



Medical Technology Association of Australia

# ANNUAL REPORT

## 2020-21



**Medical Technology**  
ASSOCIATION OF AUSTRALIA



ANNUAL REPORT




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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)



## MTAA ACHIEVEMENTS



**16**

Media Releases  
issues by MTAA



**980**

people attended  
MTAA events



**322**

people attended  
MedTech20 Virtual  
Conference



**482**

people attended  
MTAA Women in  
MedTech events



**1,488**

completed the online  
Code of Practice  
training



**3,476**

participants  
completed MTAA  
training



**1,330**

individuals  
completed the  
Operating Theatre  
Protocols course



**130**

individuals  
completed the new  
online Operating  
Theatre Protocols  
course



followers  
increased by  
**1,301**  
to 6,818



followers  
increased by  
**241**  
to 1,823

## 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.

MedTech is diverse, ranging from familiar items such as syringes, wound dressings and wheelchairs through to more complex technologies including 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 through the use of that technology.

Industry-sponsored fellowships and funding for research and development in hospitals, universities and research facilities helps to 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 concept 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 that 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.

ABOUT MTAA

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**.

### OUR PEOPLE FROM 30 JUNE 2021

Ian Burgess	Chief Executive Officer
Peter Tustin	Director, Business Operations
Paul Dale	Director, Policy
Merrilyn Clancy	Senior Policy Officer
Jasjit Baveja	Senior Manager, Regulatory Affairs
Matthew Versi	Public Affairs & Advocacy Manager
Rachel Fry	Communications and Government Affairs Manager
Louie Radburn	Marketing Manager
Lee Grow	Professional Development Manager
Lorraine Hendry	Events Manager
Neina Fahey	Code of Practice and Project Manager
Edward Strong	Communications and Public Affairs Coordinator
Kerrie Zocchi	Executive Assistant
Ranju Dhungel	Accounts Officer
Seni Murni	Administration Officer
David Ross	Policy Advisor
Katherine Purcell	HR Advisor



## MESSAGE

# CHAIR REPORT



**MAURICE BEN-MAYOR**

**CHAIR**

PRESIDENT

STRYKER SOUTH PACIFIC

The 2020-21 financial year has continued to be a year of challenges and opportunities facing the Australian Medical Technology industry. As we did last year, MedTech rose yet again to the occasion by supporting Australians with life-saving medical technologies.

The Australian healthcare system continues to be one of the best in the world, thanks to cutting edge research, innovation and investment in improved health outcomes for all Australians.

It is thanks to advances in medical technology that we have been able to reduce hospital stays, disability rates and overall mortality, meaning Australians can return home to their families and resume their normal lives faster than ever. These are all achievements we as an industry can be supremely proud of help to bring about.

### Prostheses List Reform

This year Prostheses List Reform has remained an important focus of our industry, with member companies engaging on multiple fronts with policymakers to ensure positive reforms that ensure patient access and doctor choice are protected. Through the advocacy efforts of MTAA, the industry was able to successfully argue the case for the Government to abandon the insurer led push to abolish the Prostheses List and introduce a DRG system.

## CHAIR REPORT



# MESSAGE CHAIR REPORT

“ We thank all our members for their contribution to the industry and the support that they provide to the many committees, forums and events held throughout the year.

## Honouring Members Support

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

The MedTech Industry Awards is an important event on our calendar, an event at which we take the opportunity to recognise and thank those who have 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



## 2020 Australian Industry Awards

The winner of the 15th Kerrin Rennie Award was announced during a virtual broadcast of the Australian Industry Awards, with the award going to Medtronic for their TruClear™ Hysteroscopic Tissue Removal System.

The other Awards recipients included:

- Professor Lyn Griffiths, Queensland University of Technology – Outstanding Achievement in MedTech;
- Yolanda Mallouhi, Edwards Lifesciences – Women in MedTech Champion (individual);
- Medtronic Australasia – Women in MedTech Champion (company); and
- Jee May, Fresenius Kabi Australia - Emerging Women in Leadership Award.

## Acknowledgement

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. I would also like to thank our MTAA team, led by Ian Burgess, who continues to guide MTAA through what has been a challenging few years for the industry. As we look towards 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.

A stylized, handwritten signature in dark blue ink, belonging to Maurice Ben-Mayor.

Maurice Ben-Mayor  
CHAIR



# MESSAGE CEO REPORT



**IAN BURGESS**  
CHIEF EXECUTIVE OFFICER  
MEDICAL TECHNOLOGY ASSOCIATION OF AUSTRALIA

MTAA's advocacy and engagement activities this year have gone from strength to strength in what has been an unusual operating environment for the industry.

## Advocacy & Engagement

The industry has faced significant challenges through the insurer-led push for negative Prostheses List changes, however, this has also presented a number of opportunities for MTAA to develop stronger ties with key stakeholders both in the healthcare sector and in the Federal Parliament.

MTAA's leadership in establishing dialogue with the Australian Medical Association (AMA), Australian Private Hospitals Association (APHA), Consumer Health Forum (CHF) and Catholic Health Australia (CHF), has led to greater proactive industrywide advocacy for positive reforms to the Prostheses List to support patient access and doctor choice without increased out-of-pocket costs for consumers.

This year MTAA also developed and executed a multifaceted advocacy campaign with a focus on direct advocacy, collaboration and strategic communications. This campaign will continue into the 2021-22 period and will form the foundation for MTAA's government relations and policy advocacy activities into the future and beyond the current Prostheses List reforms.

## Member Focus

Total membership numbers have held steady this year with 119 members, this includes 87 Industry Members and 32 Associate Members. We welcomed 15 new Industry Members this year: 61 medical, Arjo Australia, Arthrex Australia, Atomo Diagnostics, Bionic Air, Cardinal Health, Cortical Dynamics, DJO Global, Evolution Surgical, Hospital Products Australia, InterMed Medical, Medistar, Nuvasive, Palette Life Sciences Australia and Singular Health. We also welcomed 6 new Associate Members this year: NSW Smart Sensing Network, TRESP Recruitment & Associates, Hogan Lovells, GeorgeFaithfull Advisory, Pettit Parma & Device and Medihost Solutions.

There are nine committees currently operating with 114 positions filled. The 2020/21 committees are Public Affairs, Industry Policy, Reimbursement, Regulatory Affairs, Code Authority, Code Monitoring, Finance, Women in MedTech and the MedTech Conference Committee. Our sincere thanks to our members for their ongoing contribution to our committees, which is critical to our success.



## Financial Performance

MTAA achieved a net profit of \$349,505 for the twelve months to 30 June 2021 compared with the previous year profit of \$76,401. This was a solid result given the negative impact of COVID-19, with higher professional development and event income, additional membership income and higher registration at our Annual Conference.

The balance sheet reflects a strong financial position with net assets increasing by 20% to \$2,023,013.

## A View to the Future

This year the Board undertook a review of MTAA's Strategic Plan with a view to tackling the challenges and taking advantage of the opportunities facing the industry now and into the future. MTAA's new Strategic Plan will set the framework for the industry's policy priorities, allowing MTAA to shape the future landscape of Australian MedTech to benefit members and the community.

## MTAA Team

Finally, I would particularly like to 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

The effects of the COVID-19 pandemic have continued to resonate throughout the industry and all facets of public discourse around health policy.

Throughout the duration of this financial year MTAA's advocacy activities have followed the advocacy strategic plan with a keen focus on engagement with key decision makers and policymakers around the Government's Prostheses List reform processes. While MTAA was successful in arguing the case against the Department of Health's proposed introduction of DRGs to replace the Prostheses List, work has continued in order to advocate for the adoption of MTAA's detailed proposal for positive

reforms to the Prostheses List that would maintain the patient access and doctor choice guarantee of the Prostheses List, while ensuring consumers are not faced with additional out-of-pocket-costs.

MTAA has also undertaken a structured and objective driven effort to increase the support for the industry with Members of Parliament. MTAA has been working to secure the backing of MPs and Senators to support the establishment of a Parliamentary Friends of MedTech group within the Parliament and expects this group to be approved by the Parliament and launched by early 2022.





# ACHIEVEMENTS

POLICY, ADVOCACY &  
COMMUNICATION



Established a collaborative dialogue with AMA, APHA, and CHF to oppose insurers' proposed abolition and replacement of the Prostheses List and to support positive reforms



Developed a strong working relationship with Australian Orthopaedic Association on the safe return of elective surgery during COVID-19 period



Assisted in-house technicians and essential personnel with interstate and international travel requirements



Increased political stakeholder engagement with members



Collaborated with stakeholders on PL negotiations and blocked AR-DRG model



Successfully achieved TGA fee relief for certain medical devices



Played a leadership role in the coordination and supply of testing kits, PPE and ventilators



Successfully lobbied Government for the introduction of an Australian Unique Device Identification (UDI) System



Established new committees/forums including HR Forum, Cardiac Forum, Neuro Stimulation Forum and the Manufacturing Working Group



Digitally transformed MTAA's Professional Development delivery with the introduction of virtual OTP courses and digital certificate cards



Transformed face-to-face events to webinars offering more access to a wider audience with more free events



Held a roundtable with the Minister for Industry, Science and Technology and key stakeholders on the future development of the MedTech industry



Introduced a flexible fee structure to reduce financial stress on members



Introduced member exclusive free training and discounted courses



Increased member participation in committees, forums and working groups



Successfully advocated for MedTech staff for vaccination (1B phase)



Advocated for a one-stop-shop for ethics approval under the national harmonisation of clinical trials

## Protheses List Reform

The 2020-21 year began with further heightened pressure from insurers and the Australian Government for dramatic and devastating changes to the Protheses List (PL) and including demands for its abolition by the private health insurance industry, supported by the Department of Health. This would have deprived privately insured patients of guaranteed access to devices chosen for them by their clinician.

MTAA successfully defended the PL from these calls for abolition, with the Australian Government announcing in the May Federal Budget that it would be retained and reformed. MTAA achieved this outcome by developing its own credible, far-reaching reform proposal that addressed real and perceived issues with the operation of the PL while delivering substantial savings to insurers in response to expectations of the Australian Government. The proposal included comprehensive modelling based on industry data. It also incorporated a proposal to address the unique conditions of cardiac technical support services for cardiac implantable electronic devices.

As a result of this proactive policy proposal, MTAA was able to build support among other key stakeholders, including hospital, clinical and consumer groups, for its proposal to retain the PL and implement reasonable reform to allow continued patient access to clinically necessary devices chosen by their doctor, and a viable local industry. It also provided the Australian Government with a reasonable modified PL reform solution in contrast to devastating proposals from the insurance industry and the Department. Key elements of our proposal were adopted by the Government, in particular referencing domestic instead of international pricing for most of the PL, avoiding tendering, and phasing any reductions over a four-year period. MTAA also worked with other stakeholders to support the case for clinical review and financial compensation from insurers before any removals of devices from the PL could occur.

Throughout the process of Protheses List reform, MTAA's success so far has been built on open and engaged relationship building with other key stakeholders.

Throughout the process of Protheses List reform, MTAA's success so far has been built on open and engaged relationship building with other key stakeholders. Engagement with the Australian Government at both ministerial and departmental level has been frequent and constructive but also frank about the significant problems faced by patients and our industry with some options proposed. Directly after the Federal Budget announcement confirming PL reform, MTAA quickly identified key issues requiring engagement and set up internal working groups to develop responses.

By 30 June there were still many issues to raise with the Government for resolution, but working with the Board, its committees and working groups, and other key stakeholders, MTAA was well-positioned to continue to champion positive reform for the sake of patients and the industry in the coming financial year.

MTAA would like to thank the tireless work of the relevant committees and working groups in support of its advocacy on PL reform.

## Budget

MTAA monitors the health budget and advocates on areas of interest for our members. In August, MTAA submitted to the Government 18 policy priorities with the Government adopting three policies in full and a further four policies in part.

MTAA's budget submission recommended the Government upgrade the Therapeutic Goods Administration's (TGA) IT Systems. The digital transformation of the TGA will ensure that they can fulfil their role more effectively, including performing activities such as applications tracking and status transparency. It will also provide information in a usable format and improve the ability to search and link various TGA databases.

Government agreed to MTAA's call to develop an all inclusive energy policy with a particular focus on the needs of manufacturing with an aim to provide long term certainty and lower energy costs.

The Treasurer also announced home and community based care reforms allowing alternative care pathways when clinically appropriate. This will include mental health and general rehabilitation services, including orthopaedics. Home and community-based care was a key recommendation in MTAA's pre-budget submission.

This year's Budget included \$3.3 billion for the COVID National Medical Stockpile. MTAA's Pre-budget Submission recommended government replenish and further build the National Medical Stockpile with a portion of locally manufactured essential items. This includes \$9.2 million for increasing onshore mask manufacturing capability.

The Government also announced a total of \$2.4 billion in telehealth services. MTAA provided an extensive recommendation to Government calling upon Government to continue to reimburse telehealth services after the COVID-19 pandemic subsidies.



## House of Representatives Inquiry

In March 2021 MTAA appeared before the House of Representatives Standing Committee on Health, Aged Care and Sport to discuss opportunities to reform Australia's regulatory and approvals processes to best compete on the global stage.

The hearings took place as part of the politically bipartisan Committee's inquiry into approval processes for new drugs and novel medical technologies in Australia.

The Committee was told that while various funding and decision-making systems have generally done a good job at delivering patient access to medical devices, there still exists the opportunity to improve funding and decision-making processes to reduce gaps and better recognise the unique nature of medical devices. The Committee is due to report in late 2021.

## Patent Box

After seven years of advocacy MTAA, in collaboration with other stakeholders, secured Australia's first Patent Box, which will be implemented across the MedTech industry. This incentive will tax corporate profits from Australian developed and patented medical and biotechnology innovations at a concessional 17 per cent effective corporate tax rate. Access to this rate will help encourage firms to develop their research and development innovations into profitable businesses in Australia.



Regulatory and Clinical Issues

MTAA’s work is continuing to progress, ensuring that regulatory reforms and new and revised regulations and guidance documents continue to take the industry perspective into account.

Achievements include:

- Timely inputs have been provided to the TGA for UDI including a position paper by MTAA. In addition, MTAA advocacy has been successful and the TGA has agreed that the UDI database will be owned by TGA, not a private entity
- Very strong TGA and MTAA collaboration with TGA First Assistant Secretary regularly joining the Regulatory Affairs Committee meetings
- TGA engagement with 3 workshops for all interested member companies on EU MDR changes for certificates, IFU and labelling
- TGA engagement on Patient Information Cards and advocacy for exemption list to include Pedicle screws and others
- TGA engagement on PIC for implementation and also creation of a hospital working group for implementation
- TGA aligned the dates of reform changes in accordance with the delays with EU MDR
- TGA took up a number of MTAA recommendations on Advertising of Medical Devices
- TGA published a statement on their website for purchasers that TGA ARTG entry is adequate
- Easier pathway established for BICON (previously known as AQIS)
- Continued high engagement from MTAA members



Submissions

MTAA has submitted the following formal responses to Commonwealth consultations:

- |  |   |
|--|---|
| <b>Aug 2020</b> - Pre-Budget Submission  | <b>Nov 2020</b> - Exploring options for the introduction of an Australian Unique Device Identification (UDI) System |
| <b>Nov 2020</b> - MTAA Submission to the Inquiry into approval processes for new drugs and novel medical technologies in Australia | <b>Feb 2021</b> - Options for Reforms and Improvements to the Prostheses List                                       |
| <b>Nov 2020</b> - Proposed enhancements to adverse event reporting or medical devices  | <b>Apr 2021</b> - MTAA’s submission to the Deregulation Taskforce   |

# COMMS. BY NUMBERS IN THE LAST 12 MONTHS

## Communications

MTAA has increased its utilisation of owned media channels to disseminate industry positive content across LinkedIn, Twitter and email in the form of infographics, video updates and industry news. This has yielded a significant increase in member engagement as well as non-member engagement on all of MTAA's communications platforms.

In line with its advocacy activities, MTAA undertook a targeted traditional and digital media campaign plan to combat the misinformation being propagated by the insurance industry lobby and was successful

in securing a number of mainstream and health industry news stories throughout this period. This has allowed MTAA to better respond to and proactively engage in conversations on Prostheses List reform and other key areas for members.

MTAA also piloted a number of owned industry news videos through the PulseLine platform that will enable MTAA to quickly and easily create and disseminate industry positive news to members, supporters and members of Parliament.

## MTAA Digital Footprint

MTAA communicates regularly with stakeholders and members through its own branded newsletter publication. During the 2020-21 financial year MTAA published 68 newsletters, including the Member Update, the new COVID-19 Update, and full database mailouts – 13 more newsletters than the previous year. High open rates suggest the quality of content was well received this year, with departments, committees and third parties providing a richer array of exclusive news, opportunities and insights.

Social media channels of Twitter and LinkedIn both showed increases with 241 and 1,301 followers. MTAA broadened its content posts to Key Awareness Days promoting the value of MedTech and the individuals of ground-breaking discoveries of medical technology.



24%

INCREASE IN WEBSITE  
PAGEVIEWS



68

NEWSLETTERS SENT TO



7,845

SUBSCRIBERS



32%

OPEN RATE FOR COVID-19  
UPDATE NEWSLETTER



6,818

LINKEDIN FOLLOWERS.  
GROWTH OF 1,301 NEW  
FOLLOWERS



1,823

TWITTER FOLLOWERS.  
GROWTH OF 241 NEW  
FOLLOWERS



16

MEDIA RELEASES





**A TOTAL OF NINE COMMITTEES,  
SEVEN FORUMS AND SIX WORKING  
GROUPS FORMED MTAA'S GOVERNANCE  
STRUCTURE SUPPORTING KEY  
INITIATIVES RELEVANT TO MEMBERS.**

## MEMBER ENGAGEMENT

MTAA Forums and Alliances provide opportunities for interaction between members and specific areas of interest affecting the industry. A total of nine committees, seven forums and six working groups formed MTAA's governance structure supporting the key initiatives relevant to members. Collaboration continued with support for the Research & Development Task Force, the Connected Healthcare Advisory Group and the Radiation Therapy Advisory Group.

Development into new business areas provides a voice for an important group of companies, broadens MTAA's scope of representation and addresses the issues facing MedTech today. This year, several new forums and working groups were formed.

For example, the Neurostimulation Forum was formed to develop policy and advocacy strategies pertaining to neurostimulation products, including implantable devices on the Prosthesis List. These devices stimulate nerves using electrical pulses for various purposes, including relieving pain, migraine and urinary incontinence. It is a growing device market, nearly exclusively in the private sector and they face unique issues around Prostheses Reform.

The Human Resources Forum was initiated to bring HR advisors in the industry together at the onset of COVID-19 to share ideas on managing the workforce during the pandemic, with the group collaborating on common HR issues, solutions, and policies.



# EVENTS BY NUMBERS

## IN THE LAST 12 MONTHS

 **980**  
INDIVIDUALS ATTENDED  
MTAA EVENTS

 **482**  
INDIVIDUALS ATTENDED  
WOMEN IN MEDTECH  
EVENTS

 **322**  
ATTENDEES LOGGED  
ON TO THE MEDTECH20  
CONFERENCE

 **17**  
FACE TO FACE AND  
ONLINE EVENTS  
COMPLETED

## Events

Increasing engagement through events is a key activity MTAA maintains success in. MTAA attracts the best talent in the industry combined with a focus on the core issues affecting members. These topics are fed from committees and working groups to the MTAA events department to deliver memorable and engaging discussions and presentations.

MTAA successfully adapted to the changing working climate by providing industry with mostly web-based webinars throughout 2020-21. Seventeen events were hosted with 980 attendees in both a virtual and in-person format. The change in format widened MTAA's appeal for presenters with significantly lower operating costs while attracting similar attendee numbers to previous years. The Virtual Coffee Catchups, a reincarnated virtual format of the 'Conversation with' events, produced seven webinars in twelve months, a very popular series in its first year.

# EVENTS 2020-21

- 7 x A Virtual Coffee Catchup's
- 4 x COVID-19 webinars
- Brexit Transition with MHRA UK
- Mentoring Program Information Event
- Cyber Security Forum
- Australian MedTech Industry Awards
- MedTech20 Virtual Conference



## MTAA COVID-19 Webinar | A Flexible Workplace During a Pandemic and Beyond

25 August 2020

Panellists Deb Houston, Recruitment Specialist, Evan Watson, Teleflex, and Yolanda Mallouhi, Edwards Lifesciences discussed what the 'new norm' of flexible workplaces will look like, the importance of change management, and how businesses could adapt to new unforeseen circumstances in the future.

## JULY 2020



## A Virtual Coffee Catchup with Crystal Howell

9 July 2020

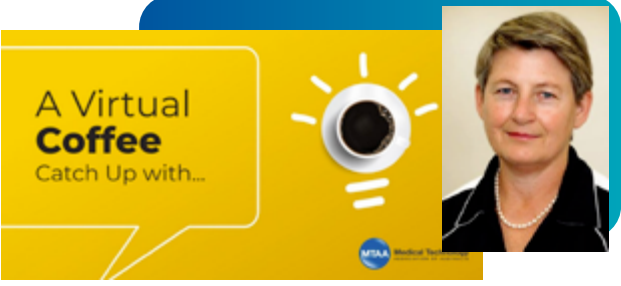
Crystal Howell presented an inspiring webinar on the benefits of mentoring and engaging future leaders. Thirty-eight members joined the online webinar to hear her teachings on creating an inclusive community to support all professionals within MedTech.



## A Virtual Coffee Catchup with Anneli Blundell

**30 July 2020**  
Anneli Blundell guided viewers through a thought-provoking webinar on understanding work colleagues and personalities through a different lens. Supported by many personal stories, Anneli encouraged audience participation to reflect on their experiences dealing with tricky personalities, identifying the triggers where difficult personalities were presented, how to better understand those situations, and how to combat them in today's virtual work environment.

## AUGUST



## A Virtual Coffee Catchup with Annette Holian

**27 August 2020**  
Dr Annette Holian shared her amazing story of being a first responder to natural disasters, her service as a military officer with five deployments to war zones, and her experience with gender bias within the surgical environment. Annette's advocacy for diversity, equality and inclusion in orthopaedic surgery reminded the audience of the work needed to build better representation within specialty areas of MedTech and to face the issue of gender bias head-on.



## SEPTEMBER



### A Virtual Coffee Catchup with Laura Piccardi - R U OK Day?

17 September 2020

In recognition of RUOK? day, Laura Piccardi hosted an insightful webinar on why 'Keeping calm and carrying on' is holding back individuals from reaching their full potential.



### MTAA COVID-19 Webinar | The US Healthcare Market in the time of COVID-19

29 September 2020

In this exclusive MTAA member webinar, Aude Ouensanga, Partner at Alira Health, and Mary McNamara-Cullinane, Senior Vice President, Regulatory Affairs, discussed the current state of the US healthcare market, provide an FDA update, and considerations for companies looking to bring their business Stateside.



## OCTOBER



### MedTech20 Virtual Conference

26-28 October 2020

More than 300 MedTech professionals from Australia and around the world attended the MedTech20 conference over an extensive three-day program from 26 – 28 October 2020.

The annual conference brought together industry leaders, innovators, academics, policy-makers, researchers and clinicians to share their insights, experiences and achievements in the new and cutting-edge MedTech helping to improve the lives of Australians.

This year's conference, which was held virtually due to the ongoing COVID-19 pandemic, included seventeen sessions for attendees to choose from.

The MedTech20 conference has led by example during the pandemic, demonstrating how the MedTech industry has quickly adapted to the challenges posed by COVID-19, not just with the reformatted virtual MedTech2020 conference, but also with the once in a 100-year effort the MedTech industry as a whole has undertaken with the Government to coordinate Australia's response to the pandemic.

Minister for Health, the Hon. Greg Hunt MP opened the conference by "acknowledging the profound role of the medical device and technology sector in helping Australia through COVID in a way very few other countries have been able to achieve."

This year's conference also featured a who's who of industry leaders and experts, including:

- Dr Sarah Aitken, Vascular & Endovascular Surgeon, Concord Repatriation General Hospital and Clinical Academic, University of Sydney
- Mr Andrew Frye, Senior Vice President & President, APAC, Baxter Healthcare, Chairman of APACMed
- Adj. Prof. John Skerritt, Deputy Secretary, Health Products Regulation Group, Therapeutic Goods Administration



## Australian MedTech Industry Awards

17 November 2020

The medical technology industry came together to honour both MTAA member and non-member companies and individuals who have made significant contributions to the Australian MedTech industry.

This year saw a total of 29 nominations for the five award categories, which included the first-ever Women in MedTech Award or Emerging Women in Leadership.

The Women in MedTech Company award, which is awarded to the company that has been a key contributor to advancing the industry's women in MedTech agenda in Australia went to Medtronic. Led by Liz Carnabuci, Medtronic's leadership team has near 40% women representation, and more than 400+ monthly listeners tuning to the company's podcast in to hear their stories.

The 2020 Women in MedTech Champion Individual award recognises a woman in MedTech who works, every day, to champion diversity and to support women become inspiring leaders for future generations; whilst courageously connecting people to perpetuate sustainable change. The 2020 Women in MedTech Champion Individual award went to Edwards Lifesciences' Yolanda Mallouhi.

This year also saw the introduction of the new Women in MedTech Award for Emerging Women in Leadership. The inaugural winner has undertaken a project lead role, responsible for the national rollout of a key MedTech device, regularly mentors her peers, assisting them in their goals, and is seen as a measured and emerging leader. Jee May Yong of Fresenius Kabi Australia is the inaugural winner of the Women in MedTech Award for Emerging Women in Leadership.

The Outstanding Achievement Award is the MedTech industry's highest individual award. This award recognises an individual who has contributed in an exceptional way to the development of the Medical

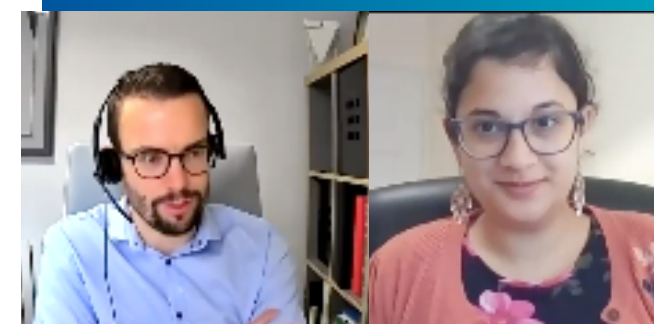
Technology Industry in Australia. The 2020 Outstanding Achievement Award has been awarded to Professor Lyn Griffiths, who has, for many years, partnered with industry to translate research outcomes into real patient outcomes.

The MedTech industry's highest award is the Kerrin Rennie Award for Excellence in Medical Technology and Improving Quality of Life. This award is a company award and recognises an innovative and extraordinary contribution to improving health outcomes for Australian patients. Medtronic has been awarded the 2020 Kerrin Rennie Award for their TruClear™ Hysteroscopic Tissue Removal System. The TruClear™ system was launched in Australia in 2019 and offers a complete technology platform for the diagnosis and removal of a range of intrauterine abnormalities using pathology-optimised devices.

Ian Burgess' remarks during the event resonated with the audience on the tone of the current pandemic climate and the spotlight placed on healthcare in general.

"Every individual within the MedTech industry deserves a citation for the way in which they responded to the pandemic, for the countless extra hours worked, for the weekends and late nights, for the weeks spent in quarantine just so a patient could receive the expert care only our industry can provide."

“Every individual within the MedTech industry deserves a citation for the way in which they responded to the pandemic”



## Brexit Transition with MHRA UK

18 November 2020

Graeme Tunbridge and Gavia Taan, Medicines and Healthcare products Regulatory Agency (MHRA), led a discussion on the new regulatory arrangements for medical devices in the UK ahead of Brexit coming into effect from December 2020. Twenty-five attendees joined the conversation to hear about MHRA's new responsibility for governing medical devices in UK and the new rules affecting suppliers in Great Britain, Northern Ireland and the EU from 1 January 2021.

## 2020 Cyber Security Forum

23 November 2020

MTAA and event sponsor MTPConnect hosted a one-day event on the cyber security issues affecting the medical device industry.

The event featured Dr Rob Grenfell, CSIRO, Michelle Price, AustCyber, Dr Dan Grant, MTPConnect, Adam McCarthy, ParaFlare and Daniel Muchow sharing their expertise on the current cyber threats facing industry, the latest developments to protect Australian MedTech businesses, and an interactive workshop to help attendees face real-life security concerns and threats to their organisation.



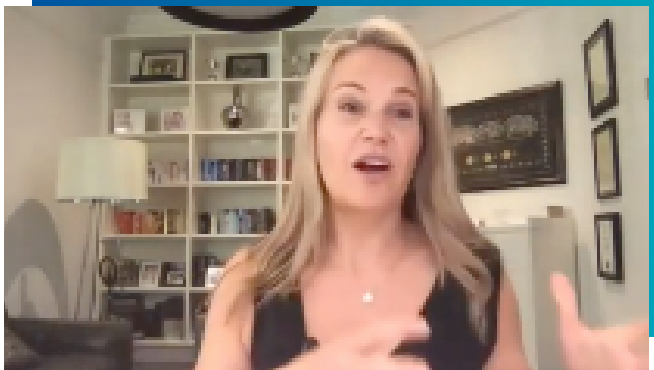
## A Virtual Coffee Catch up with Jodie Lydeker

9 December 2020

Jodie Lydeker shared her story on her struggles with cancer and its effects on all aspects of her life, including her career. Her dealings from diagnosis of bowel cancer and later breast cancer to her struggles in her personal life and career suggest how a positive outlook combined with persistence can help women overcome tough obstacles.



## FEBUARY 2021



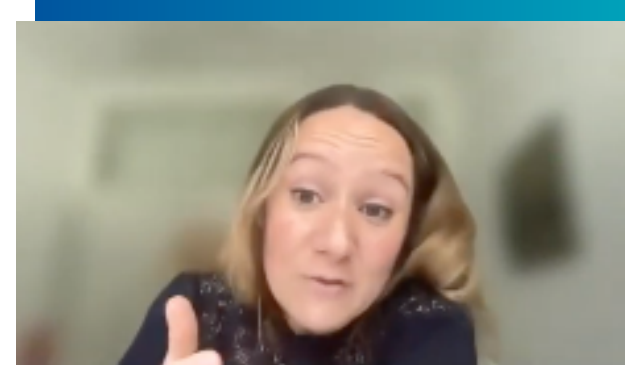
### A Virtual Coffee Catchup with Rachael Powell 17 February 2021

Rachel Powell, Xero, shared her experience working for a fast-growing software company, striking the right work/life balance, and the importance of a positive and engaging work environment.

### Australian Breast Device Registry Briefing to Industry

18 February 2021

MTAA coordinated a briefing to Industry by the Australian Breast Device Registry covering the Annual Report and other matters of interest to manufacturers and suppliers of breast implant devices.

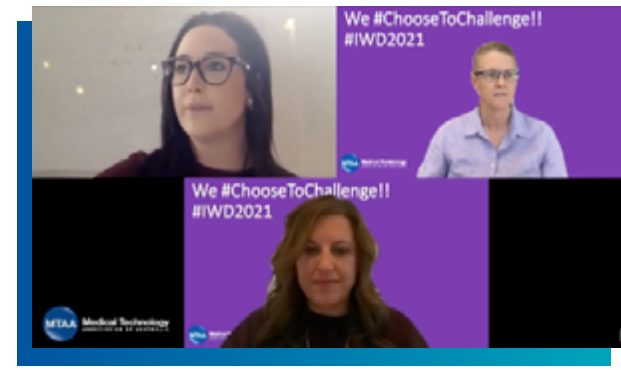


### MTAA/APACMed Webinar | The Value of MedTech – Our COVID-19 Response

25 February 2021

The Value of MedTech – Our COVID-19 Response webinar educated an engaged audience on the role of MedTech within the healthcare system in the context of our COVID-19 response. Our audience heard from and about inspiring individuals who responded to the COVID-19 crisis and discussed how industry can continue to collaborate, building on the COVID-19 response.

## MARCH



### International Women's Day 2021 | Choose to Challenge

5 March 2021

MTAA organised a special Virtual Coffee Catchup featuring Professor Tracy Smart, AO, Australian National University, and Miss Annette Holian, RAAF Reserves, to celebrate International Women's Day in support of this year's campaign Choose to Challenge. Gender bias and inequality were the underlining message of the event with both speakers presenting real-life examples of where mistreatment and unfairness affected them, and how they have learned to challenge those circumstances today. The inspiring event left the audience engaged and energised by the honesty and courage of the speakers.

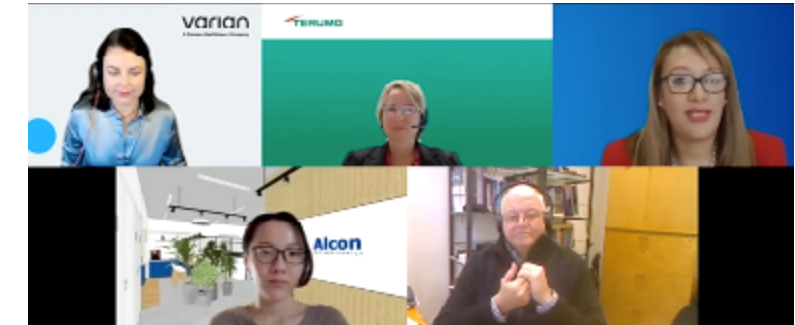


## MAY



### A Virtual Coffee Catchup with Lady Leadership 5 May 2021

Founder and Director of Lady Leadership, Sam McIntyre, led an insightful presentation into how MedTech professionals can further their careers by understanding their purpose and priorities, assessing their skills for development, and adopting the right mindset to progress the right career path.



### Mentoring Program | What you need to know

24 May 2021

MTAA hosted an information event for the 2021 MTAA Mentoring Program. Previous mentors and mentees joined the event to share their experiences with the program and the invaluable learnings that it provided them with.

# TRAINING BY NUMBERS

## IN THE LAST 12 MONTHS



3,476

INDIVIDUALS COMPLETED  
MTAA TRAINING



1,488

INDIVIDUALS COMPLETED  
THE CODE OF PRACTICE  
TRAINING



1,330

INDIVIDUALS COMPLETED  
THE OPERATING  
THEATRE PROTOCOLS  
COURSE



130

INDIVIDUALS COMPLETED  
THE NEW OTP VIRTUAL  
TRAINING COURSE



528

INDIVIDUALS COMPLETED  
OTHER TRAINING  
PROGRAMS



### Professional Development

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

More than 3,476 individuals have taken part in MTAA's training programs over the past twelve months. The new Code of Practice training (E11), the most popular online course, was completed by 1,488 individuals.

The Code of Practice training (E11) course is essential learning for MTAA members with Medical Company Representatives (MCR) and Healthcare Professionals in areas of marketing, sales, customer service, regulatory and legal. The Operating Theatre Protocols 2020 - 2022 update, an essential training course for MCRs to continue their accreditation with the evolving requirements to attend operating theatres, was completed by 1,330 individuals. In 2020-21, the face-to-face Introduction to Operating Theatre Protocols program was changed to a virtual classroom program to accommodate COVID-19 restrictions, and this was completed by 130 individuals through our new online training platform.

There were also a further 528 participants in various other programs throughout the year.

This is a total of 3,476 training participants, representing the largest number of people that have taken an MTAA course in a year to date.

### 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 sixteen members of different genders, role and business types.

Events have continued to be a key driver of the success of the WiMT initiative with the Virtual Coffee Catchup Series leading many discussions. Key highlights include the International Women's Day 2021 | Choose to Challenge webinar, featuring Professor Tracy Smart, AO, Australian National University, and Miss Annette Holian, RAAF Reserves, with eighty-three attendees present.

MTAA relaunched the Mentoring Program in May 2021 - an initiative to assist women in their careers, professional and personal development by connecting them with mentors within the MedTech industry. It successfully brought together 50 mentors and mentees. Due to the COVID-19 restrictions, the Program was delayed until late June 2021 to accommodate virtual mentoring meetings.

### Gender Equality Report

Interviews with fifty-five employees from fourteen organisations were conducted to compare the wider workforce with how women were represented in STEM industries. The study aimed to understand the barriers and enablers to achieving gender equality in Medtech and guide industry leaders on the practices and strategies that are key to promoting gender equality.

The findings from the interviews reveal a belief that whilst barriers to gender equality persist, with gender and 'ideal worker' norms still holding women back, societal factors, such as generational and societal attitude changes, are enabling progress. The consequences of the COVID-19 pandemic were positive and negative for women, with some taking on a "double load" while working from home, while others reported a significant normalisation of flexible work, a process believed to be an important enabler of gender equality.

At an Industry level, barriers included a limited talent pipeline, the current representation of women in leadership roles and some customer segments that were male-dominated. By contrast, interviewees believed that the sector is making the business case for gender equality, creating formal recognition of the issue and in some cases engaging with higher education providers to enable positive change.

At the organisational level, barriers to gender equality included poor organisational culture and lack of ownership of the gender-equality agenda and/or awareness of formal policies designed to ensure it.



# 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 set up by the Australian Government. The arrangement between both organisations continues to help promote the growth of the MedTech industry.

## Australian Ethical Health Alliance

MTAA is a founding member of the Australian Ethical Health Alliance (AEHA), which aims to improve healthcare in Australia through the 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 seventy-one other industry organisations are working together to achieve these aims.

## Device Registry

MTAA membership of the Steering Committee of Australian Breast Device Registry (ABDR) ensures affected members' interests and industry matters are considered in the development of policy development at the national level. MTAA coordinated a virtual ABDR briefing for members of the breast implant sector in February 2021.

## APACMed

MTAA and APACMed now directly engage on various issues across the two associations, including reimbursement, regulatory, digital health and events. In addition, over the past 1-2 years, APACMed has significantly enhanced its engagement with all country associations.

## Continuity of Care Collaboration

In 2020, MTAA was one of the founding members of the Continuity of Care Collaboration (CCC). The CCC is a unique and first of its kind communication collaboration of over 35 Peak Bodies, Industry and Healthcare Organisations coming together to stress the importance for people to continue with monitoring their health status and conditions to ensure optimal long term health outcomes are achieved.

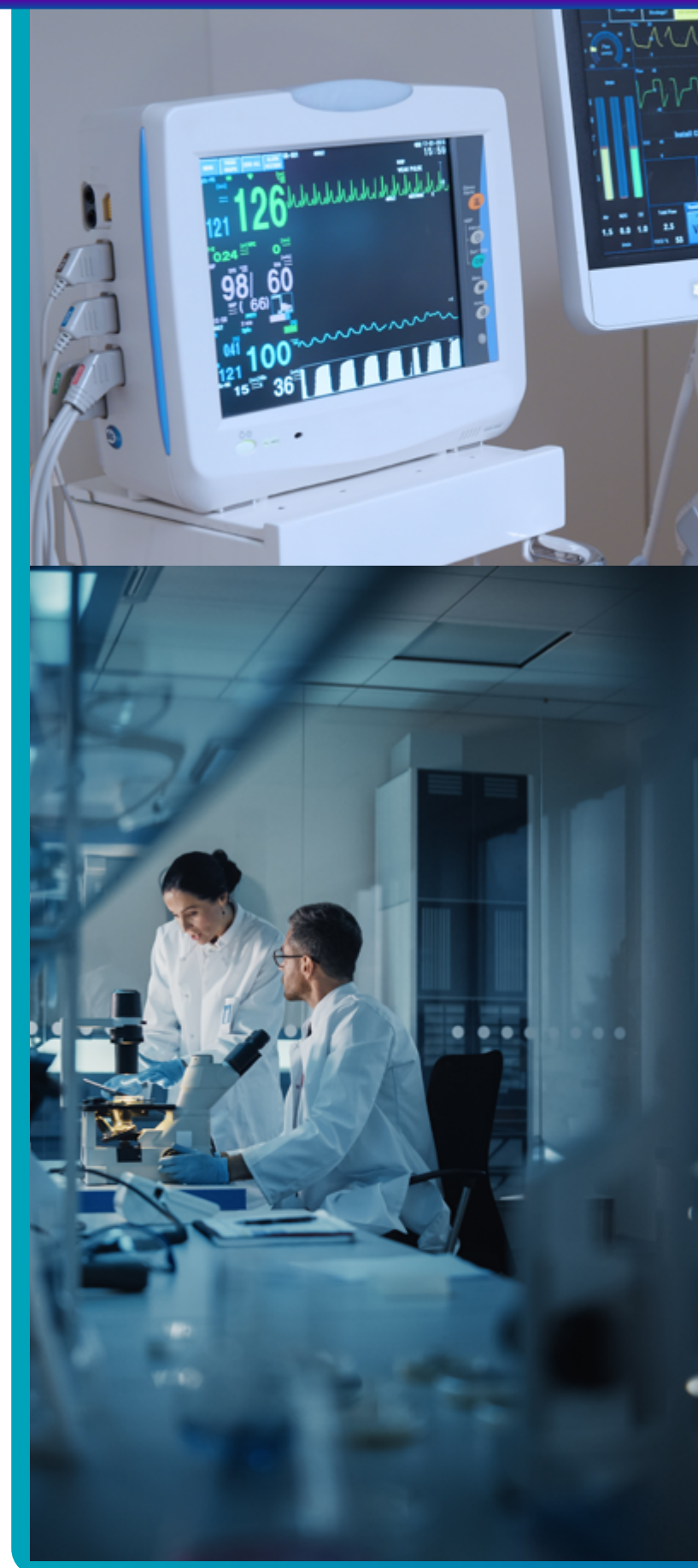
## Start-up Alliance

Engagement with APACMed, the Asia Pacific association that advances healthcare access for patients and provides a unifying voice for the medical device industry in Asia and the Pacific, is a natural collaboration opportunity. Both associations have the same goals with complementary strengths in different geographies and programs.

In the second half of this year, APACMed and MTAA initiated an alliance to support MedTech start-up companies. The goal of the alliance is to unite start-up members in each association through a co-membership program. Joint engagement with APACMed and MTAA is planned in order to understand as a group what opportunities, strengths, challenges and needs are experienced by start-ups in the region, with support from both organisations to encourage growth and build connections.

## BioMedTech Horizons Grants Program

As part of the October 2017 Agreement between MTAA and the Federal Government, a provision was included for a \$30M Grants Fund to be established to support Australian MedTech innovation. The Program is administered by MTPConnect and is required to align with the principles of the Medical Research Futures Fund. The Program opened expression of interest for the fourth and final round in March, offering eligible medical device prototypes up to \$800,000 in funding.







**1,488** INDIVIDUALS  
COMPLETED THE CODE OF  
PRACTICE TRAINING IN 2020-21

## CODE OF PRACTICE INTEGRITY

During the 2020-2021 financial year, the Code Authority committee finalised the review of the online Code of Practice training, including the change to the layout (open book exam) which now requires the students to actively use the Code of Practice Edition 11 2020 (the Code) as a resource when completing the training to ensure the student gains a deep and practical understanding of the Code. The training became available to members in May 2021 and all MTAA members will have until 31 December 2021 to ensure employees that fall under the definition of Company Representative in the Code have completed the training.

In addition to the full review of the Explanatory Notes and Frequently Asked Questions (FAQs) in the first half of 2020, the Code Authority committee also continued to

review and amend the Explanatory Notes and the FAQs according to the enquiries received by MTAA to ensure there is consistency between the provisions of the Code, the Explanatory Notes, and the FAQs.

During the 2020-2021 financial year, three complaints were received alleging a breach of the Code, however, two of the complaints were settled by the complainant and respondent, and the third complaint was not followed through by the complainant. Following the streamline of the Monitoring process, MTAA received twenty-seven out of the thirty-four Monitoring reports on time that were due during the first half of 2021, which is an improvement from the first half of 2020 where nineteen out of the thirty-six Monitoring reports that were due during the first half of 2020 were received on time.





# MEMBERSHIP

## INDUSTRY & ASSOCIATE

**119 MEMBERS**  
87 Industry Members  
32 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.

### Industry Members

3D-Matrix Medical Technology Pty Ltd  
3DMEDiTech  
3DMorphic Pty Ltd  
3M Healthcare Pty Ltd  
61medical Pty Ltd  
Abbott [Vascular] Australasia  
Abbott Medical Australia Pty Ltd  
Alcon Laboratories (Australia) Pty Ltd  
Allergan Australia Pty Ltd  
AlphaXRT  
Amplifon Australia  
Analytica Ltd  
APNE Surgical Pty Ltd  
Arjo Australia Pty Ltd  
Arthrex Australia Pty Ltd  
Atomo Diagnostics 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 Limited  
Baxter Healthcare Pty Ltd  
Bioclect Pty Ltd  
Bionic Air Pty Ltd  
BIOTRONIK Australia Pty Ltd  
Boston Scientific Pty Ltd  
Brainlab Australia Pty Ltd  
BTC Health (BTC Specialty Health Pty Ltd)

### Industry Members

Cardinal Health Australia 503 Pty Ltd  
ConMed Australia  
Cook Australia Pty Ltd  
Corin (Australia) Pty Ltd  
Cortical Dynamics Limited  
Culpan Medical Australia Pty Ltd  
Device Technologies Australia Pty Ltd  
DJO Global Pty Ltd  
Edwards Lifesciences Pty Ltd  
Elekta Pty Ltd  
Evolution Surgical  
Exactech Australia  
Fresenius Kabi Australia Pty Ltd  
Fresenius Medical Care Australia Pty Ltd  
Gamma Gurus  
Gel Works Pty Ltd  
Getz Healthcare Pty Ltd  
Grey Innovation  
Hemideina  
Hologic (Australia) Pty Ltd  
Horten Medical  
Hospital Products Australia Pty Ltd  
InterMed 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

### Industry Members

Medacta Australia Pty Ltd  
MED-EL Implant Systems Australasia Pty Ltd  
Medical Specialties Australia Pty Ltd  
Medigroup Australia Pty Ltd  
MEDISTAR  
Medtronic Australasia Pty Ltd  
MicroPort CRM Pty Ltd  
Molnlycke Healthcare  
Nevro Medical Pty Ltd  
NL-Tec Pty Ltd  
NuVasive AUST. NZ PTY. LTD  
Olympus Australia Pty Ltd  
Palette Life Sciences Australia  
Paragon Therapeutic Technologies  
Prism Surgical Designs Pty Ltd  
Roche Diabetes Care Australia Pty Ltd  
Singular Health 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  
Tunstall Australasia Pty Ltd  
Varian Medical Systems Australasia Pty Ltd  
Vitalcare Pty Limited  
W. L. Gore and Associates (Aust) Pty Ltd  
Wright Medical Australia  
Zimmer Biomet

### Associate Members

Alessandra Doolan  
Avania Pty Ltd  
Brandwood CKC  
Cancer Care Associates Pty Ltd  
Certification Body Australia  
Circuitwise Electronics Manufacturing  
DHL Supply Chain (Australia) Pty Ltd  
Genesis Care Pty Ltd  
GeorgeFaithfull Advisory Pty Ltd  
Healthcare Professionals Group  
Hogan Lovells Australia  
Icon Cancer Care  
IDE Group  
Illuminate Health Consulting Pty Ltd  
JEM Med  
KD&A Pty Ltd  
Labcorp Development Pty Ltd (Previously Covance Pty Ltd)  
Lucid Health Consulting Pty Ltd  
Mainfreight Distribution Pty Ltd  
Medihost Solutions  
Medtechnique  
MTP Connect  
NSW Smart Sensing Network  
Open Sesame Consulting  
Pagero Australia Pty Ltd  
Pettit Pharma & Device Pty Ltd  
Prospitalia hTrak Pty Ltd  
Regulatory Concepts Pty Ltd  
Smartways Logistics  
Sue Akeroyd & Associates  
Synera Design  
TRESP Recruitment & Associates

# BOARD OF DIRECTORS

## 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 Medical Technology industry across senior roles in sales, management, marketing and market access. Maurice has been at Stryker for 18 years and is currently the President of the ANZ Business.

Maurice joined the board in December 2016 and was elected Chair in November 2018, November 2019 and November 2020.



STEVE FLYNN

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

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

Steven has responsibility for 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 the MTAA policy platform to deliver benefits to the entire membership. Since 2006, Steven has held senior executive roles at Baxter Australia, New Zealand and Asia Pacific. Prior to joining Baxter Healthcare, Steven worked at TNT and GM Holden Limited.

Steven joined the board in November 2015, was elected Vice-Chair in November 2017 and elected in November 2020.



SUSAN MARTIN

**VICE-CHAIR**  
MANAGING DIRECTOR, JOHNSON &  
JOHNSON MEDICAL DEVICES ANZ

*Monash University, Bachelor of Nursing,  
GAICD.*

Susan started her career as a critical care nurse and has spent two decades working in the medical device sector. Throughout her career she has taken increasingly senior local, regional and global commercial and people leadership roles culminating in her current appointment as Managing Director of Johnson & Johnson Medical Devices (JJMD) for Australia and New Zealand in January 2018. Before being appointed Managing Director, she was most recently the Asia Pacific Franchise Lead for JJMD's Cardiovascular Specialty Solutions business and responsible for providing leadership to drive the business's global franchise strategy and pipeline.

Susan joined the board in November 2018 and was elected in November 2020.



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. 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, joined the Board in March 2020 and was elected in November 2020.



MARIUS FOURIE

GENERAL MANAGER, CARDIAC  
RHYTHM MANAGEMENT, ANZ,  
ABBOTT MEDICAL

*MBA – MBA – Herriot-Watt University  
Edinburgh, 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 live.

Marius joined the board in June 2020.



MATTHEW MUSCIO

CHIEF EXECUTIVE OFFICER,  
LIFEHEALTHCARE

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

Matt has 21 years' experience in the medical device industry across sales, marketing, operations and management functions for private, multinational and ASX listed entities. Currently Chief Executive Officer of LifeHealthcare, Matt has led the organisation through significant growth, expanding the therapeutic specialities serviced by their medical technology distribution business and entering into local technology development with the recent investment in Australian Biotechnologies.

Matt joined the board of the MTAA in November 2017.



# BOARD OF DIRECTORS

## BOARD OF DIRECTORS



HEATH PRIESTLY

DIRECTOR OF SALES & MARKETING,  
DEVICE TECHNOLOGIES

Heath has over 25 years of experience in the allied health and medical device industries. During this time he has gained a great depth of understanding, across the industry, working with a large variety of medical device companies, both locally and in international markets. He has a particular focus on the ASEAN region and is currently the Director of Sales and Marketing for Device Technologies, with responsibility for the territories of Australia, New Zealand and South East Asia. He has broad clinical experience having spent many years working actively in the hospital setting alongside clinicians and hospital administrators. He has particular expertise across the surgical specialties of Laparoscopy and Robotic Surgery and Orthopaedics.

Heath joined the board in November 2020.



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



ELIZABETH CARNABUCI

VP AND MANAGING DIRECTOR ANZ | VP  
DIABETES APAC, MEDTRONIC AUSTRALASIA

*Bachelor of Commerce (UNSW Sydney), MBA (MGSM), GAICD*

Liz joined Medtronic in November 2019 as VP, Diabetes Group APAC. In May 2020, Liz added VP & MD Australasia to her remit. Medtronic offers technologies and solutions to treat a wide range of medical conditions. Liz is an experienced and strategic commercial leader with more than 25 years of sales and marketing experience in the healthcare industry. Liz holds a Bachelor of Commerce degree from UNSW Sydney as well as an MBA from Macquarie Graduate School of Management in Australia, and Graduate Diploma AICD. She is currently pursuing a Bachelor of Psychology at the University of Central Queensland.

Liz joined the board in August 2020, resigned in November 2020 and was appointed in December 2020.



CHRIS SZELECZKY

GENERAL MANAGER – SERVICE AND  
OPERATIONS, 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 MedTech sector has been with Stryker, ConMed and the MTAA and he is currently the General Manager - Service and Operations at Olympus.

Chris joined the board in October 2019.



WARREN BALLINGER

PRESIDENT, AUSTRALIA & NEW  
ZEALAND, ZIMMER BIOMET

*Bachelor of Economics (Accounting Major) Macquarie University, ICAA*

With 20 years' experience within the orthopaedic device industry with a variety of connections from International, Regional and within Australia & New Zealand.

The experience of leading two major Orthopaedic companies, being Biomet and now Zimmer Biomet, I have been successfully involved and exposed to government price negotiations on various formats since 2001. Recently holding the position as the Chair of the Orthopaedic Sub Committee Forum with the MTAA.

Warren joined the board in November 2020.



LYN DAVIES

MANAGING DIRECTOR, TUNSTALL  
AUSTRALASIA

*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.

Lyn joined the Board in December 2013, retired in October 2019 and was appointed in May 2021.

# FORMER BOARD MEMBERS

ANNE-LOUISE ARNETT	SAMIH NABULSI
<p>VICE PRESIDENT AND GENERAL MANAGER, HOLOGIC (AUSTRALIA)</p> <p><i>B.SC (ANU), Master of Business (Marketing) (UTS)</i></p> <p>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.</p> <p>Anne-Louise joined the board in July 2018 and retired in November 2020.</p>	<p>GENERAL MANAGER, COOK MEDICAL AUSTRALIA</p> <p><i>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.</i></p> <p>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&amp;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.</p> <p>Samih joined the board in November 2017 and retired in August 2020.</p>
LAUREN BARBER	ANDREW WILTSHIRE
<p>CLINICAL NURSE SPECIALIST, FOUNDER AND MANAGING DIRECTOR, NEEDLECALM</p> <p><i>Bachelor's Degree in Nursing, Charles Sturt University</i></p> <p>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.</p> <p>Lauren joined the Board in October 2019 and retired in March 2021.</p>	<p>SENIOR DIRECTOR, MARKET ACCESS, PUBLIC AFFAIRS AND POLICY, MEDTRONIC AUSTRALASIA</p> <p><i>RN (Qld), BA (Media Studies) Griffith, MBA (UNE), GAICD</i></p> <p>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.</p> <p>Andrew joined the Board in October 2013, resigned in November 2017, and re-joined the Board in November 2018 and resigned in August 2020.</p>

# WORKING WITH MEMBERS COMMITTEES

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.

## 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.



# WORKING WITH MEMBERS

## COMMITTEES

### 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.

### 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.

### 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.

### Industry Policy Committee

The role of the Industry Policy Committee 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 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.

The committee achieved a number of key milestones in the last 12 months:

- Engagement and consultation with the Australian Digital Health Agency to contribute to the National Digital Health Strategy;
- Formation of a position on digital health
- Development of a set of Guiding Principles for Procurement in Medical Technology – the first of its kind for industry;
- Meaningful and sustained engagement with procurement officials in each state. A significant outcome was Healthshare NSW issuing a Joint Statement of Commitment with MTAA to work together to improve procurement, address challenges and focus on value and positive changes in procurement agreements;
- Successful advocacy in support of tax concessions for intellectual property commercialised in Australia – Patent Box legislation was announced on 11 May 2021;

- Successful advocacy in support of local manufacturers resulting in the Modern Manufacturing Initiative – Translation and Collaboration schemes; and
- Engagement with Investment NSW's programs to support growth in the MedTech sector in NSW.

### MedTech Conference Committee

To drive the agenda, sponsorship and attendance of the Annual Conference to appeal to MedTech industry leaders and executives. In 2020, over 300 influencers and leaders logged in to witness the first major MTAA event hosted in a virtual environment.

### 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 of and benefit women within the MedTech industry through targeted campaigns and events.

### Finance Committee

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

# WORKING WITH MEMBERS

## FORUMS

### Regulatory Forum

The Regulatory Forum is an extension of the Regulatory Affairs Committee (member base is large and covers a range of members) and acts as an information-sharing space to ensure the broad membership is covered and issues are passed up to the committee and subsequently to the TGA and RegTech Committee.

### Clinical Investigations Forum

The Clinical Investigations Forum (CIF) aims to establish the value of MedTech clinical trials for the industry and establish the CIF as the body of experts in MTAA to cover this topic.

The CIF worked with a representative from the Office for Health and Medical Research to ensure the national user Clinical Investigation Research Agreement templates were updated and available on the MTAA website.

The CIF completed the review of the Clinical Investigation Research Agreement (CIRA) templates, and they were accepted by the South-Eastern Border States Committee.

### Cardiac Forum

Engaging with the Cardiac Society, this forum provides input into Prostheses List reform in relation to cardiac implantable electronic devices.

### Orthopaedic Forum

The MTAA Orthopaedic Forum offers MTAA orthopaedic members the opportunity to discuss and address issues of mutual interest and concern. The orthopaedic sector has proven to be resilient in the face of COVID-19 and its impact on elective surgery. The sector has demonstrated its innovation and resourcefulness in continuing to provide representatives in theatre, often by virtual means. The forum meets quarterly and is open to membership by all MTAA companies supplying orthopaedic products.

The MTAA Orthopaedic Forum meetings are attended by representatives of up to 16 member companies – an additional three new MTAA members joined the Forum in FY 2021.

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;
- Continuing operation and refinement of the MTAA Orthopaedic Market Survey which has been reporting for three years; and
- 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

The Ophthalmic Forum (OF) is an independent working group of companies that produce and / or distribute intraocular lenses (IOLs) that are listed on the Prostheses List. While these companies may make products used in eye health in the public sector, there are differences in the product options. The OF consists of MTAA members and non-member companies to ensure broad stakeholder engagement in understanding industry policy issues. The OF meets monthly to discuss policy positions, PL Reform and advocacy for ocular health.

### Neuromodulation Forum

At the initiation of member companies Nevro and Medtronic, companies selling neuromodulation devices agreed to set up a Neuromodulation Forum including both members (Nevro, Medtronic, Boston Scientific, Abbott Medical, LivaNova (TBD) and non-members (Saluda Medical, Algostim, Mainstay Medical). A key priority for the Forum will be Prostheses List reform, particularly as neuromodulation devices are generally not sold in the public setting and so lack a price reference under the proposed methodology.

### 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.

### Human Resources Forum

To provide a forum for HR Directors / Managers for information sharing, the effects of COVID-19 on the workforce, how learnings from pandemic-related workforce arrangements can support flexible working and other changes to the workforce that can support both employees and employers moving forward.

### Procurement Forum

The Procurement Forum develops guiding principles for industry procurement; develops and sustains relationships with procurement officials / category managers at state level; and determines solutions to offer state officials to harmonise procurement processes.



# WORKING WITH MEMBERS

## INTEREST / WORKING GROUPS

### Advertising Working Group

The MTAA Advertising Working Group (WG) 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 FY2020/21 and provided input and recommendations in resolving current regulatory challenges with advertising of medical devices.

### Connected Health Advisory Group

The Connected Healthcare Advisory Group (CHAG) was formed in the first half of 2020 and consists of industry members, academia, representatives from the Australasian Telehealth Society, CSIRO, and representatives from relevant external stakeholders in the connected health space. The CHAG as a group have defined what they believe Connected Healthcare is, they developed their mission and position statement, and determined the purpose of the CHAG.

During the initial onset of the COVID-19 pandemic, the CHAG detailed the opportunities an ICT enabled Health Care System could deliver for Australia and a set of recommendations in a letter to the Australian National COVID-19 Coordination Commission. In 2021, the CHAG identified three key areas of focus: Awareness, Thought Leadership (Advocacy and Engagement), and Reimbursement, and have been progressing them through the development of an awareness strategy document, a white paper, and avenues to engage with state government departments.

### Cyber Security Working Group

The goal of the Cyber Security Working Group (CSWG) is to position the medical technology sector as the leader in solutions and resources to improve medical cybersecurity in Australia. The CSWG aim to achieve this through stakeholder engagement with relevant government bodies (TGA, ACSC, state governments) and structured partnerships across the healthcare and cybersecurity sectors to accelerate adoption of improved practices, and on the technology and policy aspects of health cybersecurity.

### Manufacturing Working Group

The Manufacturing Working Group (MWG) is a group of members who research, develop, commercialise, manufacture and export MedTech within Australia. Although a small group, they work together to develop policy positions that promote the retention of intellectual property and sovereign manufacturing in Australia. In the second half of this year, the MWG successfully advocated to improve Australians' access to new devices and technologies.

MTAA successfully represented local manufacturers in two ways:

1. provided support and advocacy for state and federal programs for local manufacturers; and
2. Successfully advocated for the Patent Box tax concession.

### Radiation Therapy Advisory Group

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

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

### Research & Development Task Force

This Task Force is a joint membership of MTAA, Medicines Australia and AusBiotech members with a goal to work with Government on their various initiatives and to shape the Clinical Trials space in Australia to ensure Australia becomes a preferred location to conduct Clinical Trials.

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**MEMBER REPRESENTATIVES  
CONTRIBUTE TO THE WORK OF  
MTAA COMMITTEES, FORUMS AND  
WORKING GROUPS IN 2020-21.**

# COMMITTEE MEMBERS REPRESENTATION

Code Authority	
Pam Davis (Chair)	Independent
Steven Flynn (Board Director)	Baxter Healthcare
Chris Czelecky (Board Director)	Olympus
Dominica McCann	Zimmer Biomet
Adam Wood	LifeHealthcare
Emma Press	Medtronic Australasia
Dawn DeCruz	Allergan
Midhat Saber	Johnson & Johnson
Henry Ko	Consumer Health Forum
Dr John Quin	Royal Australasian College of Surgeons
Retired: Jason Neal, W L Gore & Associates (Australia) Michelle Wagner, Johnson & Johnson	

Code Monitoring	
Pam Davis (Chair)	Independent
Jennifer Mew-Sum	Medtronic Australasia
Michelle Stewart	Device Technologies
Helen Roch	Johnson & Johnson
Megan Guy	Healthcare Professional
Professor Mark Flynn	Centre for Innovation in Regional Health
Retired: Mark Flynn, Centre for Innovation in Regional Health Glen Mason, Johnson & Johnson Chloe Meyer, Smith & Nephew Trent Enright, Terumo Rebecca Arthur, Fresenius Medical Care Rachelle Thompson, Baxter Healthcare	

Finance	
Susan Martin (Board Director)	Johnson & Johnson Medical
Joel Struhler	LifeHealthcare
Marius Fourie	Abbott Medical Australia
No retirements	

Industry Policy	
Daniel Kildea (Chair)	Johnson & Johnson
Rebecca Cortiula (Board Director)	Varian Medical Systems
Ross Lane	Cook Medical
Matthew Malone	Stryker
Paul Davies	Abbott Medical Australia
Damon Mogridge	Smith+Nephew
Simon Williamson	Edwards Lifesciences
Kate King	Medtronic Australasia
Michael Reynolds	Biotronik
Kirk Kikirekov	Prospitalia h-trak
George Sidis	IDE Group
Geethu Roshan Verghese	Boston Scientific
Naeema Mohamed	Zimmer Biomet
Tansy Michael	Fresenius Medical Care
Retired: Leonardo Cevallos, Cook Medical Australia Simon Williamson, Boston Scientific Jane Crowe, Roche Diabetes Care Australia	

MedTech Conference	
Patrick Williams (Chair and Board Director)	Edwards Lifesciences
Elizabeth Carnabuci (Board Director)	Medtronic Australasia
Caroline Hale	3M Medical
Alex Goldenstein	Stryker
Ian Hyam	Smith & Nephew
Samantha Bailey	Varian Medical Systems
Charlotte Hart	Nevro
Nicola McAlpine	Medtronic Australasia
Sakeena Monopoli	Edwards Lifesciences
Chris Mills	Johnson & Johnson Medical
Retired: Annie Arnett, Hologic Nicola McAlpine, Medtronic Australasia	

Public Affairs	
Susan Martin (Chair and Board Director)	Johnson & Johnson Medical
Chris Szeleckzy (Board Director)	Olympus
Daniel Kildea (Chair of Industry Policy Committee)	Johnson & Johnson Medical
Maresh Datar (Chair of Regulatory Committee)	Medtronic Australasia
Michael Simmonds (Chair of Reimbursement Committee)	Boston Scientific
Beth Roberts	KLS Martin Australia
Paul Davies	Abbott Medical Australia
Mark Taffa	Horten Medical
Liz Carnabuci	Medtronic Australasia
Robyn Chu	Alcon
Michael Reynolds	Biotronik
Fraser Cleave	LifeHealthcare
Clinton Lubcke	Baxter Healthcare
Polo Guilbert-Wright	Edwards Lifesciences
Julia Wenner	Terumo Blood and Cell Technologies
Justin Keenan	Cook Medical
Alex Best	Johnson & Johnson Medical
James Doyle	Stryker
Retired: George Faithfull, Stryker Australia Andrew Wiltshire, Medtronic Australasia Jane McMillan, Johnson & Johnson Medical Laurence Fong, Smith & Nephew Natalie Lawandi, Medtronic Australasia	

Regulatory Affairs	
Maresh Datar (Chair)	Medtronic Australasia
George Faithfull (Vice Chair)	GeorgeFaithfull Advisory P/L
Falko Thiele	Biotronik
Jason Aldworth	3DMEDiTech
Grant Woolcott	Teleflex Medical
Naeema Mohamed	Zimmer Biomet
Leanne Hartge	3M Healthcare
Rachel Patrick	Mölnlycke Health Care
Grace Shen	Alcon Laboratories
Elizabeth Van Den Akker	Abbott Vascular
Renee Cotta	Boston Scientific
Ruth Shennan	Device Technologies
Rebecca Gaudin	Johnson & Johnson
Sue Hunter	Abbott Medical
Fleur Winslade	Terumo
Juliana William	Baxter Healthcare
Minta Chen	Smith & Nephew
Maneesha Pillay	Edwards Lifesciences
Sarah Timms	Fresenius Medical Care
Sarah Botros	Stryker
No retirements	

Reimbursement	
Michael Simmonds (Chair)	Boston Scientific
Doug Symonds	Medtronic
Simon Norris	Device Technologies
Sarah Botros	Stryker
Sheryl Dunlop	Zimmer Biomet
Georgia Psarros	Baxter Healthcare
Kristy Hardy	LifeHealthcare
Sarah Griffin	Medtechnique Consulting
Michael Reynolds	Biotronik
Joel Parrish	Elekta
Sebnem (Shebnem) Erdol	Abbott Medical
Rachael Todd	Edwards Lifesciences
Maggie Dowrick	Cook Medical
Adam Gordois	Covance
Brad Robinson	3-D Matrix Medical Technology
George Papadopoulos	Lucid Health Consulting
Nicole Barnett	Johnson & Johnson Medical
Rachael Hook	B Braun
Retired: Kieran Murphy, Nevro Medical Laurence Fong, Smith & Nephew Rebecca Schnabel, Allergan Australia Sakeena Monopoli, Edwards Lifesciences	

Women in MedTech	
Rebecca Cortiula (Chair and Board Director)	Varian Medical Systems
Debora Houston	TRESP Recruitment
Diana Da Silva	Smith & Nephew
Kelly Turner	Boston Scientific
Novak Laforest	Olympus Australia
Yolanda Mallouhi	Edwards Lifesciences
Kristin Dale	Cook Medical
Lyn Davies	Tunstall Australasia
Eleni Spiridonis	Stryker
Casey Duggan	JEM Med
Catherine Wood	Medtronic Australasia
Fiona Sheppard	Johnson & Johnson
Kimberly Hobbs	LivaNova
Michelle Vrab	Terumo Australia
Retired: Lauren Barber, NeedleCalm Chris Szeleckzy, Olympus Australia Nicki Walsh, Tunstall Australia Naeema Mohamed, Zimmer Biomet Michael Keenan, Medtronic Australasia Kirstyn Pickering, Device Technologies Australia Sarah Gladman, Baxter Healthcare	





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





## Medical Technology Association of Australia

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ASSOCIATION OF AUSTRALIA