use of Medical Equipment in Healthcare, addressing the long-standing shortcoming of the previous version of this standard.
- ✓ Advocated for and achieved the implementation of a new focused HTA pathway to prevent increased referrals to MSAC.
- ✓ Instituted monthly meetings (and as required) with the Department of Health to establish a direct channel to raise issues of concern about PL processes, resulting in reviews of the process' anomalies. Through this channel, MTAA has also been successful in delaying and limiting corporate health insurers' demands to restrict listings on the PL through the PLAC process.
- ✓ MTAA has ensured that an industry representative continues to sit on the Prostheses List Advisory Committee (PLAC) as an advisory member, advocating for the MedTech industry through the shared deliberation processes. MTAA also maintains MedTech industry representatives on eight Clinical Advisory Groups, which are convened for the purpose of considering listing applications.
- ✓ MTAA has continued imbedding and refining the renewed MTAA Orthopaedic Market Survey which covers hips, knees, shoulders, spinal, trauma, and sports products. The 14 participating companies now also receive their customised dashboard summary, in addition to the 6-monthly aggregated report.
- ✓ Further developed a strong working relationship with the Australian Orthopaedic Association (AOA), facilitating regular meetings through the COVID-19 period to consider its impacts on elective surgery. This has allowed MTAA to mitigate the challenges of having MedTech technicians in theatre during the pandemic.
- ✓ Successfully advocated for the resolution of ongoing issues with Health NSW through the NSW Minister for Health, culminating in a commitment to hold a roundtable with HealthShare NSW in FY2020-21.
- ✓ Continued activities to address member concerns relating to State and Territory procurement requirements and processes. MTAA has worked alongside TGA to help inform State health departments on relevant regulatory requirements for hospital tenders, with notable improvements for only relevant regulatory and standard compliance requirements being included in tenders.
- ✓ As part of a consortium of other industry bodies and organisations, MTAA successfully lobbied the Government to reconsider their proposed changes to the R&D Tax Incentive.
- ✓ Through a consortium of other industry bodies and companies, MTAA continues to stop the R&D Tax Rebate changes from progressing through the Senate. MTAA provided support for a joint submission to the Senate committee inquiry.
- ✓ MTAA membership of the Australian Breast Device Registry and the Bariatric Surgery Registry is ensuring effected members interests are considered, and MTAA is continuing its contribution to medical device registry policy development at the national level.
- ✓ Secured TGA fee relief following significant advocacy efforts by MTAA, reflecting the impact of elective surgery cancellation as a result of COVID-19.

Protheses List Reform

Prostheses List reform continues to be a pressing challenge facing the MedTech industry. Led by the Board sub-group, MTAA has continued to work constructively through an open dialogue with Government to present feedback from members and the industry's proposals for positive reform.

Ultimately, PL reform will be a decision for the Government, with the support of the Parliament, since any change will almost certainly require legislation. The Government's strongest political driver on this issue is to address the decline in health insurance membership, particularly among the young and healthy.

MTAA is working with the Government on an industry-preferred benefit setting mechanism that generates the best possible outcomes for the MedTech industry.

Private Health Insurance

In 2019-20, MTAA has led the effort to distil the mistruths being perpetuated by corporate health insurers, particularly with regard to the causes of premium increases.

The recent lower-than-expected private health insurance premium increases are a direct result of the efforts of the MedTech industry, specifically the Agreement reached between the Commonwealth and MTAA members. At every opportunity and every level, MTAA has made sure key stakeholders, policymakers, media and the public know it is the MedTech industry that has been the sole contributor to keeping insurers' premiums low.

MTAA commissioned AlphaBeta to prepare a report into 'keeping premiums low'. The report showed that insurers have collected 50% more profit from each of their members over the past five years, far outpacing the 21% growth in benefits paid out. Operational costs have also grown more quickly than benefit payouts, growing at 28%.

The report also found that private health funds have not extracted sufficient economies of scale in the wake

Lower-than-expected private health insurance premium increases are a direct result of the efforts of the MedTech industry

THE GOVERNMENT, PATIENTS AND SOCIETY SAVED
\$371 million
BY ACCESSING INTRAOCULAR LENSES THROUGH THE PROSTHESES LIST



of significant revenue growth and many funds are well above the industry average of 9% in operational expenditure, this includes an estimated marketing spend of \$400 million. Efficiencies in this area would save \$210 million.

MTAA is continuing the work with the Government and like-minded third parties to ensure Australia's private health insurance system remains a viable and valuable product for Australian consumers, without limiting their access to crucial life-changing medical technologies.

Healthcare Policy

MTAA continued to inform the Independent Hospital Pricing Authority through its stakeholder committee on updating coding and classification of hospital services, particularly in the review of new technologies. MTAA advocated with the Department of Health for the provision of more transparent information about the MBS Reviews, particularly in oncology and cardiac. MTAA engaged further with the Department of Health on the National Clinical Quality Registry Strategy to ensure the industry's position was understood following its submission.

Regulatory and clinical issues

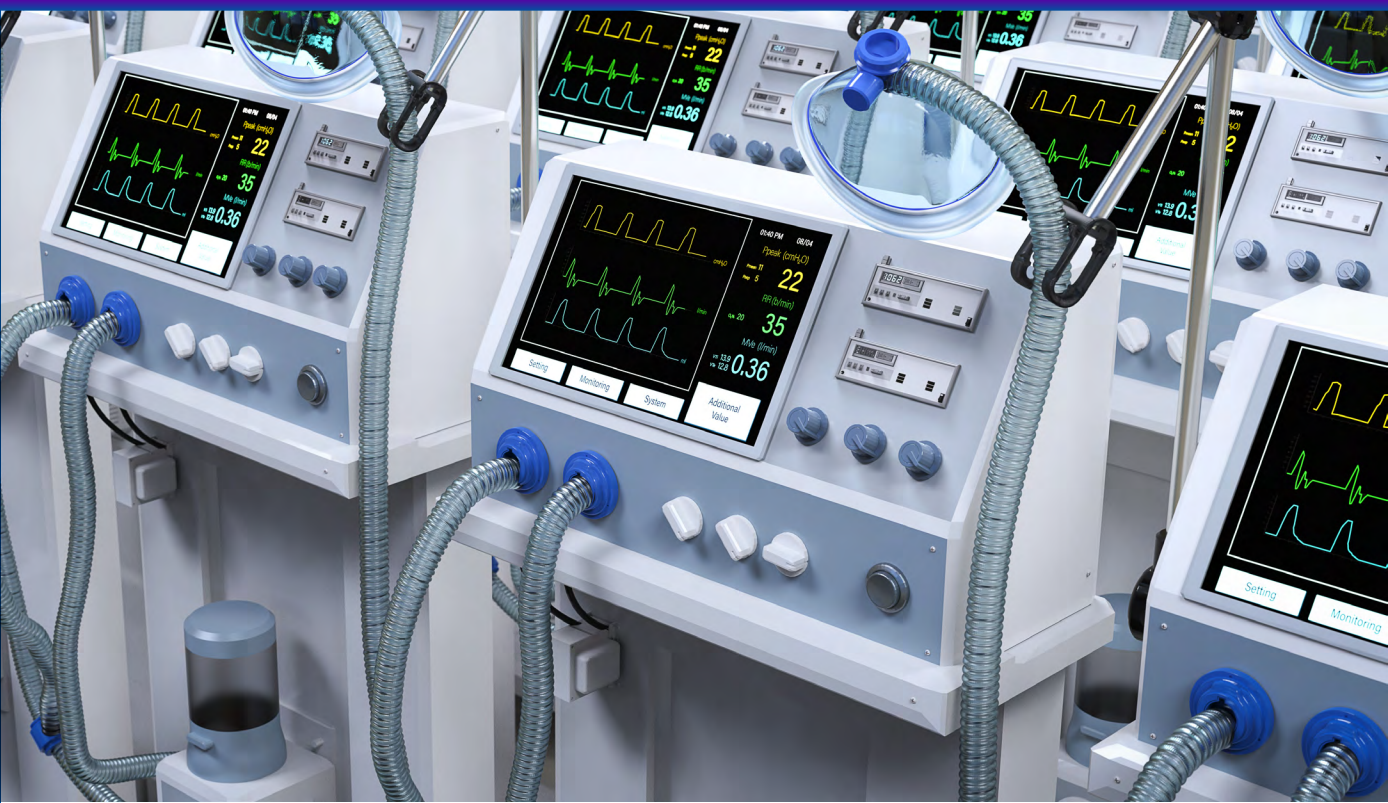
MTAA's work with the TGA is continuing to progress, ensuring regulatory reforms and the new and revised regulations and guidelines continue to remain workable for the industry. The inclusion of obsolete orthopaedic implants in the Category C list of the Special Access Scheme, which lapsed from the ARTG in 2015, was a direct result of MTAA's successful advocacy efforts, enabling patient access to the parts needed for revision surgery.

Research & Development Tax Incentive

MTAA joined with other key organisations such as AusBiotech and Research Australia to make a submission to the Senate Inquiry into the Research and Development Tax Incentive Bill, arguing that the narrowing of the incentive should not proceed, which ultimately contributed to the Government's decision to expand rather than roll back the RDTI.

Deloitte Ophthalmic Report

In June 2020, Deloitte Access Economics published a report highlighting the benefits to Australian patients and the Government of accessing ophthalmic devices through the Prostheses List (PL). The report found cataracts and glaucoma impose a substantial burden on hundreds of thousands of Australians through reduced vision, leading to lower quality of life, greater health system expenditure, productivity losses, informal care costs, and reliance on aids and modifications. The financial benefit suggest access to intraocular lenses through the Prostheses List saved the Government, patients and society \$371 million in 2017-2018. MTAA's Agreement with the Government is to exceed \$1.1 billion in expected savings, and ophthalmic devices through the Prostheses List is helping to keep The Agreement on track.



Pre-Budget Submission

MTAA has engaged with members to prepare a comprehensive pre-Budget submission. The submission will detail 18 individual policies. These will include MTAA's and the wider Industry's contribution to COVID-19 recovery, opportunities to incentivise advanced manufacturing, taxation reform and reform to private health insurance.

MTAA will use the pre-Budget submission process to engage directly with key stakeholders through briefing activities to discuss the broader industry-relevant issues, including the cost of energy for advanced manufacturers, tax reform, and an update to the TGA's ICT System.

This process will provide MTAA and its members the opportunity to highlight the MedTech industry's unprecedented response to the COVID-19 pandemic and outlines the policies MTAA believe the Government should enact to best respond to the pandemic and grow the post-COVID economy.

Submissions

MTAA has submitted the following formal responses to Senate inquiries and Commonwealth consultations:

Regulatory Reform

SEP 2019 – Surgical Implantation of Medical Mesh in South Australia

OCT 2019 – Proposed Changes to the Medical Device Essential Principles for Safety and Performance

MAY 2020 – Scope of regulated software-based products

Prostheses List

MAR 2020 – MTAA Submission to the Department of Health on the General Miscellaneous Review

COVID-19

MAR 2020 - Joint position statement from MTAA, MA and AusBiotech on Clinical Trials

Personalised, including 3D Printed Medical Devices

JUL 2019 – MTAA Comments to the IMDRF consultation on regulatory pathways for personalised medical devices

Clinical Quality Registries

FEB 2020 – Response to National Clinical Registry Strategy Consultation

Senate Inquiry

MAY 2020 – MTAA submission to the Senate Select Committee on COVID-19



↑ 79%

increase in
website pageviews

↑ 32%

increase in
website traffic

↑ 31%

open rate for the
COVID-19 Update
Newsletter

↑ 20%

open rate for the
Members Update
Newsletter

Communications

MTAA continues to engage, bolster, and develop strong networks and relationships with key journalists. These relationships have enabled MTAA to be made aware of media stories before they are finalised and has allowed MTAA to respond to them proactively, increasing public and stakeholder awareness of the issues that matter to us. MTAA has also been educating key health journalists on the nuances of the MedTech industry as well as emerging trends in the health space, this has led to some journalists proactively writing stories that address MTAA's key messages.

In 2019-20, MTAA issued 24 press releases and was mentioned across several mainstream media channels including print, TV and radio. Over the summer months MTAA successfully launched a campaign highlighting the importance of access and choice in the value proposition of private health insurance and the importance of access to medical technology. The campaign saw MTAA's CEO, Ian Burgess, speak to this on Channel 7's Sunrise program. The campaign also set out to defend the industry against spurious claims made by the private health insurers.

MTAA's social media reach has continued to grow with the number of LinkedIn followers increasing by 1,777 to 5,522 and Twitter followers growing by 179 to 1,602 followers. MTAA continues to communicate directly to members through the Members Update newsletter and direct emails.



followers
increased by
1,777
to 5,522



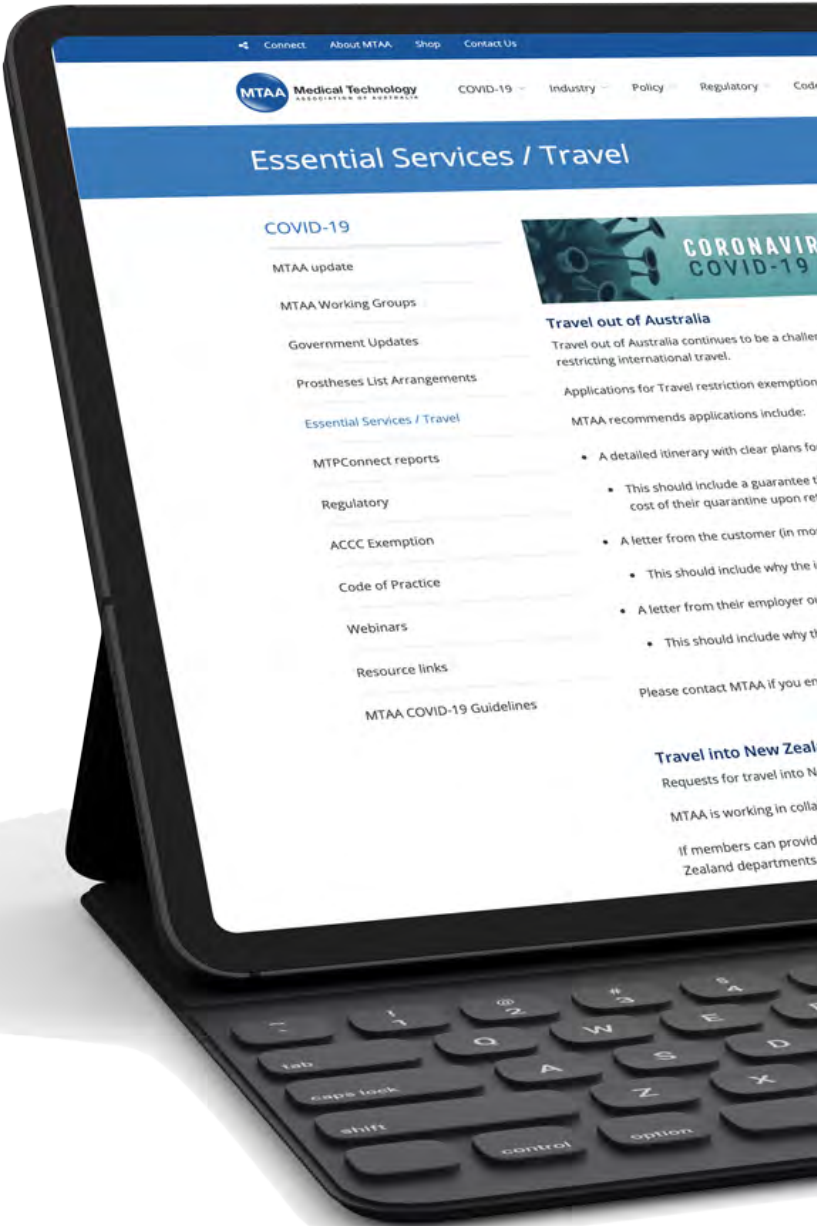
followers
increased by
179
to 1,602

MTAA Digital Footprint

MTAA communicates regularly with stakeholders and members through its own branded newsletter publication. During the 2019-20 financial year MTAA published 55 newsletters, including the Member Update, the new COVID-19 Update, and full database mailouts – an increase on the previous year. Member feedback showed the quality of content this year greatly improved, with departments, committees and third parties providing a richer array of exclusive news, opportunities and insights. Early 2020 saw the launch of the member-exclusive COVID-19 newsletter, providing timely updates on government announcements, supply chain information and travel details. The COVID-19 Update averaged a 30.65% open rate, higher than the industry average of 20%.

In December 2019, MTAA restructured its website content, design and user-interface. The updated website provided:

- A simpler interface to navigate,
- Better alignment with MTAA priorities,
- Member relevant updates and resources,
- Better tailored content to its respective audience, and
- Improved visibility to search engines.





MTAA SATISFACTION RATES INCREASED COMPARED TO THE 2017 SURVEY. MEMBERS RESPONDED WITH AN 85% EXTREMELY SATISFIED, SATISFIED AND SOMEWHAT SATISFIED RATING.

MEMBER ENGAGEMENT

Active participation of members is essential to MTAA achieving success. This year saw more than 230 member representatives contribute to the work of MTAA Committees, Forums and Working Groups.

MTAA Forums and Alliances have progressed key initiatives relevant to participating members. For example, MTAA's Orthopaedic Forum has allowed participating members to continue their mutually beneficial working relationship with the AOA, which has confirmed its durability during consultations on joint issues affecting the return of elective surgery. Orthopaedic members have continued to support the maturing MTAA Orthopaedic Market Survey which is providing increasingly valuable aggregated sales data covering large joints, spinal, trauma and sports products.

The Procurement Forum was established to assist MTAA's increased advocacy in relation to State procurement. As a result, MTAA successfully engaged the NSW Minister for Health and HealthShare NSW to seek a pause and reconsideration of inefficient and unfair procurement policies through a government forum with industry, held in July 2020.

A Member Survey was conducted in late 2019, which provided very positive results – all KPIs and satisfaction rates increased compared to the previous survey in 2017, some quite significantly. Members responded with an 85% extremely satisfied, satisfied and somewhat satisfied rating.



Events

Despite the challenges posed by COVID-19 restrictions on face-to-face gatherings and events in 2020, MTAA quickly adapted and tailored existing and new industry events for members, ensuring active participation and engagement continued.

During the course of the year, MTAA hosted 3 exclusive members only events (free of charge) providing an opportunity for participants to hear from and engage with key opinion leaders in their field.

MTAA trialled livestreaming its second annual Digital Media Workshop, allowing members to participate by asking questions remotely. The great success of the livestreaming will see it rolled out in a post-COVID environment, for future in-person events. MTAA provided members with an opportunity to hear from high-profile speakers from Australia and around the world.

MTAA showcased the industry at its annual Life-Changing Impact of MedTech in Canberra, provided members with insights at its exclusive session with TGA's Tracey Duffy on regulations during COVID-19, and inspired employees with a TED & TEDX speaker on a virtual coffee catch-up.



Marene Allison, Johnson & Johnson with Ian Burgess, MTAA.



Gavin Fox-Smith, Johnson & Johnson Medical, presents at The Focus on the Power of Mentoring event

Digital Media Workshop (in-person and livestream)

13 August 2019

Marketing and Communication Managers came together for the first face-to-face and livestream MTAA event: Digital Media Workshop. Hosted by Medtronic, 51 professionals joined the workshop on how to maximise their digital channels through storytelling, leveraging their personal brand and sharing of their successes.

UDI Implementations - Lessons Learned

18 September 2019

Fifty MTAA members joined Dr Robert Hankin, Health Industry Business Communication Council (HIBCC), in an exclusive MTAA workshop focused on the challenges medical device manufacturers may face ahead from the upcoming implementation of an Australian UDI system.

Focus on the Power of Mentoring

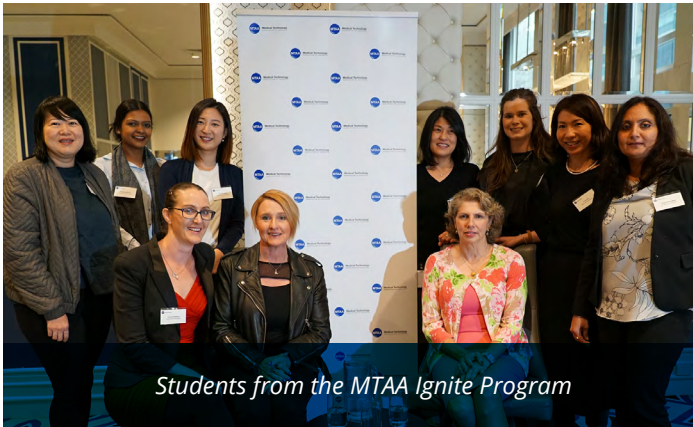
17 July 2019

To kick off the launch of the MTAA mentoring program, members and program participants were invited to the Focus on the Power of Mentoring event. Over 30 attendees, 10 participants from the program engaged in conversation with Gavin Fox-Smith, Johnson & Johnson Medical, and Nicki Walsh, Tunstall Australasia, to discuss their experience with mentorship, involvement in similar programs and the opportunities that the WiMT mentoring program will provide for women in the industry.

A Conversation with... Marene Allison, Johnson & Johnson

18 September 2019

Marene Allison, Johnson & Johnson, was the first guest in the new Women in MedTech event series "A Conversation With" – a series themed on the leadership and personal growth of successful professionals.



Students from the MTAA Ignite Program

MTAA MedTech19 Annual Conference

19-20 September 2019

The MTAA Annual Conference is the premier medical technology industry conference in Australia and is a major event on the Australian healthcare calendar. Over 359 influencers and leaders attended MedTech19 at Amora Hotel Jamison Sydney to network, exchange ideas and learn the latest industry news in an extensive 2-day program.

Day one kicked off with topics on cyber security. A keynote address from Ms Marene Allison, Chief Information Security Officer, Johnson & Johnson, provided an overview of the global landscape for cyber security and the impacts on healthcare. The Patients, Doctors + Machines session continued from the morning's theme and with a natural transition in the benefits and preparedness of artificial intelligence in MedTech.

The conference shifted its focus to the performance of Australia's private health insurance system with panellists Dr Andrew Charlton, Co-founder, AlphaBeta Advisers, and Dr Linda Swan, Chief Medical Officer, Medibank Private, discussing the need for reform in the system and what the future holds for private health insurance.

Afternoon sessions included a regulatory update from Adj Prof. John Skerritt, panel discussion on health technology assessment for devices, the public and private perspective on procurement goals and approaches. The day finished with a keynote presentation on UDI implementation for Australian devices and a panel discussion on the future of product specialists.

Day two started with the 'good' MedTech brings to the community with inspiring stories from Guy Leech, former Ironman and Mark Taffa, Horten Medical. The Hon Chris Bowen, Shadow Minister for Health, provided a political update discussing the ALP's priorities for health and how they plan to hold the Government accountable to their election promises.

Two sessions followed with the Actuator hosting their semi-final round of MedTech's Got Talent where 20 early-stage start-ups pitched their businesses to impress mentors and judges to advance to the Gala Finals. We also heard from previous winners on the success they experienced since partnering with the competition.

The afternoon panel session on The Effective Medical Management in a Digital Age express how to effectively articulate your objectives to the media and ensure that your messages are being heard. MedTech19 concluded with a case study from Hope for Hearts on patient's need for answers, the increase in online resources available and the importance for medical device companies to supply credible and TGA approved information. MTAA Chair closed the event claiming MedTech19 as the most successful conference MTAA has put on.



Guy Leech, former Ironman, Heart 180



Day one of MedTech19 Annual Conference



Annie Arnett, Hologic, Toby Hall, St Vincent's Health Australia, and Fraser Cleave, LifeHealthcare



John Skerritt, Department of Health, and Mandi Jacobson, Dentons



The Hon Chris Bowen, Shadow Minister for Health



Andrew Wiltshire, Medtronic



Twenty entrepreneurs pitched their MedTech ideas during the MedTech's Got Talent Rapid Fire Round



Medtronic awarded the 2019 winners of the Kerrin Rennie Award for their MiniMed 670G System



Rebecca Cortiula announces Baxter Health and Steven Flynn winner of both Women in MedTech Champion Awards



Maurice Ben-Mayor awards George Faithfull the 2019 Outstanding Achievement Award

Australian MedTech Industry Awards

19 September 2019

The winner of the 14th Kerrin Rennie Award was announced in front of 208 guests at the annual MedTech Awards Dinner, with the award going to Medtronic for the MiniMed 670G System.

The MiniMed 670G is an insulin pump system which automatically self-adjusts to deliver people living with type 1 diabetes (T1D) precise amounts of insulin when they need it – regardless of whether they are asleep or on the go. The only technology of its type approved in Australia, the insulin pump system intuitively administers insulin as needed and also withholds insulin release when a drop in sugar levels is detected – a long-awaited breakthrough in the Australian diabetes community in their quest to better manage the chronic disease. The system is designed to learn an individual's insulin needs by measuring the glucose level of people living with T1D every five minutes and to take action to minimise both high and low glucose levels. As a result, the technology requires minimal input providing peace of mind for the users.

The other Awards recipients included:

- George Faithfull, Stryker VP of Government & Regulatory Affairs – Outstanding Achievement in MedTech;
- Steven Flynn, Baxter Healthcare ANZ MD – Women in MedTech Champion (individual); and
- Baxter Healthcare – Women in MedTech Champion (company).

The Outstanding Achievement Award is open to individuals who have contributed in a significant way to the development of the medical technology industry through improvement to patient outcomes or excellence in leadership and innovation.

This year, George Faithfull celebrates 35 years at Stryker – an incredible achievement. This award recognises the significant contribution he has made to the MedTech industry, locally and globally over his 35 years of service. Women in MedTech (WiMT) is a Board led initiative which started in July 2015 in response to the gap of women in leadership positions across the industry. The Women in MedTech Champion is awarded to an individual who has contributed to advancing the WiMT goals, and was this year awarded to Steven Flynn, GM ANZ of Baxter Healthcare. Steve Flynn has actively championed the WiMT Agenda, serving as a Mentor within the MTAA Mentoring program which provides opportunities for female MTAA members to access leaders to assist in achieving their career goals supporting women to unlock their full potential.

The Women in MedTech Company Champion was awarded to Baxter Healthcare. For the fourth consecutive year, Baxter Healthcare was once again named among the top 100 companies in Australia for gender equality. The Australian Government's Workplace Gender Equality Agency cited Baxter as an Employer of Choice for Gender Equality.

Baxter is committed to benchmark metrics on the ratio of women with its Senior Leadership Team in Australia currently seven women and eleven men.



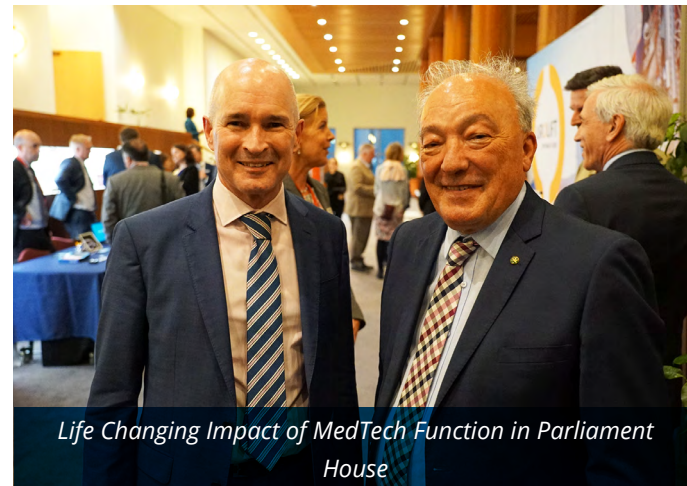
1,358 PEOPLE ATTENDED
MTAA EVENTS IN THE LAST 12 MONTHS.

○ Life Changing Impact of MedTech Function

16 October 2019

MTAA hosted its third Life-Changing Impact of Medical Technology event in Parliament House on 16 October 2019. The event was a tremendous success with 90 people including key MPs and Senators such as Minister for Industry, Science and Technology, Hon Karen Andrews MP, Senator for NSW, Hon Concetta Fierravanti-Wells, ALP Senator for Tasmania, Senator Carol Brown and many others.

MTAA member companies provided an array of medical devices on display during the event including Abbott Medical's MitraClip Therapy, the MRI guided focused ultrasound by Medigroup, UroLift by Teleflex, Homechoice Claria & Sharesource by Baxter Healthcare and GenesisCare's Radiation Therapy. The highlights of the event were the personal stories from patients and healthcare professionals and how the technology in the room played a significant role in improving their lives.



Life Changing Impact of MedTech Function in Parliament House

○ Prostheses List Members' Forum

4 November 2019

A consultation with Members was held on 4 November 2020 to provide input into issues faced with devices listed on the Prostheses List. The Forum opened with a discussion to received Members' input on potential reform options and negotiating positions that may be proposed by MTAA. Members were also updated on the Prostheses List reform process, the continued pressure for further PL cuts and a review of the General Miscellaneous category being undertaken by the Department.



Advancing Women in Leadership Workshop



International Women's Day 2020 hosted by Olympus Australia

○ International Women's Day 2020

5 March 2020

MTAA hosted a special morning at Olympus Australia's Macquarie Park office to celebrate International Women's Day in front of 61 attendees. Based on this year's theme, Each for Equal, an all women panel discussed their stance on inequality, their work to forge positive change and the need for greater awareness on issues impacting equality.

○ TGA Update on COVID-19

13 May 2020

This member exclusive event was a unique opportunity to hear an update from Tracey Duffy, First Assistant Secretary, Medical Devices and Product Quality Division, on the TGA's response to the COVID-19 crisis. 150 individuals join the webinar to hear Tracey outline the initiatives and work undertaken by the TGA in relation to COVID-19 affecting medical devices and the important regulatory developments that manufacturers and sponsors should be aware of.

OCT

NOV

MAR

APR

MAY

○ Advancing Women in Leadership Workshop

1 and 29 November 2019

The Lighthouse Group facilitated a small 13-person workshop on Advancing Women in Leadership. Host Elayne Verner covered concepts into the need for professional development in ANZ healthcare sector and opening opportunities for women in leadership roles. Attendees were also taught how to build a business case for investing in gender equality to attract, develop and retain talented women in their organisation.

○ Update on COVID-19 for Medical Devices

30 April 2020

MTAA and MTANZ co-hosted an exclusive member update on the industry's response to the COVID-19 crisis. 164 individuals join the webinar to hear about the Australian Government's request for MTAA to play a leadership role in coordinating the supply of essential supplies and equipment, and how it was successfully handled. Members were also updated on the Supply Chain Initiatives with an emphasis on the AUS-NZ route and MFAT initiative to facilitate trans-Tasman technical support personnel.

○ A Virtual Coffee Catchup with... Shadé Zahrai and Faysal Sekkouah

28 May 2020

As part of the Women in MedTech's initiative to inspire leaders of tomorrow, MTAA introduced the new webinar series 'A Virtual Coffee Catchup with'. Seventy-nine aspiring leaders joined Shadé Zahrai and Faysal Sekkouah to learn ways to improve their career, confidence and capabilities during difficult times.



Professional Development

Professional development is an essential way for healthcare professionals to stay up to date on the latest standards, reduce risk and advance better practices in the healthcare environment. The skills and engagement of our workforce is reflected in better medical outcomes for patients, longer staff retention, and greater stability for our industry.

More than 2,203 individuals took part in MTAA's training programs in the last 12 months. Code of Practice training, the most popular online course, was completed by 1,033 individuals. This course is essential learning for MTAA members with Medical Company Representatives (MCR) and Healthcare Professionals on marketing, sales, customer service, regulatory and legal activities.

The Operating Theatre Protocols 2018-2020 update, an essential training course for MCR's to continue their accreditation with the evolving requirements to attend operating theatres, was completed by 470 individuals. In 2019, the face-to-face Introduction to Operating Theatre Protocols program was completed by 150 individuals at 7 health faculties across Australia. Due to the COVID-19 pandemic, the face-to-face program was transformed into a virtual classroom with the first course held from June 2020.

Women in MedTech

The Women in MedTech (WiMT) committee continued to promote the WiMT initiative to the MedTech industry. Its mission remains the same – to proactively support gender diversity within the MedTech industry, and effectively support women to unlock their full potential. The committee was well represented with 16 members of different gender, role and business types.

Events continued to be the key driver to the success of the WiMT initiative with highlights including the International Women's Day luncheon and the new series 'A Conversation with' hearing life-stories of inspiring female leaders.

In 2019/20 MTAA launched The Mentoring Program. An initiative to assist women in their career, professional and personal development by connecting them with mentors within the MedTech industry. It successfully brought together 50 mentors and mentees which assisted in the career progression of the participants. The next generation of MedTech professionals were also supported by The Ignite Program which similarly provides students the opportunity to network with women in industry at WiMT events.

Gender diversity survey

In January 2020, MTAA undertook a joint research project with the University of Newcastle. The project's purpose was to support the goals of the Women in MedTech Committee which included:

1. Understanding the barriers that enables gender equality in MedTech,
2. Understand the practices that support gender equality in MedTech, and
3. Provide sector specific guidance regarding the practices and strategies that support gender equality in MedTech organisations, irrespective of size.

Due to COVID-19 the companies who were interested in participating had delayed the interviews, with most interviews to be undertaken in July-November 2020.

Analysis of the interview data and development of the draft survey will occur in November 2020. They plan to present the findings of the interviews and the draft survey to MTAA prior to Christmas, with the survey scheduled to be disseminated early in 2021.



IN THE LAST 12 MONTHS

2,203

INDIVIDUALS COMPLETED
MTAA TRAINING



470

COMPLETED THE ONLINE
OTP TRAINING



150

INDIVIDUALS COMPLETED
THE OTP FACE-TO-FACE
TRAINING

WORKING WITH INDUSTRY COLLABORATION

Working to unite the industry and engage a broader range of stakeholders is a way to strongly articulate and demonstrate the value proposition of the medical technology industry to the Australian community. Collaboration strengthens MTAA itself in terms of leadership, representation and advocacy, as well as membership.

MTPConnect

MTAA has a long-standing relationship with MTPConnect – the Industry Growth Centre for the medical technology, biotechnology and pharmaceutical sector setup by the Australian Government. The arrangement between both organisations continues to help promote the growth of the MedTech industry.

BioMedTech Horizons Grants Program

Administered by MTPConnect, the BioMedTech Horizons Grants Program is a Medical Research Future Fund (MRFF) initiative to support collaborative health technologies, drive discoveries towards proof-of-concept and commercialisation that addresses key health challenges as well as maximise entrepreneurship and idea potential.

In October 2019, round three of funding became available targeted innovative solutions to address unmet clinical needs in four therapeutic areas including Orthopaedics, Ophthalmology, Cardiovascular and Emergency/Trauma Care. This year saw \$8.9 million dollars invested into nine projects of the Program including a project from MTAA Member IDE Group.

Cyban Pty Ltd (VIC) - developing a novel brain pulse oximeter to monitor brain oxygen levels following traumatic brain injury.

Kunovus Technologies Pty Ltd (NSW) - developing an elastomeric motion-preserving implant to treat lumbar spine osteoarthritis as an alternative to fusion.

Macuject Pty Ltd (VIC) - developing artificial intelligence-based clinical decision support software for intravitreal management of age-related macular degeneration.

Advanced Genetic Diagnostics Pty Ltd (WA) - developing genetic tests to identify people at high risk of heart disease. **IntelliDesign Pty Ltd** (QLD) - developing portable bedside low field magnetic resonance imaging.

PolyActiva Pty Ltd (VIC) - developing sustained release ocular implants for delivery of steroids and non-steroidal anti-inflammatory medications to the eye for the prevention and treatment of macular oedema.

IDE Group (NSW) - developing a control sleeve for intravitreal injection system.

WearOptimo (QLD) - advancing cardiac micro-wearables for rapid, minimally invasive personalised cardiovascular medicine.

Enlighten Imaging Pty Ltd (VIC) - developing a novel hyperspectral retinal imaging platform for next generation artificial intelligence diagnostics.

MedTech Innovator

MedTech Innovator is a US-based global competition and accelerator for medical device, digital health and diagnostic companies. As part of the extension of the program to Asia Pacific, MTAA co-hosted a Sydney pitch event on 5 August.

A large panel of judges selected two of the eight start-ups to be invited to participate in the MedTech Innovator Asia Pacific Showcase in Singapore in September. These two successful pitchers, Crely Healthcare and iUFlow, also receive complimentary registration to MTAA's conference and complimentary start up membership for one year. IDE Group sponsored the travel costs of the two start-ups – iUFlow to attend the Asia Pacific Showcase, and Crely Healthcare to attend MTAA's conference as they are based in Singapore.

Australian Ethical Health Alliance

MTAA is a founding member of the Australian Ethical Health Alliance (AEHA), which aims to improve healthcare in Australia through articulation and affirmation of ethical principles that promote the interests of patients and consumers, enhance access to safe and effective healthcare, encourage ethical collaboration in the healthcare sector and build public trust. MTAA, along with 71 other industry organisations are working together to achieve these aims.

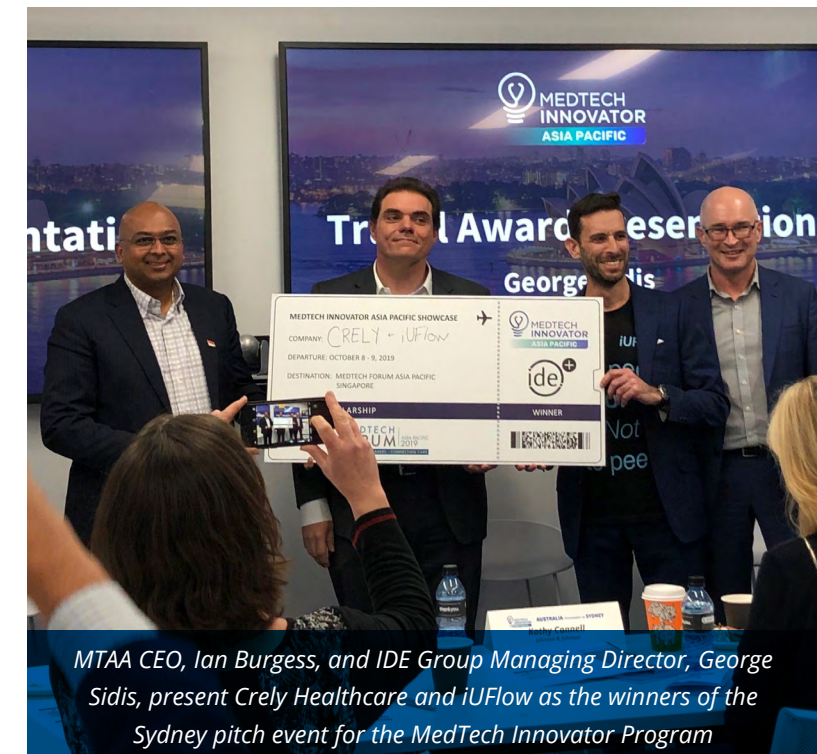
AEHA was recently recognised by the Basel Institute on Governance for its positive action towards COVID-19 disruption on the healthcare system by encouraging ethics and integrity in the sector.

The Basel Institute on Governance highlighted the importance of collective action initiatives for ethics and integrity in healthcare amidst the pandemic and singled out AEHA as an “an exceptional model for unified commitment and coordination across the nation to align and strengthen ethical conduct.”

Continuity of Care Collaboration Forum

To combat the alarming trend of Australians choosing to avoid engaging with the health system due to the COVID-19 pandemic, MTAA joined 40 other organisations across the health sector to form the Continuity of Care Collaboration (CCC). The CCC's objective was to encourage Australians to continue to engage with the health system by continuing to get regular check-ups, pathology testing and cancer screening.

The CCC's efforts culminated in the #DontWaitMate public campaign which garnered the support and endorsement of key opinion leaders and policymakers, including the Minister for Health and Shadow Minister for Health.



MTAA CEO, Ian Burgess, and IDE Group Managing Director, George Sidis, present Crely Healthcare and iUFlow as the winners of the Sydney pitch event for the MedTech Innovator Program



1,033 INDIVIDUALS
COMPLETED THE CODE OF
PRACTICE TRAINING IN 2019-20.

CODE OF PRACTICE INTEGRITY

MEMBERSHIP

During 2019, the Code of Practice Edition 10 was substantially reviewed by a Code Review Working Group and the draft was put to members to vote on during the 2019 Annual General Meeting, members resolved to adopt the proposed changes and the Code of Practice Edition 11 2020 came into effect from 1 January 2020.

The Code Authority Committee completed a full review of the Explanatory Notes and FAQs during the first quarter of 2020 and have been included in the online version of the Code of Practice (the Code). The user can view the Explanatory Notes to the left and the FAQs to the right of their respective sections of the Code.

The MTAA Code of Practice online training has been completely renewed, including a new layout of the training which requires the students to actively use the code as a resource when completing the training to ensure the student gains a deep understanding of the Code. The training will become available to members by the end of October 2020.

In the last 12 months only two complaints were received in breach of the Code, however neither complaints were upheld.

The Monitoring process was streamlined in early 2020 and MTAA received more responses from members on-time.



MEMBERSHIP

CORPORATE & ASSOCIATE

110

MEMBERS

76 Corporate Members

34 Associate Members

MTAA remained focused on the needs of members and its value offering as an organisation. The organisation’s service lines continued to develop with advocacy remaining a priority for most members, along with professional development in staff and event networking opportunities.

Associate Members

Alessandra Doolan
Brandwood CKC Pty Ltd
Cancer Care Associates Pty Ltd
Certification Body Australia
Circuitwise Electronics
Clinical Research Corporation Pty Ltd
Covance Pty Ltd
Dentons Pty Ltd
DHL Supply Chain (Australia) Pty Ltd
Evolution Clinical Pty Ltd
Five Corners Pty Ltd
GenesisCare
Healthcare Professionals Group Pty Ltd
ICON Cancer Care
IDE Group
Illuminate Health Consulting Pty Ltd
KD&A Pty Ltd
Lucid Health Consulting Pty Ltd
Mainfreight Distribution Pty Ltd
MedEvent
Medtechnique Consulting
MTP Connect (Affiliate)
Oliver Healthcare Packaging Pty Ltd
Open Sesame Consulting
Pagero Australia Pty Ltd
Prospitalia hTrak Pty Ltd
Regulatory Concepts Pty Ltd
SJ Alder Pty Ltd
Smartways Logistics
Sue Akeroyd & Associates
Synera Design
The SPD Company Pty Ltd
The University of Newcastle
University of New South Wales

Corporate Members

3D-Matrix Medical Technology Pty Ltd
3DMEDiTech Pty Ltd
3DMorphic Pty Ltd
3M Healthcare Pty Ltd
Abbott (Vascular) Australasia Pty Ltd
Abbott Medical Australia Pty Ltd
Alcon Laboratories (Australia) Pty Ltd
Allergan Australia Pty Ltd
AlphaXRT Pty Ltd
Amplifon Australia
Analytica Ltd
APNE Surgical Pty Ltd
Australasian Medical & Scientific Ltd
Australian Dermatology Equipment
Avanos Medical Australia Pty Ltd
B Braun Australia Pty Ltd
Bard Australia Pty Ltd
Bausch & Lomb (Australia) Pty Ltd
Baxter Healthcare Pty Ltd
Bioclect Pty Ltd
Biotronik Australia Pty Ltd
Boston Scientific Pty Ltd
Brainlab Australia Pty Ltd
BTC health Ltd
ConMed Australia Pty Ltd
Cook Australia Pty Ltd

Corporate Members

Corin (Australia) Pty Ltd
Culpan Medical Australia Pty Ltd
Device Technologies Australia Pty Ltd
Edwards Lifesciences Pty Ltd
Elekta Pty Ltd
Exactech Australia Pty Ltd
Fresenius Kabi Australia Pty Ltd
Fresenius Medical Care Pty Ltd
Gamma Gurus Pty Ltd
Gel Works Pty Ltd
Getz Healthcare Pty Ltd
Grey Innovation Pty Ltd
Hemideina Pty Ltd
Hill-Rom Pty Ltd
Hologic (Australia) Pty Ltd
Horten Medical Pty Ltd
Johnson & Johnson Medical Pty Ltd
KLS Martin Australia Pty Ltd
Laminar Air Flow Pty Ltd
LifeHealthcare Pty Ltd
LivaNova Australia Pty Ltd
Materialise Australia Pty Ltd
Medacta Australia Pty Ltd
Med-El Implant System Australasia Pty Ltd
Medi Press

Corporate Members

Medical Specialties Australia Pty Ltd
Medigroup Australia Pty Ltd
Medtronic Australasia Pty Ltd
MicroPort CRM Pty Ltd
Molnlycke Healthcare Pty Ltd
NeedleCalm Pty Ltd
Nevro Medical Pty Ltd
NL-Tech Pty Ltd
Olympus Australia Pty Ltd
Paragon Therapeutic Technologies
Prism Surgical Designs Pty Ltd
Roche Diabetes Care Pty Ltd
Smith & Nephew Pty Ltd
Smiths Medical Australasia Pty Ltd
Spectrum Surgical Pty Ltd
Stryker Australia Pty Ltd
Teleflex Medical Australia Pty Ltd
Terumo Australia Pty Ltd
Tomi Australia Pty Ltd
Tunstall Australasia Pty Ltd
Varian Medical Systems Australasia Pty Ltd
Vitalcare Pty Ltd
W. L. Gore and Associates (Aust) Pty Ltd
Wright Medical Australia Pty Ltd
Zimmer Biomet Pty Ltd

BOARD OF DIRECTORS

MAURICE BEN-MAYOR

CHAIR
PRESIDENT, STRYKER SOUTH PACIFIC



B.SC (UNSW), Exec MBA (AGSM)

Maurice has over 20 years of experience in the MedTech industry across senior roles in sales, management, marketing and market access. Maurice has been at Stryker for 15 years and is currently the President of Stryker's South Pacific division.

Maurice joined the Board in December 2016 and was elected Chair in November 2018.

STEVE FLYNN

VICE CHAIR
GENERAL MANAGER, AUSTRALIA / NEW ZEALAND, BAXTER HEALTHCARE



BEng, Mech, Grad Dip Management, MEI (Swinburne)

Steven has responsibility of over 1,100 employees and oversees a significant commercial, manufacturing and compounding pharmacy footprint across Australia and New Zealand. As the current Vice Chair of the MTAA board, Steven has ensured that Baxter is active in advocating directly for MTAA policy platform to deliver benefits to the entire membership. Since 2006, Steven has held senior executive roles in Baxter Australia, New Zealand and Asia Pacific. Prior to joining Healthcare, Steven worked at TNT and GM Holden Limited.

Steven joined the Board in November 2015 and was elected Vice-Chair in November 2017.

SUSAN MARTIN

VICE CHAIR
MANAGING DIRECTOR JOHNSON & JOHNSON MEDICAL DEVICES ANZ



Monash University, Bachelor of Nursing, GAICD.

Susan Martin has taken increasingly senior commercial and leadership roles culminating in her current appointment as Managing Director (MD) of Johnson & Johnson Medical Devices (JJMD) for Australia and New Zealand in January 2018. She was recently the Asia Pacific Lead for JJMD's Cardiovascular Specialty Solutions business and responsible for providing regional insights to drive global franchise strategy and technology pipeline. She is a champion of, and role model for, women in the medical devices sector. Susan is the Executive Sponsor of the Asia Pacific Women Leadership & Inclusion initiative for the Johnson & Johnson Family of Companies and a passionate supporter of the diversity and inclusion agenda for the medical devices and broader healthcare sector. Susan joined the board in November 2018.

ANNE-LOUISE ARNETT

VICE PRESIDENT AND GENERAL MANAGER, HOLOGIC (AUSTRALIA) PTY LTD



B.SC (ANU), Master of Business (Marketing) (UTS)

Annie's career has spanned over two decades in the healthcare-consumer industry holding sales, marketing and leadership roles at Stryker in ANZ and the USA. Annie started her career in Australia with Kimberley-Clark Healthcare where she spent more than 8 years in various sales and marketing roles around the country. Annie is passionate about the Medical Device Industry in ANZ and the patients it serves.

Anne-Louise joined the Board in July 2018.

LAUREN BARBER

CLINICAL NURSE SPECIALIST, FOUNDER AND MANAGING DIRECTOR OF NEEDLECALM PTY LTD



Bachelor's Degree in Nursing, Charles Stuart University

Lauren is a Clinical Nurse Specialist with over 10 years' experience in Critical Care, management and primary healthcare. She founded NeedleCalm Pty Ltd 4 years ago with a vision to change the future and positively impact the healthcare system.

Lauren joined the Board in October 2019.

REBECCA CORTIULA

SENIOR MANAGING DIRECTOR, VARIAN MEDICAL SYSTEMS, AUSTRALASIA



B.Sc (UTS), MBA (AGSM), GAICD

Rebecca has been working within the Australian Healthcare system for more than 20 years. Prior to leading the Varian ANZ team, she was the Managing Director of Terumo Corporation ANZ. Rebecca has been working within the Australian Healthcare system for more than 20 years. Before joining the medical technology industry, she worked within the Australian hospital system as a Hospital Scientist as well as working for the Australian Red Cross Blood Service. Rebecca is passionate about healthcare and ensuring that Australia has a sustainable healthcare system that can be readily accessed by all. She is also a strong advocate of supporting women to aspire to senior organisational roles.

Rebecca joined the Board in November 2015, was elected Vice-Chair in December 2016, resigned in October 2019 and joined the Board again in March 2020.

BOARD OF DIRECTORS

MARIUS FOURIE

GENERAL MANAGER, CARDIAC RHYTHM MANAGEMENT, ANZ, ABBOTT MEDICAL



MBA – Edinburg Business School, Herriot Watt University, B Commerce, Marketing - University of Pretoria, South Africa, MAICD.

Experienced commercial leader with an established track record in the Healthcare and Medical Device industry with a career spanning more than 25 years across Africa, Australia, New Zealand, Asia, Middle East and Eastern Europe. Worked with talented teams across various geographies, cultures and healthcare markets on technology that impacts those who trust us with their health every day, enabling them to live their fullest life.

Marius joined the Board in June 2020.

MATTHEW MUSCIO

CHIEF EXECUTIVE OFFICER AND MANAGING DIRECTOR, LIFEHEALTHCARE



Queensland University of Technology, Bachelor of Business (International Business). Melbourne Business School, Post Graduate Degree in Management.

Matthew has 20 years' experience in the medical device industry across sales, marketing and management functions. Matthew joined LifeHealthcare as Chief Operating Officer in 2013, playing a key role in LifeHealthcare's IPO in December 2013. He was appointed Chief Executive Officer in September 2015, leading LifeHealthcare through its delisting under Pacific Equity Partners (PEP) in May 2018.

Matthew joined the Board in November 2017.

SAMIH NABULSI

GENERAL MANAGER – COOK MEDICAL AUSTRALIA



University of Queensland, Doctor of Philosophy (PhD), Mechanical Engineering/ Material Science, 1997. University of Queensland, MESC Research, Mechanical Engineering - compressible gas dynamics, 1993. University of Sussex, Bachelor of Science (BSc), Mechanical Engineering, 1997.

Samih has worked in the medical devices industry for 20 years, both internationally and in Australia, and has led the development of innovative medical solutions through in-house R&D, the growth of domestic and international partnerships, collaborations with research partners and the development of new technologies with industry leaders. An engineer and scientist by training and holds a PhD in engineering combined with an extensive and practical background in the medical devices industry.

Samih joined the Board in November 2017.

CHRIS SZELECZKY

GENERAL MANAGER – SERVICE, OLYMPUS AUSTRALIA



Master Commerce – Strategic Management (Honours)

Chris has over 15 years of experience within the Medical Technology industry in several leadership roles across operations, service, commercial operation, corporate accounts and general management throughout Australia, New Zealand and Asia Pacific. Chris' previous experience within the Medtec sector has been with Stryker, ConMed and the MTAA and he is currently the General Manager – Service at Olympus.

Chris joined the Board in October 2019.

PATRICK WILLIAMS

MANAGING DIRECTOR, EDWARDS LIFESCIENCES ANZ & KOREA



Master of Business (UTS)

Being in the medical device industry for more than 32 years now, Pat started his career at Medtronic where he held several roles including Territory Management, Sales Management, Marketing and General Management. Pat proudly joined Edwards Lifesciences in 2011 where he initially started his career as the Business Unit Manager of Critical Care. In April 2013, Pat was then appointed as the Managing Director of the Australia and New Zealand Business and in 2020 he also assumed responsibility for Korea.

Pat joined the Board in October 2019

FORMER BOARD MEMBERS

PAUL BRAICO

MANAGING DIRECTOR, BOSTON SCIENTIFIC ANZ

Bachelor of Electrical Engineering (UNSW), MBA (MGSM)

Paul is a passionate medical device industry professional and leader with 30 years’ experience in the medical technology industry, working in diverse organisations including Australian manufacturing, medical equipment, medical distribution, and medical device multinationals and across various therapeutic areas including Cardiovascular, Vascular, Cardiac Rhythm Management, Surgical, Neurovascular, Pain Management, Spine, Endoscopy, Urology and Women’s Health. Prior to his current role, Paul has held several senior leadership roles in Australia and Japan. He was a member of the MTAA Board from 2012 to 2017 and is a Graduate member of the Australian Institute of Company Directors.

Paul joined the Board in October 2019 and resigned in February 2020

LYN DAVIES

MANAGING DIRECTOR, TUNSTALL AUSTRALASIA PTY LTD

Dip Bus Mgt, PERSA, AMACs, MAICD

Lyn commenced with Tunstall in October 2004. A seasoned executive with over 25 years in senior leadership roles across the private and public sectors. Prior to Tunstall, Lyn has worked with well- known organisations such as Logan City Council, Mater Hospitals QLD and CITEC Queensland State Government. Lyn has presented both nationally and internationally on assistive technology and Connected Healthcare solutions and is experienced in the implementation and building of 24/7 operations centres within Australia and parts of the Asia Pacific regions. A high level of commercial acumen with extensive experience in leading and growing mid to large scale business. Able to lead multiple teams towards attaining high quality with a focus on exceptional customer service. Extensive government, community and not for profit service delivery experience. Proven track record driving innovation and change to achieve results.

Lyn joined the Board in December 2013 and retired in October 2019.

CRAIG STAMP

GENERAL MANAGER, DEVICE TECHNOLOGIES AUSTRALIA

B.Bus (CSU)

University of NSW, Bachelor of Optometry (Hons Class 1) and a Graduate Diploma in Marketing. Adjunct Associate Professor at the SOVS, Faculty of Science, University of NSW. Active member of the SOVS Visiting Committee.

Craig has over 25 years of experience in healthcare, pharmaceuticals and medical devices in Australia and Asia. He has held senior leadership positions at Allergan and Bausch & Lomb where he was Managing Director and VP Commercial Operations, Asia-Pacific. Has also served as CEO and Managing Director at a publicly listed company Vision Group Holdings Ltd, a former ASX listed company (now privately held).

Craig joined the board in November 2017 and resigned in June 2020.

ANDREW FOX-SMITH

CHIEF EXECUTIVE OFFICER & DIRECTOR, GLOBAL ORTHOPAEDIC TECHNOLOGY PTY LTD

B.Bus (Charles Sturt), AMP (Harvard), AICD

Andrew has over 25 years’ experience in the Medical Technology Industry and brings a broad range of skills from working in both MNC’s and Australian SME’s. Andrew was most recently CEO of Global Orthopaedic Technology up until their successful acquisition by Corin. Prior to that he was Chairman at Optimized Ortho and before that he was Group President International for Stryker where he also sat on the Executive Committee. He joined Global Orthopaedic in July 2014 when he led a MBI with other investors.

Andrew joined the board in April 2017 and resigned in July 2019.

MARK TAFFA

MANAGING DIRECTOR, HORTEN MEDICAL PTY LTD

B.Bus (CSU)

Mark is the founder and Managing Director of Horten Medical a company distributing medical devices, established 2005. Actively involved in the healthcare industry for over 22 years, Mark has worked with both large multinationals and small business. At GE Medical, Mark had product responsibility for all of Asia in digital imaging which included living in Singapore and consulting to the Brunei government on e-health. Mark has experience in running small scale local manufacturing of complex medical equipment for local and export sales. He is the Secretary of the charity Doctors Assisting in the South Pacific Islands (DAISI). His charity work involves multiple trips to the region each year, with a particular focus on Papua New Guinea.

Mark joined the board in December 2013, and was elected Vice-Chair and retired from the Board in October 2019.

ANDREW WILTSHIRE

SENIOR DIRECTOR, MARKET ACCESS, PUBLIC AFFAIRS AND POLICY, MEDTRONIC AUSTRALASIA PTY LTD

RN (Qld), BA (Media Studies) Griffith, MBA (UNE), GAICD

Andrew has over 25 year’s experience in the Australian medical technology and pharmaceutical sectors. As Senior Director, Market Access, Andrew is actively engaged in efforts to positively promote industry to government, healthcare providers and the community for appropriate access to medical technologies. He oversees Medtronic’s government affairs, healthcare economics policy and reimbursement initiatives in Australia and New Zealand.

Andrew joined the Board in October 2013, resigned in November 2017, and re-joined the Board in November 2018 and resigned in August 2020.

WORKING WITH MEMBERS COMMITTEES

Public Affairs Committee

The Public Affairs Committee (PAC) provides oversight of the Reimbursement, Regulatory and Industry Policy Committees, ensuring a coordinated and aligned strategy and communications approach to MTAA's activities. The PAC sets the advocacy direction for the MedTech industry, identifying and engaging with relevant stakeholders in healthcare policy decision making.

One of the PAC's objectives over the past year has been to develop and implement an advocacy program that includes active stakeholder engagement to promote MTAA's policy positions on the strategic issues identified by MTAA's subcommittees. The PAC also holds responsibility for overseeing the implementation and content of the Digital Advocacy Platform.

Regulatory Affairs Committee

The Regulatory Affairs Committee (RAC) is responsible for supporting the strategic development and delivery of MTAA's regulatory policy priorities. The RAC is also the body that discusses the operational issues facing the association's members in their interactions with the Therapeutic Goods Administration (TGA) in meeting the regulatory requirements for supplying MedTech in Australia.

The RAC's other objectives are to develop regulatory focused strategic initiatives for the MTAA including:

- Reviewing the effectiveness of the regulatory system for MedTech in Australia,
- Contributing to MTAA's involvement with international regulatory organisations,
- Liaising with Commonwealth departments and industry associations in Australia and overseas, and
- Providing advice on the professional development of regulatory staff in the medical technology sector.



Reimbursement Committee

The role of the Reimbursement Committee is to promote the MedTech industry's access to funding and reimbursement pathways that enable timely public and private market access.

The Reimbursement Committee has been tasked with monitoring the implementation of the PL Agreement (except for the management of the SME grant) and, through a collaborative approach and active stakeholder engagement, the development of relevant policy positions to provide:

- Industry input into the implementation of the Agreement with Government in relation to Prostheses List matters,
- Industry input into the MBS Review or other changes to the MBS which may impact on market access issues for the MedTech industry,
- Industry input into Commonwealth or State Government initiatives that cover markets beyond those covered by MBS and Prostheses List arrangements, and
- Report to the PAC following each meeting and engage with the PAC on specific reimbursement issues.

Industry Policy Committee

The role of the Industry Policy Committee (IPC) is to promote initiatives (outside regulatory and reimbursement) which impact on industry development and sustainability and healthcare policy.

The Committee is responsible for developing policy positions and engaging with stakeholders on the digital healthcare agenda (including cybersecurity), the electronic patient record, mobile healthcare and registries. It is also responsible for supply chain issues, including traceability of medical devices, and regularly engages with GS1 Australia. MTP Connect initiatives, R&D, clinical trials and commercialisation all fall within the Committees purview. Industry Policy Committee meetings are used to monitor the implementation of the \$30 million grant for SMEs under the MTAA-Government Agreement.

Code Authority Committee

The Code Authority Committee reports to the Board and reviews Code Complaints, issues, and provides direction to the Code Monitoring Committee. The Committee consists of an independent Chair, a Board Representative, a Healthcare Professional, a Consumer Representative, a Medical Industry Representative, and six Industry Representatives.



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**MEMBER
REPRESENTATIVES
CONTRIBUTE TO
THE WORK OF
MTAA COMMITTEES,
FORUMS AND
WORKING GROUPS.**

WORKING WITH MEMBERS COMMITTEES

Code Monitoring Committee

The Code Monitoring Committee consists of an independent Chair, a Healthcare Professional, an academic professional and six industry representatives. The Committee reviews the monitoring reports submitted by MTAA members on a pre-determined section of the Code of Practice (the Code). Where appropriate, the Committee refers issues to the Code Authority for further consideration.

Finance Committee

To assist the Board in the effective discharge of its responsibilities for financial reporting, internal controls, audit, compliance and risk management.

MedTech Conference Committee

To drive the agenda, sponsorship and attendance of the Annual Conference that appeals to MedTech industry leaders and executives. In 2019, over 359 influencers and leaders attended MedTech19 at Amora Hotel Jamison Sydney making it the most successful Annual Conference to date.

Women in MedTech Committee

The Women in MedTech Committee was established to drive and fulfil a number of objectives, including to continue to promote the WiMT initiative to the wider MedTech industry. Despite the COVID-19 pandemic, MTAA organised a number of WiMT initiatives as part of its objective to raise the profile and benefit of women within the MedTech industry through targeted campaigns and events. Committee members are tasked with leading the discussion towards the setting of an agreed and achievable target ratio of women in leadership positions by the end of 2020.



MEMBER FORUMS/ WORKING GROUPS



Regulatory Forum

The Regulatory Forum (RF) meets at least four times per year, with additional ad hoc meetings as requested. The RF raises awareness on regulatory issues that members face in their day-to-day work. The RF represents an opportunity for members to interact and exchange ideas, discuss specific topics of interest, and provide an opportunity for learning and development for professionals starting in regulatory roles.

Procurement Forum

Established following feedback from members – primarily due to the relatively poor performance of procurement process in NSW - the Procurement Forum has undertaken an effort to help MTAA further engage on procurement issues with State and Territory decisionmakers at a policy level, helping to work through the technical issues with the procurement of medical devices.

The Procurement Forum's outcomes driven focus has ensured MTAA and its members has a seat at the table, allowing for better and direct engagement with the NSW Government on procurement reform.

Clinical Investigations Forum

The Clinical Investigations Forum (CIF) meets four times per year with additional ad hoc meetings as required. The CIF provides an opportunity to members who share an interest in advancing clinical investigations in Australia to discuss, share information, network and consult, and to progress relevant issues.

The CIF report directly to the Industry Policy Committee (IPC) and is responsible for policy development in relation to clinical trials. The CIF participated in various initiatives and activities during 2019–20, these included monitoring of and engaging with national initiatives in the clinical trials space and participating in and contributing to relevant state initiatives.

Two CIF members represented MTAA and participated on the CT:IQ Executive and Steering Committees through providing input into the Early Phase Trials – Best Practices project. The CIF developed a Clinical Trial one-pager document which outlines the clinical trials landscape in Australia and details the benefits of conducting more medical device trials in Australia.

MEMBER FORUMS/ WORKING GROUPS

Orthopaedic Forum

The Orthopaedic Forum offers MTAA orthopaedic members the opportunity to discuss and address issues of mutual interest and concern. The orthopaedic sector is vibrant and innovative, and the forum provides members with a medium to address the dynamics of their environment. The forum meets quarterly and is open to membership by all MTAA orthopaedic companies.

The MTAA Orthopaedic Forum meetings are attended by representatives of up to 14 member companies. Activities this year included quarterly meetings with the Australian Orthopaedic Association (AOA) Presidential Line, the AOA CEO and the Director of the National Joint Replacement Registry, and continuing operation and further refinement of the MTAA Orthopaedic Market Survey. During the height of disruption to elective surgery due to COVID-19, several members of the Orthopaedic Forum met regularly with the AOA to exchange important information on issues of concern to both parties.

Ophthalmic Forum

Formed at the request of MTAA's member companies, the Ophthalmic Forum is responsible for progressing issues of common interest, as well as advocacy activities that communicate and educate government on the economic and health benefits generated by the ophthalmic device industry.

Radiation Therapy Advisory Group (RTAG)

An alliance of cancer patient advocates, healthcare providers, MedTech vendors and oncology professionals aligned, the Radiation Therapy Advisory Group in responsible for raising the profile of radiation therapy and ensuring it is adequately funded by government.

While radiation therapy and many different specialised treatments it involves are not always simply to understand, the RTAG is able to bridge this knowledge gap by providing highly informed and expert advice to decision and policymakers.

SME Forum

The SME Forum was formed to address the major issues affecting or hindering SME members doing business. Top priorities include tendering, impact of PL cuts on SMEs, compliance burden, policy and influence opportunities, and other reimbursement issues include changes to the Medicare Benefits Scheme. The Forum is designed to relieve these pain points and address other common interests for SME Member companies.

Advertising Working Group

The MTAA Advertising Working Group is comprised of representatives of member companies from regulatory, communications and marketing areas who are involved with advertising activities within their companies. The Advertising WG had over 30 members in FY2019/20 and provided input and recommendations in resolving current regulatory challenges with advertising of medical devices.

Connected Healthcare Advisory Group

The Connected Healthcare Advisory Group (CHAG) has come together to advocate for an ICT enabled health system for Australia. The CHAG vision is – *“a healthcare system enabled by technology”* with a purpose *“to drive the implementation of an ICT enabled service delivery framework for a healthier Australia”*. The CHAG membership includes representation from the broadest spectrum of the healthcare ecosystem in Australia. Members come from health and community care, the medical device industry, peak bodies, research institutes, associations and advocacy groups. This diversity of representation has enabled the CHAG to work together, objectively with a common purpose by drawing from a vast array of experience and expertise. The Group has focused on developing communications to bring to light the opportunities that are possible in the delivery of alternative models of care towards a healthier Australia.

Cyber Security Working Group

The Cyber Security Working Group (CSWG) members meet on an ad hoc basis for information sharing and discussion of issues in the cyber security space. Cyber security requires a clear Government framework and a coherent, harmonised industry position.

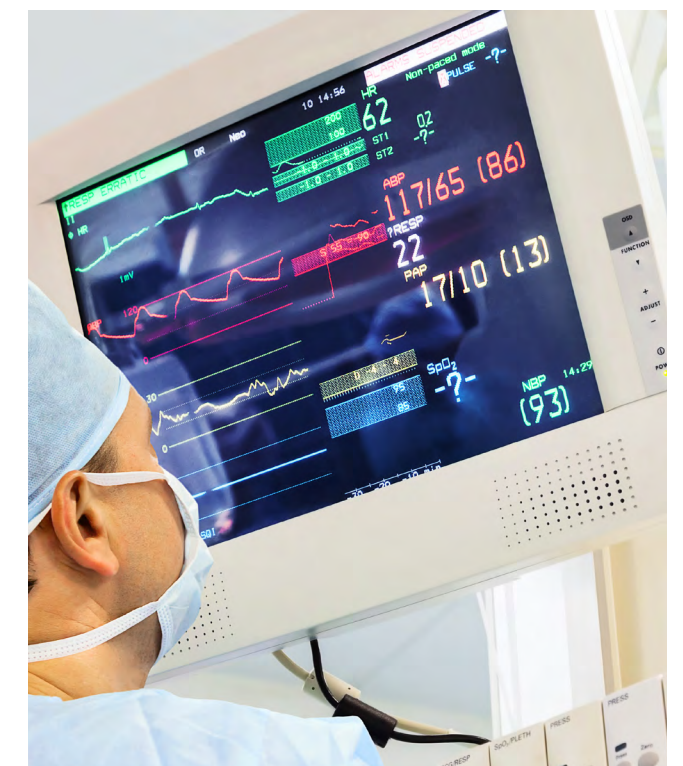
The objectives of this working group are to:

- establish a common understanding of Federal Government aims in the cyber security space,
- prioritise the objectives/goals set by the group, and
- outline a timeline to achieve industry position on cyber.
- develop a coherent position in expectation of the TGA regulatory guidance document to cyber security, which is aligned with existing risk management standard for medical devices.

Human Resources Forum

In April 20, due to COVID-19, MTAA contacted Human Resources Managers to seek their input into a survey to check if there was interest in MTAA commencing a HR Forum. The purpose of the Forum is to assist Human Resources professionals share information and learn from each other on possible 'best practice' for specific HR issues relating to the effect COVID-19 was having on their Company and employees. There was a significant response noting interest in participating in a HR Forum.

The first HR Forum was held on 12 May 2020 with 10 member companies participating. The input and feedback was very positive. A second HR Forum was held on 18 June 20. HR Forums will continue in FY21.



COMMITTEE MEMBERS

REPRESENTATION

Code Authority

Pam Davis (Chair)	Independent
Steven Flynn (Board Representative)	Baxter Healthcare
Dawn DeCruz	Allergan Australia
Jason Neal	W L Gore & Associates (Australia)
Michelle Wagner	Johnson & Johnson Medical
Bruce Peatey	Hillrom
Emma Press	Medtronic Australasia
Dominica McCann	Zimmer Biomet
Dr John Quinn	Royal Australasian College of Surgeons
Henry Ko	Consumers Health Forum of Australia
Retired: Paul Braico, Boston Scientific Andrew Fox-Smith, Global Orthopaedic Carol Mazzella, Stryker	

Code Monitoring

Pam Davis	Independent (Chair)
Glen Mason	Johnson & Johnson Medical
Michelle Stewart	Device Technologies Australia
Mark Flynn	Centre for Innovation in Regional Health
Megan Guy	Healthcare Professional Group
Chloe Meyer	Smith & Nephew
Jennifer Mew-Sum	Medtronic Australasia
Trent Enright	Terumo Australia
Rachelle Thompson	Baxter Healthcare
Retired: Paul Gibbeson, Independent Leonardo Cevallos, Cook Medical Australia Nadine Crimston, Alcon Laboratories (Australia)	

Finance

Matt Muscio	LifeHealthcare
Susan Martin	Johnson & Johnson Medical
Joel Stuhler	LifeHealthcare
Retired: Craig Stamp, Device Technologies Australia	

Industry Policy

Daniel Kildea (Chair)	Johnson & Johnson Medical
Damon Mogridge	Smith & Nephew
George Sidis	IDE Group
Jane Crowe	Roche Diabetes Care Australia
Kirk Kikirekov	Prospitalia H-Trak
Rebecca Cortiula	Terumo Australia
Leonardo Cevallos	Cook Medical Australia
Matt Malone	Stryker Australia
Michael Reynolds	Biotronik Australia
Paul Davies	Abbott Medical Australia
Ross Lane	Cook Medical Australia
Simon Williamson	Boston Scientific
Retired: Alex Best, Johnson & Johnson Leanne Elich, Varian Medical Systems Australasia Geoff Feakes, Tunstall Healthcare	

MedTech Conference

Annie Arnett (Chair)	Hologic
Pat Williams	Edwards Lifesciences
Caroline Hale	3M Healthcare
Charlotte Hart	Nevro
Ian Hyam	Smith & Nephew
Samantha Bailey	Varian Medical Systems Australasia
Retired: Samih Nabulsi, Cook Medical Australia Jenny Wilson, Edwards Lifesciences Donna McCann, Medtronic Australasia James Boyce, Johnson & Johnson Emily Williams, Cook Medical Australia Lucille Vong, Fresenius Kabi	

Public Affairs

Chris Szeleczy (Board Representative)	Olympus Australia
Michael Simmonds (Chair of Reimbursement Committee)	Boston Scientific
Daniel Kildea (Chair of Industry Policy Committee)	Johnson & Johnson Medical
George Faithful (Chair of Regulatory Affairs Committee)	Stryker Australia
Andrew Wiltshire	Medtronic Australasia
Beth Roberts	KLS Martin Australia
Clinton Lubcke	Baxter Healthcare
Fraser Cleave	LifeHealthcare
James Doyle	Stryker Australia
Jane McMillan	Johnson & Johnson Medical
Laurence Fong	Smith & Nephew
Michael Reynolds	Biotronik Australia
Natalie Lawandi	Medtronic Australasia
Paul Davies	Abbott Medical Australia
Polo Guilbert-Wright	Edwards Lifesciences
Robyn Chu	Alcon Laboratories (Australia)
Retired: Mark Taffa, Horten Medical Carolyn Cameron, Allergan Australia Emily Williams, Cook Medical Australia Will Knox, Device Technologies Australia	

Regulatory Affairs

George Faithfull (Chair)	Stryker Australia
Elizabeth Van Den Akker	Abbott Vascular
Renee Cotta	Boston Scientific
Ruth Shennan	Device Technologies Australia
Sue Hunter	Abbott Medical Australia
Rebecca Gaudin	Johnson & Johnson Medical
Juliana William	Baxter Healthcare
Fleur Winslade	Terumo Australia
Minta Chen	Smith & Nephew
Maneesha Pillay	Edwards Lifesciences
Grant Woolcott	Teleflex Medical Australia
Jason Aldworth	3DMEDiTech
Leanne Hartge	3M Healthcare
Mahesh Datar	Medtronic Australasia
Naeema Mohamed	Zimmer Biomet
Rachel Patrick	Mölnlycke Health Care
Falko Thiele	Biotronik Australia
Retired: Cheryl Davey, Alcon Australia Kea Dent, KD&A Laleetha Devi, O&M Halyard Australia Ramon Ippolito, Surgical Specialties Joanne Daniels, Cook Medical Australia	

Reimbursement

Michael Simmonds (Chair)	Boston Scientific
Doug Symonds	Medtronic Australasia
Georgia Psarros	Baxter Healthcare
Joel Parrish	Elekta
Kieran Murphy	Nevro Medical
Kristy Hardy	LifeHealthcare
Laurence Fong	Smith & Nephew
Michael Reynolds	Biotronik Australia
Natasha Diasinos	Johnson & Johnson Medical
Rachael Todd	LivaNova Australia
Rebecca Schnabel	Allergan Australia
Sakeena Monopoli	Edwards Lifesciences
Sarah Botros	Stryker Australia
Sarah Griffin	Medtechnique Consulting
Sebnem (Shebnem) Erdol	Abbott Medical Australia
Sheryl Dunlop	Zimmer Biomet
Simon Norris	Device Technologies Australia
No retirements	

Women in MedTech

Lauren Barber (Chair and Board Director)	NeedleCalm
Chris Szeleczy (Board Director)	Olympus Australia
Dianna De Silva	Smith & Nephew
Nicki Walsh	Tunstall Australia
Rebecca Cortiula	Varian Medical Systems Australasia
Naeema Mohamed	Zimmer Biomet
Michael Keenan	Medtronic Australasia
Eleni Spiridonos	Stryker Australia
Deborah Houston	TRESP Recruitment
Kelly Turner	Boston Scientific
Novak Laforest	Olympus Australia
Yolanda Mallouhi	Edwards Lifesciences
Kirstyn Pickering	Device Technologies Australia
Kristin Dale	Cook Medical Australia
Sarah Gladman	Baxter Healthcare
Retired: Andy Hansen, Device Technologies Australia Katrina Symons, Johnson & Johnson Medical Lauren Johnston, Zimmer Biomet Lyn Davies, Tunstall Australasia Sauming Ho, Varian Medical Systems Australasia	



**Our work is to champion
medical technology for a
healthier Australia**

**When our work is done,
medical technology will
be valued as a key driver
of a healthier Australia.**

Medical Technology
Association of Australia

ANNUAL REPORT

2019-2020



Medical Technology
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