

HTA in Practice: Solving Submission Challenges

Title: HTA in Practice: Solving Submission Challenges
Date: Friday, 8 May, 2026
Place: Cliftons Sydney Margaret Street

Purpose: This training is designed to bridge theory and practice in Health Technology Assessment (HTA) for MedTech. MTAA will provide real-world industry perspectives and policy context to ground the discussion, while HTANALYSTS will design and deliver applied training that demonstrates how health economic principles are used in HTA decision-making.

By linking theoretical foundations with practical implementation challenges, the session will help participants understand not only the key concepts but also how they are applied in real-life HTA settings. During the day, participants will have opportunities to discuss their specific challenges and identify practical approaches to address them.

Drawing on MTAA's in-house research and policy analysis, together with HTANALYSTS' technical expertise in HTA and health economics, the training will equip participants with the practical skills, knowledge and confidence needed to effectively navigate HTA submissions for MedTech.

Goals: By the end of the training, participants will be able to:

- identify key challenges in preparing HTA submissions,
- develop a clear and compelling value narrative,
- demonstrate product differentiation,
- apply best-practice principles in economic modelling, and
- translate HTA concepts into practical submission strategies.

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| Agenda (Brief): | 09.00AM-09.15AM | Registration |
| | 09.15AM-09.30AM | Introduction Paul Dale (MTAA) |
| | 09.30AM-10.20AM | Lesson from Focused HTA Reviews in 2024 and 2025 Omar Ali Khan (MTAA) |
| | 10.20AM-10.50AM | Industry Perspectives: A Reality Check Anne Rossi (Life Healthcare) Shebnem Erdol (Abbott) |
| | 10.50AM-11.10AM | Morning Tea |
| | 11.10AM-12.10PM | Building a Strong Foundation in HTA to Overcome Submission Challenges Prof. Colman Taylor (HTANALYSTS) |
| | 12.10PM-01.00PM | Crafting a Compelling Narrative with Real World Evidence Kate Nolan (HTANALYSTS) |
| | 01.00PM-01.45PM | Lunch & Networking |
| | 01.45PM-02.45PM | Benchmarking Value & Economic Models Adrian Peacock (HTANALYSTS) |
| | 03.45PM-03.00PM | Afternoon Tea |
| | 03.00PM-03.50PM | Pitches – The Art of Storytelling Various |
| | 03.50PM-04.00PM | Close Paul Dale (MTAA) |
| | 04.00PM-04.30PM | Networking |

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Agenda (Full)

| Time | Presenter/Facilitator | Session | Overview |
|-----------------|--|--|--|
| 09.00AM-09.15AM | Registration | | |
| 09.15AM-09.30AM | Paul Dale MTAA | Introduction | Purpose Learning Roadmap Housekeeping |
| 09.30AM-10.20AM | Omar Ali Khan MTAA | Keynote: Lessons From Focused HTA Reviews in 2024 and 2025 | Overview: Patterns Observed Deep Dive: Comparator Selection Deep Dive: Clinical Evidence Hierarchy & Endpoints Deep Dive: Economic Evidence Actionable Insights: "You Reap What You Sow!" Q&A |
| 10.20AM-10.50AM | Company Perspective on Tier 2b Pathway (Anne Rossi, Life Healthcare – TBC) Company Perspective on Tier 2b Pathway (Shebnem Erdol, Abbott – TBC) | Keynote: Company Perspectives – A Reality Check | Case Overview (Principles Only): Life Healthcare Case Overview (Principles Only): Abbott Q&A |
| 10.50AM-11.10AM | Morning Tea | | |
| 11.10AM-12.10PM | A/Prof. Colman Taylor HTANALYSTS | Keynote & Forum: Building a Strong Foundation in Health Technology Assessment to Overcome Submission Challenges | Interactive session including an introduction to HTA fundamentals and a forum submission to collect submission challenges. |
| 12.10PM-01.00PM | Kate Nolan HTANALYSTS | Workshop 1: Crafting a Compelling Narrative with Real World Evidence | Explore the key principles of crafting a compelling HTA submission narrative for MedTech, focusing on structuring the value story using real world evidence, to align with HTA and stakeholder expectations, and clearly articulate clinical, economic and patient impact. |
| 01.00PM-01.45PM | Lunch & Networking | | |
| 01.45PM-02.45PM | Adrian Peacock HTANALYSTS | Workshop 2: Benchmarking Value & Economic Models | Outline the role of benchmarking value, including how to develop and apply economic models that are fit for purpose. |
| 02.45PM-03.00PM | Afternoon Tea | | |
| 03.00PM-03.50PM | Paul Dale, Colman Taylor, Kate Nolan, Adrian Peacock, Omar Ali Khan | Workshop 3: Pitches – the Art of Storytelling | Develop a two-minute pitch that communicates the economic story, health equity and health impact. |
| 03.50PM-04.00PM | Paul Dale - MTAA | Closing | Evaluation, findings and closing |
| 04.00PM-04.30PM | Networking | | |