



ANNUAL REPORT

2022-23



Medical Technology
ASSOCIATION OF AUSTRALIA

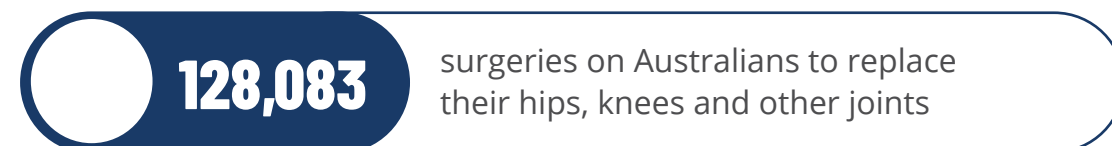


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INDUSTRY FACTS AND FIGURES

In a one year period, advancements in medical technology have supported the health of Australians by contributing to:



Key highlights of MedTech's economic contribution include:



MTAA ACHIEVEMENTS AND FIGURES



113

total members with 83 Industry Members and 31 Associate Members



220+

committee, forum and working group representatives



25

consultation and position papers



5,125

participants complete MTAA training



1,088

participants complete the OTP Training



3,560

participants complete the Code of Practice (E13) training



805

attendees to MTAA events



8,025

subscribers to MTAA communications



2,471

new followers bringing the total to 9,235

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 help ensure the development and commercialisation of medical technology 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, 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, ensuring patient health outcomes and quality of life are improved.

MTAA TEAM

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

Ian Burgess

Chief Executive Officer

CEO

Paul Dale

Director, Policy

Jasjit Baveja

Associate Director, Policy

David Ross

Policy Advisor

Policy

Pravin Siriwardena

Policy Manager

Omar Khan

Policy Manager

Toby Hodgson

Digital Health Senior Manager

Stuart Anderson

CTC-M Program Manager & Industry Development

Matthew Versi

Director, External Affairs & Communications

Penny Fischer

Stakeholder Engagement & Communications Manager

Louie Radburn

Marketing Manager

Advocacy

William Ko

Director, Business Operations & Company Secretary

Ranju Dhungel

Finance Officer

Jackie Lee

Events & Engagement Manager

Operations

Lee Harvey

Professional Development Manager

Seni Murni

Administration Officer

Kerrie Zocchi

Executive Assistant to CEO

Katherine Purcell

HR Advisor

Direct to CEO

MESSAGE CHAIR REPORT



SUSAN MARTIN
CHAIR
MANAGING DIRECTOR, AUSTRALIA & NEW ZEALAND
JOHNSON & JOHNSON MEDTECH

As Board Chair, I am pleased to share with you all that has happened over the past year.

This has been a busy advocacy period for MTAA with the launch of three major projects: the Value of MedTech Report, MedTech on the Hill, and the Digital Health Report. Each of these key projects represented core pillars of MTAA's advocacy objectives for 2023 and involved contributions from across the industry which produced a robust economic study demonstrating the true value of Australia's MedTech sector to the Australian economy and our patients.

Our Digital Health Report identifies the opportunities for digital health and the barriers that need to be overcome so that patients can truly benefit from the current and emerging technologies our companies are bringing to market.

At its heart is the call for all Australians to have access to the health and wellbeing benefits delivered by digital health technologies.

The Board was also pleased to show continued support for closing the health gap for Aboriginal and Torres Strait Islanders who continue to experience significantly poorer health outcomes than other Australians. We hold firm to the belief that MedTech

can and must continue to be part of the solution to bridging the health divide.

MTAA continues to enjoy strong industry and medical partnerships supporting innovative MedTech start-ups in Australia, access to new and better technologies, and promoting improved patient outcomes – which serve as the basis of everything we do.

We welcome the Government's commitment to improve access to primary care through a strengthened Medicare. With almost half of all Australians living with chronic and long-term health conditions, reform is essential to ensure Australians have access to better coordinated care – particularly for people living in regional and remote areas. And we are especially pleased to see the commitment from State Governments to reduce the elective surgery waiting lists so that patients can get faster access to life-changing procedures.

As we look forward into the next financial year, I am pleased to say MTAA continues to go from strength to strength, guided by our Strategic Plan. Members can be assured that our industry body is ready to champion their policy priorities into the next year and beyond.



MESSAGE CHAIR REPORT

Honouring Member Support and Achievement

The MTAA Board believes in the importance of our industry association having a strong and supportive membership base. We thank and recognise all our member companies for their contribution to the industry and their support to further the important activities of MTAA.

Each year at the MedTech Industry Awards Dinner, we say a special thank you and recognise those members who have been continuously committed to MTAA for the last 5, 10, 20 and 35 years.

5 years

Cook Australia Pty
Elekta Pty Ltd
Genesis Care Pty Ltd
Lucid Consulting Pty Ltd
Materialise Australia Pty
Medacta Australia Pty Ltd
NL-Tec Pty Ltd
Smartways Logistics

10 years

Brainlab Australia Pty Ltd
Prism Surgical Designs Pty Ltd

20 years

Edwards Lifesciences Pty Ltd
Regulatory Concepts Pty Ltd

35 years

Baxter Healthcare Pty Ltd

Honorary Members

We also believe it is important to recognise outstanding individuals who have dedicated their careers to the Medical Technology Industry in Australia. We do this by occasionally honouring such people through life membership of MTAA.

This year we recognised Nick Shalley and Warwick Kitt for their roles as MTAA industry representatives, especially their work on several Clinical Advisory Groups (CAG).

Thank You and Looking Ahead

I would like to say a thank you to the MTAA Board, Committees, Working Groups, MTAA staff and volunteers for their support and wise counsel during my first year as Chair. I would also like to thank Ian Burgess for his leadership in working to guide and improve the Association.

I look forward to the year ahead with optimism. Our enduring commitment to driving positive outcomes for patients and industry through constructive collaborations will continue to motivate us in the year ahead.



Susan Martin
CHAIR



MESSAGE CEO REPORT



IAN BURGESS
CHIEF EXECUTIVE OFFICER
MEDICAL TECHNOLOGY ASSOCIATION OF AUSTRALIA

This year has seen MTAA, its committees and forums deliver on the most ambitious and comprehensive policy and advocacy agenda in the association's history. Our team and our members have worked around the clock to develop and launch multiple key reports central to the Australian MedTech industry's key policy priorities.

The efforts of members, and non-members alike, have enabled MTAA to continue its positive collaboration and working relationship with the new government, ensuring the key areas of reform important to our stakeholders didn't miss a beat through the change of administration.

The re-launch of MTAA's MedTech on the Hill initiative in June was an outstanding success that saw members, health sector partners and Members of Parliament come together in Parliament House to get hands on with some of the latest and greatest medical technologies improving and saving lives. MTAA was also pleased to have secured the Minister for Health and Aged Care, the Hon Mark Butler MP, to deliver the keynote address at the launch of the Value of MedTech Report, coinciding with the MedTech on the Hill evening event to showcase the latest MedTech and its real and lasting impact on improving patient lives.

Over the past year our team has harnessed the interest and activity in digital health. We hosted a Cyber Security Symposium in May – another sell-out event – alongside the development of our Digital

Health report. With the support of the Digital Health Advisory Group, the association has been busy promoting the rationale for greater government attention on developments in this critical space.

The end of this financial year brings with it a strong financial position to our association. We have managed to deliver this while keeping the fee increases well below inflation. This gives us more capacity and flexibility in our policy, advocacy and events activities than ever.

Member Focus

A total of 113 members are currently working with MTAA. This includes 81 full members and 31 associate members. We welcomed 4 new industry members this year: EBR Systems, Endotherapeutics, Eudaemon Technologies and Field Orthopaedics. We also welcomed 5 new associate members this year: Amazon Web Services Australia, Expeditors International, Heng & Hurst, Pulse Economics, and Value-Based Access.

There are 9 committees currently operating with 121 positions. The 2022/23 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

Total revenue grew by 19% in the twelve months to 30 June 2023 (FY23). This was primarily a result of a rebound in professional development and face-to-face events, and growth in membership and grant income.

Total expenses increased by 20%, partly reflecting the increased professional development and events activity and also due to MTAA's investment in additional resources to drive key strategic initiatives in FY23: the Value of MedTech Report and the progression of MTAA's digital health and value-based procurement activities.

As a result, MTAA achieved a small net profit of \$13,104 for the twelve months to 30 June 2023 compared with the previous year's profit of \$28,710.

MTAA's balance sheet reflects a strong financial position with net assets of \$2,064,826, which is an increase of 41% over the last five years.

Conclusion

The work of MTAA could not have been made possible without the hard work and commitment from our staff, and our committees, who along with our working group participants enabled MTAA to continue to deliver on its mission to champion a healthier Australian through MedTech.

Ian Burgess
CHIEF EXECUTIVE OFFICER



| POLICY, ADVOCACY & COMMUNICATION

MTAA has continued its core advocacy activities guided by the Public Affairs Committee's Key Strategic Advocacy Pillars:

- ✓ Value of MedTech;
- ✓ A Partner in Health; and
- ✓ Sustainable Access to MedTech.

The development of MTAA's Key Strategic Advocacy Pillars delivers for industry a forward advocacy plan for the duration of this Parliament, and beyond, guiding the activities of MTAA members and the broader industry by focusing on the policy priorities set out by the Board's Strategic Plan, and engaging with the stakeholders key to delivering on industry's commitment to patient access and doctor choice in the private health system.

Simultaneously MTAA has also continued its engagement with the new Federal Government for positive Prostheses List Reform that abides by the guardrails set out in the signed Agreement with the

Government. Underpinning this engagement was MTAA's success in securing a pre-election commitment from the future Labor Government to deliver on the Agreement while in office.

MTAA's productive relationship with Senators and Members of Parliament can best be seen through the continuation of the Parliamentary Friends of MedTech group, now chaired by the chair and deputy chair of the House of Representatives Standing Committee on Health, Aged Care and Sport, Dr Mike Freeland MP (Labor), and Melissa McIntosh MP (Liberal).

Over the past 12 months, MTAA has also continued to advocate for member-specific matters at the ministerial, parliamentary and committee levels of government, ensuring MedTech's voice is heard and included.

This year also saw the relaunch of the MedTech on the Hill initiative in Canberra, providing members face-to-face meetings with more than 40 MPs and Senators from across the political spectrum to discuss the economic and social contributions of MedTech in Australia.



PUBLIC SUBMISSIONS AND POSITION PAPERS

August 2022

- Feedback to the IHPA Prostheses List Reform Working Group General Use Items
- Prostheses List Post-Listing Review Draft Framework

September 2022

- Research and Development Taskforce submission in response to the Consultation on proposed regulatory changes for clinical trials of medical devices
- Consultation on proposed regulatory changes for clinical trials of medical devices

January 2023

- Therapeutic Goods Administration Fees and Charges 2023-24 Proposal

February 2023

- MTAA Submission Paper to National Reconstruction Fund

March 2023

- Privacy Act Review Report
- Bundling of Benefits General Use Items Paper 5
- Prescribed List Single Benefit Group Regrouping Proposal
- SE Asia Strategy Response

October 2022

- Consultation: Detailed considerations for implementing the proposed Australian medical device UDI regulatory framework
- Prostheses Consultation Paper 4a Legislation
- Prostheses List Compliance Strategy
- Prescribed List New Listing Pathways 3b
- General Use Items Bundling IHACPA

November 2022

- Medical Device and Human Tissue Legislation Amendment Consultation
- Consultation: Draft Guidance: Boundary and Combination products - medicines, medical devices and biologicals

April 2023

- Prescribed List Cost Recovery Legislation Consultation Paper 6b
- Prescribed List Reform Evaluation Framework

May 2023

- Prescribed List Cost Recovery Implementation Statement
- Prescribed List Proposes Listing Criteria Paper 6a
- Digital Health: Breaking Barriers to Deliver Better Patient Outcomes

June 2023

- HTA Review
- Value of MedTech Report
- National Health and Climate Strategy

MTAA ACHIEVEMENTS



Successfully engaged with TGA to prevent proposed changes to clinical trial notification that would have increased regulatory burden and cost.



Developed and launched the Value of MedTech Report, exploring the social, economic and health benefits to wider Australian community.



Pre-Budget Submission – successfully securing TGA funding of \$61 million in the Federal Budget for public good issues.



Established the Supply Chain Working Group to prepare for potential future supply chain disruptions.



Conducted Pre-Market and Post-Market regulatory workshops in collaboration with TGA.



Strong representation at clinical registries - Australian Breast Device Registry (ABDR) and Bariatric Surgery Registry (BSR)



Delivered inaugural Defence MedTech symposium to support dual use technology resources.



Successfully advocated for changes to the PL Compliance Strategy making insurer obligations to pay clearer.



Developed the MTAA Digital Health Report aimed at identifying opportunities for digital health uptake and barriers that need to be overcome.



Secured a seat at the National Reconstruction Fund table to participate in the Government's Medical Sciences Industry Working Group.



Collaborated with MTPConnect, on the CTCM Program delivering \$7.2 million investment into MedTech start-ups.



Attracted 376 attendees to first in-person MedTech Annual Conference since 2019.



Launched Edition 13 of MTAA Code of Practice, with 3,560 students completing the Code program via user-friendly new platform.

Protheses List and Reimbursement

The MTAA Strategic Plan 2022-25 Key Result Area 3 includes Protheses List (PL) Reform Advocacy, Health Technology Assessment Reform and Private Health Insurance Funding Reform.

During FY23 the majority of the two major focuses was on Prostheses List (now renamed the Prescribed List) reforms due to the intensity of the consultation process, and the promotion of MTAA's '7 Point Plan' for private health insurance reform, which included:

1. Force insurers to return 100% of COVID-19 profits to members,
2. Require insurers to pay out a minimum of 90 percent of their revenue to members,
3. Establish a Private Health System Regulator to develop a reform agenda to increase sustainability and protect patients,
4. Refuse premium increases for insurers whose claims ratio is below the industry average,
5. Prevent insurers from providing rebates for unproven treatments,
6. Standardise rebates for services across insurers to streamline administration and provide for certainty for consumers, and
7. Hold an inquiry into insurers to identify opportunities to reduce management expenses.

MTAA's Reimbursement Committee provided and facilitated responses to 13 Prostheses List-related consultations on topics covering:

- Legislative changes
- Bundling and removal of General Use Items
- Benefit group consolidation
- PL criteria
- Compliance obligations
- Post-listing review framework
- New listing system (Health Product Portal)
- Application pathways
- Cost recovery

In addition, MTAA had multiple meetings and communications with the Department of Health's Prostheses List Reform Taskforce to put the industry case and to better understand the proposals from the Department.

MTAA also supported submissions and communication by its Cardiac Forum on cardiac service costs, the Neuromodulation Forum, and the Biomodels and Surgical Guides working group on post-listing reviews. MTAA also worked closely with other stakeholders including hospitals, clinical and patient groups on reforms.

Throughout these consultations, MTAA's aim was to ensure that the Memorandum of Understanding for PL Reform signed with the previous government was consistently honoured. Better outcomes in PL reform included:

- Clearer process and pathway for listing non-implantable devices on Part C
- Commitment of Department to a simpler listing pathway (Tier 1) and focused HTA (Tier2b)
- Pause on regrouping to avoid unintended consequences and adhere to MOU
- One year pause on introduction of cost recovery levy
- Significant changes to the Health Products Portal including removal of unnecessary benchmark pricing requests
- Reasonable interim outcome for reductions in Cardiac Implantable Electronic Devices
- Delay on removals of General Use Items from the PL
- No implementation of proposed public price maximum benchmark for new groups
- Pause on listing devices by systems
- Greater recognition of insurer obligations in Compliance Strategy

During this time, MTAA also participated as an advisor on the Prostheses List Advisory Committee, allowing it to provide the industry perspective to PL listing decision makers.

In other reimbursement areas, MTAA engaged the Department on the Health Technology Assessment Review advocating for device inclusion and provided a submission to the first round of consultation.

Regulatory Affairs

MTAA has continued to provide significant support and insights to members navigating the regulatory affairs environment. MTAA's services enables members to access important information and opportunities for input into the changing regulatory landscape, allowing for a platform to promote better patient access or harmonisation with government, agencies and other stakeholders.

Highlights of 2022-23 include the following:

- Successfully engaged with TGA to prevent proposed changes to clinical trial notification that would have increased regulatory burden and cost.
- Conducted several successful pre-market and post-market workshops in collaboration with TGA in Sydney and Melbourne.
- Contributed to the publication of 6 MDR guidance documents for industry.
- Continuous growth of the Regulatory Forum reaching over 100 members providing access to insights that would not easily available.
- Partnering with TGA to create trusted working groups on key issues driven by members.
- Continuous and ongoing partnership with Standards Australia
- Monthly 1:1 calls with senior TGA staff and MTAA to discuss member issues and priorities.
- Hosted the members-only FDA & UK MHRA networking event offering direct Q&As with the regulators.
- Hosted Global MedTech Alliance (GMTA) dinner with Pathology Technology Australia (PTA) at the International Medical Device Regulators Forum (IMDRF) meeting.



Digital Health

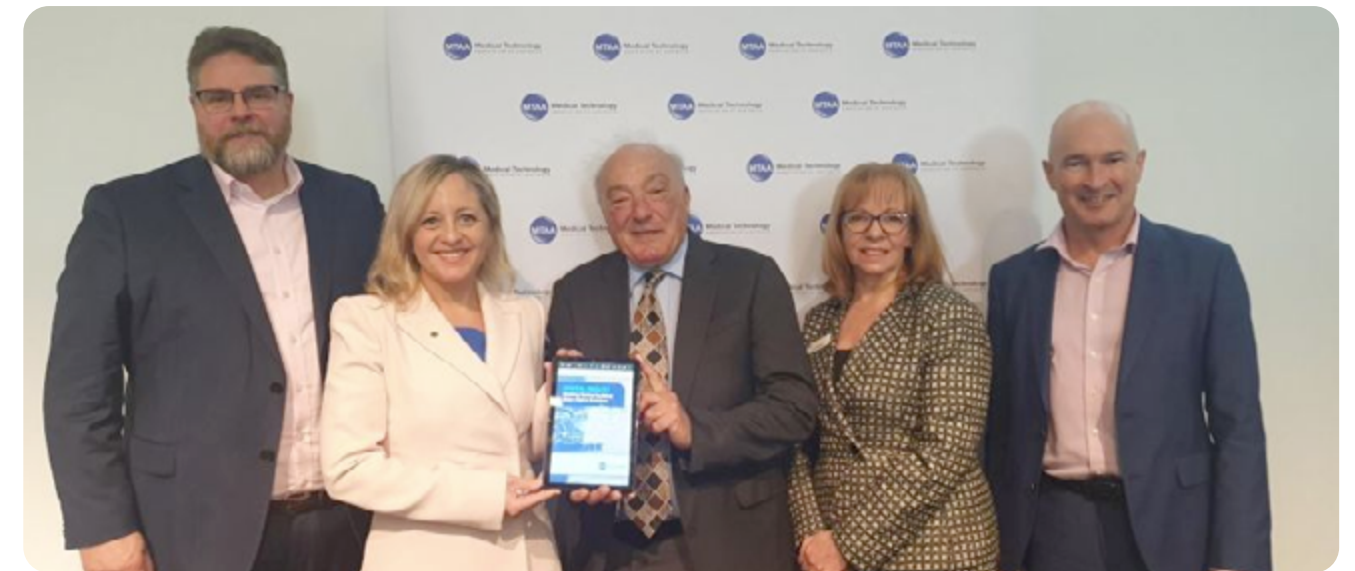
One of MTAA strategic areas of activity in 2023 was to lead the policy discussion on the future of digital health in Australia and its power to transform the way we think about and interact with healthcare.

While the move toward digital health was already occurring, its exponential development required a strategic approach from industry. Tunstall Australia's Lyn Davies established and led the Digital Health Advisory Group (formerly the Connected Health Advisory Group), to raise awareness, champion thought leadership (advocacy and engagement), and progress reimbursement issues of the digital health matters.

Digital Health White Paper

In line with its strategic priority, MTAA appointed a full-time resource solely dedicated to advancing the industry's digital health related activities. The additional resourcing helped develop the digital health white paper by exploring the barriers and opportunities for digital health uptake in the MedTech industry. Furthermore, the paper provides recommend policy solutions to address specific digital health gaps facing MedTech. The MTAA digital health report "Digital Health: Breaking barriers to deliver better patient outcomes" is to be the core collateral used to shape digital health advocacy for the upcoming FY23-24 period.

As part of the research approach, a MTAA Digital Health Survey was developed and ran throughout March and April 2023. The survey was open to all Australian MedTech organisations with a total of 51 completed responses, 40 Unique organisations, from 32 MTAA member and 8 non-member companies. Five key digital health topics were identified and became the core themes of the report: Health data, Cybersecurity, Interoperability, Regulation of digital health and reimbursement & procurement of digital health products & services. The report was completed in late FY22-23 and preparations for the launch and corresponding launch event for the report well underway with a scheduled launch in early FY23-24.



Cyber Security

MTAA, with the support of its new Cyber Security Working Group (CSWG), is bolstering the MedTech industry's position as a leader in cyber security. Through stakeholder engagement with relevant government bodies (TGA, ACSC, and State Governments) and structured partnerships across the health and cybersecurity sectors, MTAA has facilitated the development of improved practices, and policy development of healthcare-based cyber security.

Throughout the past year, there has been significant work on numerous cyber security topics of interest including the development of a Cyber Security Fact Sheet, responding to the 2022 List of Critical Technologies in the National Interest consultation, review of the Optus & Medibank cyber breaches, considered cyber security in tendering, provided input into the MTAA Digital Health Survey and Report, and discussed Artificial Intelligence (AI) and ChatGPT's place within MedTech.

A key activity for the year was the hosting of a Cyber Security Symposium on 30 May 2023 bringing together government, industry, and consumers to reflect on the cyber security and privacy issues within the healthcare landscape. The sold-out Sydney based in-person event was led by CSWG Chair, Paul Davies, Abbott's Director for Government Affairs Australia/New Zealand and included numerous CSWG Group members in the day's proceedings. Commencing with a keynote from Dr Ian Opperman, Chief Data Scientist - NSW Government, the day had a mix of panels and speakers with a variety of discussion covering a broad array of cyber related topics and issues.

Educating and Socialising Digital Health

MTAA addressed numerous other pertinent digital health related issues throughout FY22-23. A connected health fact sheet was developed: "Addressing the Need for Connected Healthcare in Australia" and several consultation responses developed. The Digital Health Advisory Group reviewed digital health-specific issues covered in the critical infrastructure bill. They also provided input into MTAA's response to the Privacy Act Review to the Attorney-General's Department.

MTAA also submitted a response to the Australian Digital Health Agency's (ADHA) Draft National Digital Health Strategy 2023-2028 and associated Delivery Roadmap. In conjunction with APACMed submitted a response to the Artificial Intelligence (AI) discussion paper out for review by the Minister for Industry and Science "Safe and Responsible AI in Australia".

The increased MTAA focus on digital health also led to increased engagement of key stakeholders including re-engagement with the Australian Digital Health Agency (ADHA) and various sections within the Department of Health.

Industry Development

One of MTAA's priority strategic areas of work is focused on nurturing Australian innovation and supply chain resilience. This involves developing an innovative eco-system for commercialisation. In addition, MTAA will advocate for Australia-wide planning for the next disruptive event and ensure access to critical technology at that time.

MTAA, with the guidance of the Industry Policy Committee (IPC), has undertaken a diverse range of activities in the last financial year. The most notable of these has been managing the development of the Value of MedTech report. Significant work has also been progressed in the National Reconstruction Fund to better support start-up ecosystem, Value-Based Procurement Report, and leading industry discussions into the emerging integration of Environmental, Social and Governance (ESG) initiatives and prioritisation in Australia.

Value of MedTech Report

The Value of MedTech Report involved bringing together economic survey data and case studies to capture the true economic and social impact of the Australian MedTech sector. It is a major study that quantifies the difference the MedTech industry makes to the lives of Australian patients, the healthcare system and our economy.

As part of MTAA's annual MedTech on the Hill initiative, the Report was formally launched by the Minister for Health and Aged Care, the Hon. Mark Butler MP, in Parliament House during an event attended by Ministers, Members of Parliament, Senators, and key health sector stakeholders.

The Industry Policy Committee has been involved in bringing the report together, with members both directly involved as part of the Steering committee, which provided project governance, and/or as contributors of survey data or case study material to the report.

National Reconstruction Fund

The National Reconstruction Fund (NRF) presented a significant opportunity to invest in manufacturing capabilities to establish fund settings that will address the current underinvestment and outflow of capital from MedTech. Working alongside the Industry Development Working Group and based on internal analysis of investment trends in the sector, MTAA responded to particular policy consultations to endorse the NRF and purposed investment into the start-up ecosystem of MedTech.

MTAA's continued engagement with the Department of Industry on the NRF resulted in being invited to join the NRF Medical Science Industry Working Group. The working group involves key industry and government stakeholders designing co-investment plans to identify high level opportunities to support investment in medical manufacturing.

Review of Privacy Act Report

In the first half of 2023, MTAA formed a privacy working group consisting of legal counsel and privacy specialists from member companies to develop an industry informed response to the Review of Privacy Act Review Report. This report outlined suite of proposed changes to privacy legislation impacting a range of industries including medical technology. Having successfully mobilised to address the Report's proposed reforms, the privacy working group can reactivate to address future privacy reforms or government consultation.



Industry Development



Clinical Trials

One of MTAA's strategic areas of activity in 2023 is to accelerate the translation of research prototypes to commercial models by advocating for more clinical trial activity in Australia, and, more importantly, develop strategies that can be implemented to enhance the clinical trial environment. MTAA is working closely with TGA, CT: IQ Clinical Trials, Clinical Trials Collaborative Forum (CTCF) and Clinical Investigations Forum (CIF) to raise awareness of and proactively address the issues affecting industry.

ESG and Sustainability

MTAA has continued to advance ESG as a focus area for the Australian medical technology sector. At the 2022 annual conference, MTAA organised a panel session bringing together medical waste solution providers, government and industry to discuss the need for industry to be pro-active in addressing changes around waste management and designing technologies that embed sustainability principles. In November 2022, MTAA hosted a webinar on the NHS supplier roadmap in late 2022 presented by the Association of British HealthTech Industries (ABHI). This was an informative session that highlighted the rapid changes in ESG requirements for public procurement process impacting British medical device suppliers – a potential indication of regulatory changes in Australia.

In the first half of 2023, MTAA created a sustainability working group to provide industry informed responses to future environmental regulations that may impact the healthcare system. With input from the working group MTAA, provided feedback to the Department of Health's National Health and Climate Strategy consultation workshops and submitted a formal response to the consultation paper in late June. The strategy will be the first climate-based strategy for the Australia healthcare sector and MTAA's response is part of a broader engagement approach to influence the development of the strategy.

Finally, during mid 2023, MTAA was an activity participant in the MedTech ESG working group organised by APACMed, the trade association for the Asia-Pacific region. MTAA provided insights on current sustainability activities impacting the Australian MedTech sector. These insights will form part of an ESG whitepaper that will focus on ESG trends across the MedTech sector at an APAC level.

Supply Chain

MTAA established a supply chain working group in the second half of 2022 in response to significant disruptions to medical technology supply chains during the pandemic. The group consists of supply chains directors and managers who update MTAA on emerging supply trends and challenges within the sector. As an additional activity, MTAA conducted a supply chain survey of members companies in August 2022, capturing key enablers, barriers and opportunities to managing supply chain challenges within the Australian MedTech sector. This has been a useful resource to convey the sector's challenges when engaging the Department of Industry and increasing the profile of supply chain matters as a broader membership policy priority area.

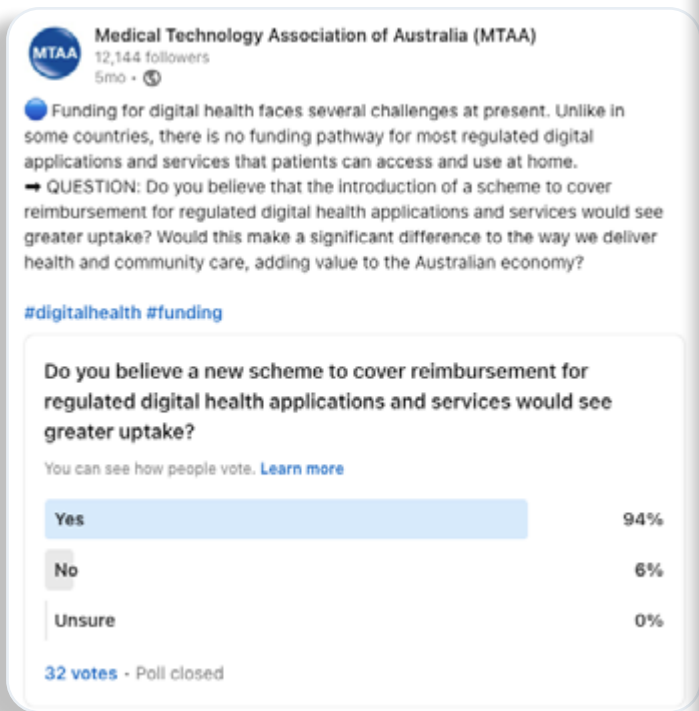
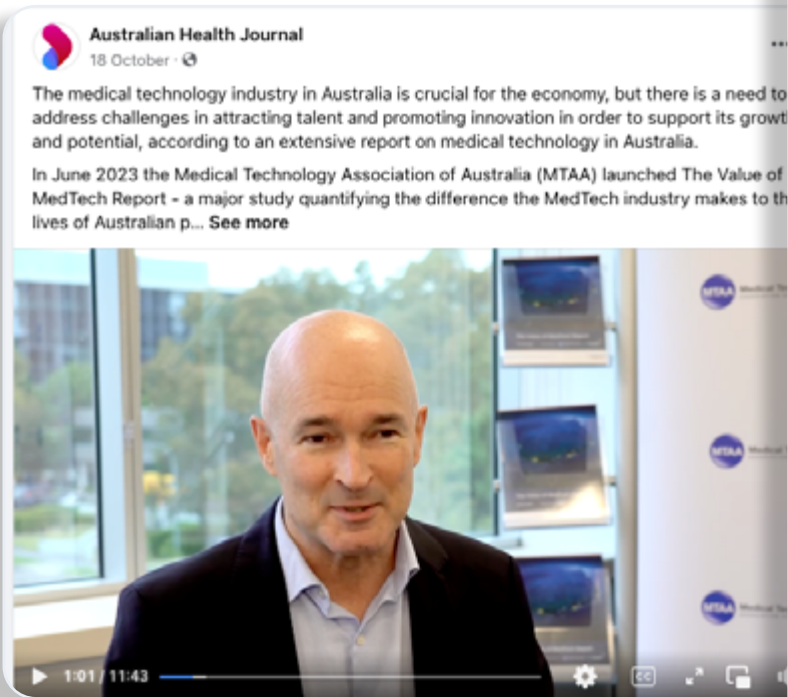
Collaborative Partnership with Defence

MTAA assisted the University of Melbourne in delivering the inaugural Defence Meets MedTech symposium. MTAA and MedTech representatives joined in the discussion to uncover the role industry, defence and academia play in building sovereign capacities and expertise, engagement in co-design and co-development of novel technology, funding and investment in dual-use technologies and much more. This new initiative will result in a collaborative partnership with Defence and the goal to support a healthy innovation environment for novel technologies to flourish.

Member Communications

Digital media remains a strong communication outlet to educate, inform and persuade stakeholders within MTAA's orbit of influence. During the 2022-23, MTAA published 65 newsletters, including 24 Member Updates (exclusive member content), 41 full database mailouts – a significant 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.

LinkedIn showed strong increase with an additional 1,280 followers. Frequent content posting and commentary on relevant news aligned with MTAA advocacy priorities has resulted in more support for the channel and more interactions from the online community. Outside of direct contact, LinkedIn is a key medium to reach the boarder healthcare sector, advocate to a targeted and engaged audience, and an important outlet to promote MTAA and industry activities.



Members Update

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Digital MedTech: Bridging the Gap

MTAA and the Connected Health Advisory Group invite members to join us for an important industry event as we launch the MTAA Digital White Paper to 'Bridge the Gap' between medical devices and digital health.

Attendees can expect to gain insights into the current state of digital health in MedTech, the need and opportunities for increased digital health uptake, recommended policy solutions to address specific digital health gaps, and a pragmatic approach to address current and emerging challenges/opportunities.

Date: Monday, 10 July 2023
Venue: MedInfo 23 event | Room C4.8, ICC Sydney, 14 Darling Dr, Sydney NSW 2000
Member rate: \$200 incl. GST (\$580 discount)

[Register](#)

Hard Copy of the Value of MedTech Report is Now Available

MTAA is pleased to launch **The Value of MedTech Report** - a major study that quantifies the difference the MedTech industry makes to the lives of Australian patients, the healthcare system and our economy.

Value-Based Procurement Report Roundtable

MTAA invites members to a roundtable discussion into the Value-Based Procurement Report, completed by Alira Health.

Richard Charter, VP & Partner, MedTech

Regulatory Affairs for Medical Devices Workshop

MTAA has opened registrations for several pre-market and post-market Regulatory Affairs for Medical Devices Workshops in 2023. The workshops will be hosted at locations in Sydney and Melbourne.

COMMS. BY NUMBERS IN THE LAST 12 MONTHS

37%
AVG. OPEN RATE FOR NEWSLETTERS. 7% GROWTH.

65
NEWSLETTERS SENT. INCREASE OF 9.

8,025
SUBSCRIBERS

11,923
LINKEDIN FOLLOWERS. GROWTH OF 2,688 NEW FOLLOWERS

2,013
X FOLLOWERS (FORMERLY TWITTER). GROWTH OF 42 NEW FOLLOWERS



MEMBER ENGAGEMENT

Active participation of members is essential to MTAA achieving success. This year saw 121 members and industry representatives join MTAA committees and more than 220 member and industry representatives contribute to the work of MTAA Committees, Forums and Working Groups.

MTAA Forums and Alliances provide opportunity for interaction between members and specific areas of interest affect Industry. A total of 9 active committees, 7 Forums, 5 Working Groups forms MTAA's governance supporting the key initiatives relevant to members.

This year, we saw the introduction of the Sustainability Working Group. As environmental

and social considerations become an increasingly important, members are looking into an industry wide approach to address sustainability challenges in healthcare. MTAA is acting at the forefront of these challenges, adopting learnings from other verticals and addressing specific issues affecting industry.

MTAA has also established the Supply Chain Working Group to focusing on medical technology supply chains resilience. Influenced by the disruptions experienced during the pandemic, this group focuses on identifying vulnerabilities in the MedTech supply chain, communicating these with Government and developing plans to prepare for future disruptions.

MORE THAN **220**
**MEMBER & INDUSTRY
REPRESENTATIVES**

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

EVENTS.

BY NUMBERS

IN THE LAST 12 MONTHS



805

ATTENDEES TO
MTAA EVENTS



376

ATTENDEES TO THE
MEDTECH22 ANNUAL
CONFERENCE



144

ATTENDEES TO THE
VALUE OF MEDTECH
LAUNCH

Events

MTAA leverages its connections and industry knowledge to provide keynotes and workshops to members and the wider MedTech community. The planning of these events is fed from committees and working groups aimed to educate and advocate on behalf of certain groups and industry topics and provides insights that are not publicly or easily available. Furthermore, these events facilitate networking with decision-makers, influencers and like-minded professionals to engage in industry specific discussions and encourage a supportive and collaborative approach to progressing initiatives and activities of MTAA.

In 2022-23, MTAA delivered 13 face-to-face and online events categorised into 3 formats: networking, workshops and webinar. This categorisation is designed to better fit the adoptive lifestyle of many working Australians, the advances and convenience of technology while in-person experiences made a resurgence. MTAA has also expanded its regulatory events in Melbourne and Brisbane providing better access for in-person learning, information sharing and networking.

Regulatory Affairs for Medical Devices Workshop 25-26 August 2022

In collaboration with TGA, this interactive workshop provided detailed coverage of the medical device regulations in Australia. More than 30 regulatory and MedTech professionals joined this two-day workshop building their knowledge of current regulatory terminology and procedures, with scenarios brought up by attendees to present their case on how to meet their regulatory requirements.



FDA Panel Discussion and Networking Event

15 September
2022

17:30 - 19:30 AEST

An exclusive FDA panel and networking event
discussing insights in their policies and applied
learnings into the Australian market.



FDA and MHRA Panel & Networking 15 September 2022

FDA and MHRA provided rare insights into US and UK policies and how Australia can learn from the leading regulators in the world. This event provided members with a valuable direct link with FDA and MHRA to support their regulatory requirements overseas.



MedTech22 Annual Conference

6-7 October 2022 | Sydney

The MedTech22 Annual Conference brought together MedTech professionals from across industry, government and academia to discuss the key issues affecting industry. After a 2-year absence, this was the first major in-person event hosted by MTAA and the appetite for face-to-face was obvious with the conference selling out 2 weeks prior to launch. Twenty-two sessions took place with over 40 international and local presenters over the 2 days.

Day 1 of the Conference opened with Dr Jordan Nguyen, a leading Australian biomedical engineer, inventor and inspiring keynote speaker, who captured the imagination of the entire room. He highlighted the relationship between humanity and technology, what drives its evolution into the future, and shared heart-

felt examples of how life-changing technology can transform the lives of vulnerable and disadvantaged Australians. Following his opening keynote, Dr Nguyen joined senior leaders in healthcare for a panel discussion on the transformation of healthcare post-covid, its critical role in Australian society and put to question the funding models, burnout and sustainability of the existing healthcare system.

The day continued with sessions on interoperability and how it can improve existing healthcare systems, an in-depth conversation with TGA looking into their thought-process to decision-making, closing the morning session was a one-on-one discussion with Sydney Local Health District exploring the challenges and lessons learned from integrating and using

medical devices in frontline health services during the pandemic. The afternoon sessions discussed MDR impacts on clinical studies in Australia, building a cyber community to protect healthcare, and closing the day featured a panel discussion on the benefits of implementing a reconciliation action plan for organisations.

The political update opened day two of the conference with Dr Mike Freelander MP and Melissa McIntosh MP sharing insights into how to best engage with Government while facing a dynamic political operating environment. For the first time publicly, MTAA and a local and international panel discussed the rise of ESG and sustainability requirements witnessed aboard, its increased adoption in Australia and the

work that is progressing corporate responsibility. As the day continued, the concurrent sessions took over with highlights including 2 PL reform discussions featuring the Department of Health, post-covid talent opportunities, the benefits to deeper engagement with the local innovation ecosystem, how private health insurance can support future models of care and much more. The day ended on an emotional high as the audience heard from product specialists and the patients they supported. They shared their story of how medical technology has impact their lives – a kind reminder for the many device suppliers in the room of how important their work is and the technology they provide to help patients around the world.

MedTech22

Annual Conference

376

ATTENDEES.
359 IN LAST F2F CONFERENCE

79

SPEAKERS.
34 MALE & 45 FEMALE

16

SPONSORS.
11 MORE THAN LAST YEAR



Australian MedTech Industry Awards 6 October 2022 | Sydney

Once again, the Australian MedTech Industry Awards brought together industry leaders to celebrate and pay tribute to a year of innovation and leadership.

Held at the end of day 1 of the MedTech22 Annual Conference, MTAA was proud to announce the winners in five award categories. Winners were chosen from a record number of high-quality entries, a testament to an industry that is developing and providing the Australian healthcare system with innovative solutions for patients.

Honouring Nicky Shalley and Warwick Kitt

A special mention to Nick Shalley and Warwick Kitt who were recognised as Honorary Life Members of MTAA at the 2022 Australian MedTech Industry Awards.

Nick Shalley was recruited into the role of MTAA industry representative on Clinical Advisory Groups (CAG) involved in the prostheses listing process. During his time as an industry CAG representative from 2005 to 2022, Nick participated in three CAGs: Urogenital, Vascular and Cardio-Thoracic. Nick also represented MTAA on the Prostheses List Advisory Committee (PLAC) and chaired Medical Technology Industry

Code of Conduct Authority for two years in 2016 to 2017 guiding the Association through challenging times.

Warwick Kitt began his senior leadership level involvement with MTAA (MIAA at the time) since 2001 when he was Managing Director of Alcon. He has been an active supporter of MTAA's policy development and an advocate of the Association's lobbying efforts and repeatedly made available his highly qualified staff to fill demanding leadership roles in the MTAA committee network. Warwick was recruited into the role of MTAA industry representative on Clinical Advisory Groups (CAG) involved in the prostheses listing process. During this time, he participated in five CAGs: Cardiac, Cardio-Thoracic, Hip, Spinal, and Ophthalmic. Warwick has served the MedTech industry in a number of capacities over two decades of significant change showing exceptional commitment.

Kerrie Rennie

The Kerrin Rennie Award was established in 2007 to recognise and profile the innovation and extraordinary contribution of medical technology in improving health outcomes of patients. This year's award was won by Smartz Limited for their Smartz technology – a wellness monitor in the form of a smart diaper. The Smartz solution addresses a significant unmet need in aged care providing real-life, evidence-based management of incontinence for the over 70% of aged care residents who are suffering with the condition. A printed ink sensor is incorporated into the standard manufacturing process of the diaper which then communicates with the cloud via a small reusable pod. The smart diaper notifies the carer when the diaper needs to be changed. It also notifies when the resident has been lying in the one position for too long and when they fall.

The device has also been reported to significantly improve in the skin integrity of the residents as they were no longer left for long periods of time in wet diapers reducing the risk of incontinence associated dermatitis (IAD) and UTIs. The Smartz diaper is an innovative example of how technology is improving the quality of life for Australia's growing aged care population and worthy winner of this year's Kerrin Rennie Award.

Outstanding Achievement

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 we recognise, Professor Lyn Griffiths, Queensland University of Technology, for her support to the MedTech industry over the many partnering with industry to translate research outcomes to improve patient outcomes. She has collaborated with industry in the test and trailing of devices for MedTech companies such as Corbett Research, Medigard and Biomolecular System. She played a significant role in the establishment of the Johnson & Johnson Innovation Partnering Office and in partnership with State government and Johnson & Johnson Innovation to support life sciences start-up companies in Queensland. More recently,

Lyn has made a significant contribution to the development and delivery of research commercialisation training for researchers and entrepreneurs through the BridgeTech Program – a program to enable Australia to capitalise on the world class medical technology and device research sector more effectively by providing mid-career and senior life science entrepreneurs and scientists with relevant commercialisation training.



Australian MedTech Industry Awards cont.

6 October 2022 | Sydney

Women in MedTech Champion

Women in MedTech is a Board-led initiative which started in July 2015 in response to the gap of women in leadership positions across the industry. The support and engagement on this issue from members of industry has been overwhelming, making it a clear issue of importance for MTAA to support. The Women in MedTech Champion is awarded to an individual and a company who has contributed to advancing the mission and goals of Women in MedTech Committee.

Women in MedTech Individual Champion

This year's Champion individual winner was Lucimar Nielsen of Bard BD. Lucimar has proactively setup a professional network between nursing staff from urban and regional cancer centres with cancer patients across the country. This work support centres to exchange valuable information and improve access to patient care, especially in remote communities. Lucimar has also trained hundreds of oncology nurses in 'best practice' on the care and maintenance of central venous access devices and acute and chronic drainages. She helped to establish the Hospital-in-the-home treatment of pleural effusion for the Peninsula and Geelong regions by setting up their protocols and policies as well as training community nurses to optimally and confidently care for palliative care patients, keeping them in the comfort of their home and relieving any pressure from hospital admissions.

Women in MedTech Company Champion

The Women in MedTech Company Champion was awarded to Medtronic Australasia for their continuous improvements and commitment to female participation and leadership in MedTech.

In March 2022, Medtronic were named by as an Employer of Choice for Gender Equality recognised by WGEA (Workplace Gender Equality Agency) - the Australian Government's statutory agency that promotes and improves workplace gender equality. In receiving the above achievements and external recognition, Medtronic focused on specific activities and programs to help advance the MTAA WiMT

agenda including mentoring and sponsorship programs to support potential talent and build aspiring female leaders.

Medtronic have also demonstrated greater adoption of flexible working across the organisation, enhanced education among employees and managers about gender bias; reviewing and revising policies and practices that may perpetuate bias; and further standardising pay and rewards planning for all employees regardless of gender. Furthermore, they publicly declared their commitment by aiming to increase female representation in all levels of leadership in the organisation, with a target of 45% by 2026 and a commitment to increase this by 1-2% year-on-year until this target is reached.

Women in MedTech – Emerging Women in Leadership

The WiMT Emerging Women in Leadership Award recognises an exceptional female leader who has taken on a career challenge, move or change, exhibited leadership qualities and has moved the industry forward. This year, we recognise Charlotte Taylor of Stryker. Charlotte is an experienced and passionate leader with proven track record as Stryker's Territory Manager.

Upon returning from maternity leave in 2017, Charlotte excelled in performance and was quickly promoted to Territory Manager after regularly exceeding expectations. She was awarded Hip Rep of the Year in 2018, inaugurated to Sales Excellence in 2019, a member of the 2019 Executive Council and was recognised as the JR Sales Rep of the year in 2019. Through her involvement with the Management Readiness Program, she led a small team in the northern NSW and QLD region. Her ongoing support and ambition grew the team, exceeding expectations, and resulted in her recent promotion of Regional Manager, Joint Replacement in 2022.

Charlotte's collaborative approach, team mentality, and product and patient focus has set her up for success in every step of her career and makes her a worthy winner of the 2022 Emerging Women in Leadership Award.

Regulatory Affairs for Medical Devices Workshop 27-28 October 2022

MTAA travelled to Melbourne to host an interactive workshop providing coverage of the medical device regulations in Australia. Using the same format as the Sydney workshop 2 months earlier, this event successfully housed 32 students over the 2-days with TGA, once again, hosting a detailed and thorough syllabus on Australian medical device regulation.



Sustainability: The UK MedTech Landscape 10 November 2022

Over 130 attendees registered for the introductory webinar on the impact of sustainability measures affecting the UK MedTech industry. The Association of British HealthTech Industries, ABHI (the UK's MedTech Trade Association), presented on sustainability requirements in relation to healthcare procurement in the UK providing effective learning on how companies are navigating these processes.



Regulatory EOY Networking Event 14 December 2022

Attendees joined the waterfront scenery of Sydney's King Street Wharf for the final networking event on the MTAA calendar. This was the first end-of-year networking event hosted by MTAA that saw over 20 regulatory professionals partake.



Current State of Gender Equality - An International Women's Day Networking Event 23 February 2023

Members and non-members joined a special networking event ahead of International Women's Day 2023 hosted at the MTAA office in Macquarie Park. Presented by MTAA member Elizabeth Pettit, Managing Director of PPDSearch, the audience reflected on the current climate of workplace equality, initiatives in place by organisations and how employers can advance gender equality.



Value-Based Procurement Networking Event 8 March 2023

MTAA hosted a 1-hour networking event to explore the barriers and benefits of a value-based procurement (VBP) future in Australia. Richard Charter, VP & Partner, MedTech Market Access - Europe & Asia Pacific, Alira Health, led the networking discussions to explore the potential of a value-based model in Australia.



Post-Market Regulatory Affairs for Medical Devices Workshop 18 May 2023

Eighteen attendees joined the one-day interactive workshop providing detailed coverage of the post-market regulation of medical devices in Australia.

Cyber Security Symposium 30 May 2023

Manufacturers, government and institutions joined a full day discussion on the current cyber security landscape and where advancements in cyber security are heading. Keynote and panel discussions covered the learnings from recent data breaches, why cyber security should be seen as an investment, not a cost; building a cyber community to protect healthcare; and addressing future agendas on interconnectedness, interoperability, and proactive cyber risk management.





Value of MedTech Launch

20 June 2023 | Canberra

The Value of MedTech Launch at Parliament House, gave members the opportunity to meet with decision and policymakers from across the political spectrum and civil service, to discuss the newly released The Value of MedTech Report.

Johnson & Johnson MedTech Managing Director, and Chair of the Medical Technology Association of Australia (MTAA), Susan Martin launched the 'Value of Australian MedTech Report 2023' alongside the Minister for Health the Hon. Mark Butler MP at Parliament House in Canberra.

144

ATTENDEES FOR THE
VALUE OF MEDTECH
LAUNCH

29

APH MEETINGS

22

DEPARTMENT
MEETINGS



TRAINING BY NUMBERS

IN THE LAST 12 MONTHS



5,125

INDIVIDUALS COMPLETED
MTAA TRAINING



3,560

INDIVIDUALS COMPLETED
THE CODE OF PRACTICE
TRAINING



1,088

INDIVIDUALS COMPLETED
THE OPERATING
THREATRE PROCOTOLS
COURSE



918

INDIVIDUALS COMPLETED
THE ONLINE OTP
TRAINING COURSE



Professional Development

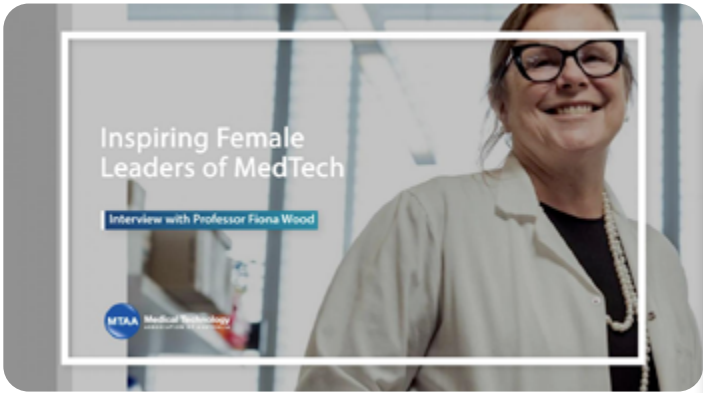
Professional development training for the medical technology workforce is imperative to keep standards elevated, reduce risk and grow the knowledge base of MedTech professionals. The skill and engagement of the workforce is reflected in better medical outcomes for patients, longevity of staff retention and greater stability for industry.

MTAA is the recommended industry standard provider for Operating Theatre Protocols (OTP) training for visitors to the perioperative environment. In 2022-23, the professional development department experienced strong attendance with OTP training courses for the second consecutive year. A total of 170 individuals participated in the OTP introductory course and 918 individuals for the online update course.

To increase convenience for interstate participants and to better manage internal resources, all MTAA courses, including OTP training, adopted a completely virtual format to better meet the needs of the current working climate.

The new Code of Practice training (Edition 13), the most popular online course available by MTAA, was completed by 3,560 individuals. This is a key requirement for Full Members of the Association. The Compliance and Competition Course was completed by 182 individuals, a requirement for all industry representatives' part of MTAA's governing committees, forums and working groups.

In total, 5,125 participated in all MTAA training courses for 2022-23.



Women in MedTech

In 2015, the MTAA Board initiated the concept of Women in MedTech (WiMT), to lead the debate and promote the benefits of gender diversity in the workplace and within the Medtech Industry. The Board established a Women in MedTech Committee to proactively support women to unlock their potential.

The committee was well represented with 14 members of different gender, role and business types to support a structured working plan leveraging existing MTAA assets, resources and connections. LinkedIn advertising and face-to-face events continue to be the leading channels to promote WiMT activities reaching thousands of MedTech professionals.

A key event on the WiMT calendar was International Women's Day on 8 March 2023. The day highlighted the UN Theme Cracking the Code: Innovation for a gender equal future and brings to light innovation that supports new social, economic and cultural codes for a gender-equal future. MTAA interviewed Professor Fiona Wood – an aspiring female leader and trailblazer in the industry to discuss gender equality, her invention of the 'spray-on skin' technology, and her accomplishments as a surgeon and researcher for over 30 years. Her interview was circulated to over 7,000 individuals online.



Medical Technology Association of Australia (MTAA)
12,151 followers
10mo · 🌐

On 11 February 2023, we celebrate the International Day of Women and Girls in Science (#IDWGIS) - a global movement acknowledging the role women and girls play in STEM and strengthening their participation in these field ...see more

International Day of Women and Girls in Science

Acknowledging the role women and
girls play in STEM and strengthening
their participation in these fields.

11 February 2023

MTAA Medical Technology Association of Australia
Championing MedTech for a Healthier Australia

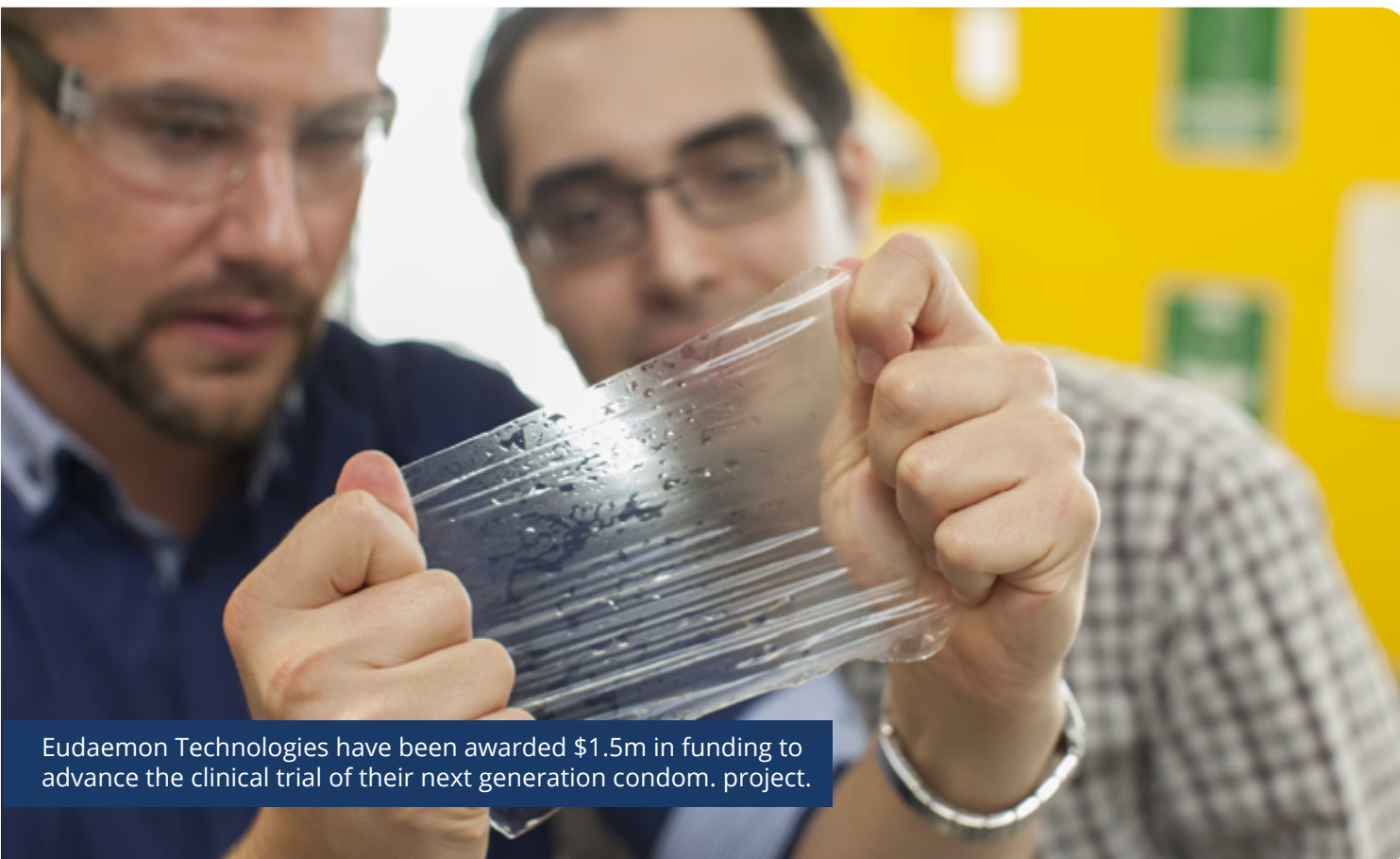
To further support the International Women's Day, MTAA hosted a face-to-face event presented by Elizabeth Pettit from member company PPD Search. Adopting the IWD organisation's theme, Embrace Equality, brought together 47 business leaders and employees to discuss the current state of workplace gender equality and how employers are acting to advance gender equality.

Other face-to-face events included R U OK? Day and a session at the MedTech22 Conference on Inclusion, Diversity and Equity in Action: Reconciliation Action Plan.

Mentoring Program

The MTAA Mentoring Program is an initiative to assist women in their career, professional and personal development by connecting them with mentors within the MedTech industry. Currently in its 4th year, the 2023 program has successfully brought together 50 mentors and mentees.

WORKING WITH INDUSTRY COLLABORATION



Eudaemon Technologies have been awarded \$1.5m in funding to advance the clinical trial of their next generation condom. project.

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.

Clinical Translation and Commercialisation MedTech Program

MTAA is a program partner with MTPConnect, Australia's life sciences innovation accelerator for the medical technologies, biotechnologies and pharmaceuticals sector, which delivers the Clinical Translation and Commercialisation MedTech (CTCM) program, a \$19.75 million initiative funded by the Australian Government's Medical Research Future Fund (MRFF). The CTCM program seeks to identify and nurture high-quality medical device projects with strong commercial potential under development by start-ups and small-to-medium enterprises.

Round 1 of funding was completed in October 2022 with a \$7.2 million investment made to accelerate medical device innovations. MTAA members, Eudaemon Technologies and ARIA Research were among awarded projects receiving \$1.5 million each. Eudaemon Technologies received funding for clinical trials of its next generation condom project and ARIA

Research received funding for its non-invasive bionic vision system currently in the clinical trials stage as well.

Other CTCM Projects Round 1 Funding Awarded to:

- LBT Innovations: \$1,500,000 award for APAS Compact – Development of a desktop device for automated microbiology culture plate reading and reporting.
- Navi Medical Technologies: \$1,239,187 award for Safer care for critically ill children – clinical translation of a new medical device to place and monitor paediatric central vascular catheters.
- OncoRes Medical: \$1,500,000 award for the commercialisation of a diagnostic imaging system for cancer surgery.

Round 2 of funding was announced in July 2023.

BioMedTech Horizons Program

MTAA supported MTPConnect to deliver the BioMedTech Horizons (BMTH) program, an initiative of the Medical Research Future Fund (MRFF) launched in 2017. The BMTH program was designed to support research and development activities of small and medium enterprise businesses making innovative early-stage medical devices.

Across four funding rounds, the BMTH program has supported 49 medical technology innovations and significant progress has been made toward their commercialisation goals. Eleven of those products have reached the critical regulatory approval milestones and are available for use.

MTAA is proud to have initiated discussions that led to the development of the BioMedTech Horizons (BMTH) program. As an advocate for the medical technologies

sector in Australia, CEO Ian Burgess was pleased to be a founding member of the Steering Committee that provided direction for BMTH, as well as providing advice and governance support through each of the four rounds of funding.

BMTH is launching a second Impact Report in August 2023 to capture the outcomes of 38 innovations supported through the program from 2017 – 2023, building on the successes of round one projects, which were detailed in the first BMTH Impact Report published in November 2021. The new report will cover the second, third and fourth rounds of BMTH funding, which saw \$30.3 million awarded, leveraging an additional \$36 million in contributions from industry.



Global Medical Technology Alliance (GMTA) regulatory committee

Australian Ethical Health Alliance

MTAA is a founding member of the Australian Ethical Health Alliance (AEHA). The Alliance 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 is working with 71 other health sector organisations to achieve these aims.

27
INDUSTRY POSITIONS
REPRESENTED BY
MTAA AND MEMBERS

External Representation

Through MTAA's strategic committees, MTAA consults with member companies and articulates industry positions in key areas such as medical device regulations, health technology assessment, reimbursement in the public and private health sectors, clinical trials, MedTech industry development, standardisation and common technical specifications.

Some of the key representations this year were:

- AOA Presidential Line
- ARCS Advisory Board
- Australian Breast Device Registry (ABDR) Steering Committee
- Australian Digital Health Standards Advisory Group
- Australian Ethical Health Alliance (AEHA)
- Australian Medical Research and Innovation Strategy 2021-2026 (Australian Medical Research and Innovation Priorities)
- Bariatric Surgery Registry (BSR) Steering Committee
- BioMedTech Horizons Program
- Clinical Translation and Commercialisation MedTech (CTCM) Program
- Clinical Trials Collaborative Forum
- CT:IQ Executive Meetings
- CT:IQ Steering Committee
- Executive Committee – Beyond Science Scientific Board
- Global Medical Technology Alliance (GMTA) regulatory committee
- GS1
- Healthy at Home (H@H)
- Independent Hospital Pricing Authority (IHPA) Prostheses Reform Working Group
- Independent Hospital Pricing Authority (IHPA) Stakeholder Committee
- Industry Reference Group – Qld Health Procurement
- NSW Smart Sensing Network (NSSN) Aging Taskforce
- QLD Medical Category Council Industry Reference Group
- Research Exchange and Development within Industry Initiative (REDI) Program
- Regulatory & Technical Consultative Forum for Medical Devices (RegTech Forum)
- Research Development Task Force (RDTF)
- Royal Australian College of Surgeons robotic surgery working group
- Standards Australia
- Supply Chain Roundtable – Department of Industry
- TGA Consultative Committee (TCC)
- TGA Industry Forum (TIF)
- Therapeutic Goods Advertising Consultative Committee (TGACC)
- UNSW ARC Research Hub for Connected Sensors for Health - Industry Advisory Board

3,560 INDIVIDUALS COMPLETED THE CODE OF PRACTICE TRAINING IN 2022-23.

THAT IS AN INCREASE OF 1,336 COMPARED TO
LAST YEAR.



CODE OF PRACTICE INTEGRITY

The objective of the MTAA Code of Practice is to help build and maintain the trust and confidence of, and accountability to, all communities with whom MTAA members engage.

In January 2023, MTAA launched Edition 13 of the Code. The new edition is easier to navigate with features like built-in live links with the new easier-to-understand explanatory notes and an updated glossary. Importantly, Edition 13 also includes new guidance on the use of social media, websites, and other online platforms to share product information with healthcare professionals. Since its launch, Edition 13 has been downloaded 2,916 times.

Also in January 2023, MTAA released an updated Code training program (in part) to help members become acquainted with the new standards of compliance. During 2022-2023, 3,560 individuals completed the Code training program, and about half as many were in the process of doing so as of 30 June 2023.

Separately, the Code Monitoring Committee continued through the year its oversight of MTAA's Vendor Credentialling (AS 5182:2018) program. The AS 5182:2018 standard defines the requirements for the credentialling of healthcare industry representatives and service providers entering healthcare facilities for the purposes of conducting business. The primary goal of these requirements is to ensure patient health, safety, and confidentiality, and alignment with Australian national statutes applicable to healthcare industry representatives and service providers.

Eligible MTAA member companies are obliged, as a condition of membership, to adhere to the Vendor Credentialling standard.

MEMBERSHIP

INDUSTRY & ASSOCIATE

112 MEMBERS

81 Industry Members
31 Associate Members

In 2022-23, we welcomed **4 new industry members** this year: EBR Systems, Endotherapeutics, Eudaemon Technologies and Field Orthopaedics. We also welcomed **5 new associate members** this year: Amazon Web Services Australia, Expeditors International, Heng & Hurst, Pulse Economics, and Value-Based Access.

Industry Members

3D-Matrix Medical Technology Pty Ltd
3DMEDiTech Pty Ltd
3DMorphic Pty Ltd
3M Australia Pty Ltd
Abbott Medical Australia Pty Ltd
Alcon Laboratories (Australia) Pty Ltd
Allergan Australia Pty Ltd
AlphaXRT Ltd
Analytica Ltd
APNE Surgical Pty Ltd
Arthrex Australia Pty Ltd
Atomo Diagnostics Ltd
Australasian Medical & Scientific Ltd
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
Biotronik Australia Pty Ltd
Boston Scientific Pty Ltd
BTC health
Cardinal Health Australia 503 Pty Ltd
ConMed Linvatec Australia Pty Ltd
Cook Australia Pty Ltd
Corin (Australia) Pty Ltd
Cortical Dynamics Limited
Device Technologies Australia Pty Ltd

Industry Members

Ebos Medical Devices Australia Pty Ltd
EBR Systems (Aust) Pty Ltd
Edwards Lifesciences Pty Ltd
Elekta Pty Ltd
Endotherapeutics Pty Ltd
Enovis
Eudaemon Technologies Pty Ltd
Evolution Surgical Pty Ltd
Field Orthopaedics
Exactech Australia Pty Ltd
Fresenius Medical Care Australia Pty Ltd
Gamma Gurus Pty Ltd
Gel Works Pty Ltd
Getz Healthcare
Heraeus Medical Australia Pty Ltd
Hologic (Australia & New Zealand) Pty Ltd
Horten Medical Pty Ltd
Hydrix Services Pty Ltd
Integra Lifesciences Pty Ltd
InterMed Medical Pty Ltd
Johnson & Johnson Medical Pty Ltd
KLS Martin Australia Pty Ltd
Laminar Air Flow Pty Ltd
Lima Orthopaedics Australia Pty Ltd
LivaNova Australia Pty Ltd
Materialise Australia Pty Ltd
MatOrtho Pty Ltd
Medacta Australia Pty Ltd

Industry Members

MED-EL Implant Systems Australasia Pty Ltd
Medical Specialties Australasia Pty Ltd
Medigroup Australia Pty Ltd
Medistar
Medtronic Australasia Pty Ltd
MicroPort CRM Pty Ltd
Mölnlycke Health Care Pty Ltd
Nevro Medical Pty Ltd
NL-Tech
NuVasive (AUST/NZ) Pty Ltd
Olympus Australia Pty Ltd
Palette Life Sciences Australia Pty Ltd
Paragon Therapeutic Technologies Pty Ltd
Prism Surgical Designs Pty Ltd
Roche Diabetes Care Australia Pty Limited
Singular Health Pty Ltd
Smith & Nephew 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
W L Gore & Associates (Australia) Pty Ltd
Zimmer Biomet Pty Ltd

Associate Members

Amazon Web Services Australia Pty Ltd
Avania Pty Ltd
Cancer Care Associates Pty Ltd
Circuitwise Electronics Manufacturing
Commercial Eyes Pty Ltd
DHL Supply Chain (Australia) Pty Ltd
Expeditors International Pty Ltd
Genesis Care Pty Ltd
GeorgeFaithfull Advisory Pty Ltd
Health and Technology Advisory Group (HTAG)
Healthcare Professionals Group
Heng & Hurst Pty Ltd
Hogan Lovells Australia
ICON Cancer Care
IDE Group
Illuminate Health Consulting Pty Ltd
JEM Med
Lucid Health Consulting Pty Ltd
Medihost Solutions Pty Ltd
Medtechnique Consulting
MTP Connect (Affiliate)
NSW Smart Sensing Network
OneMD Pty Ltd
Pagero Australia Pty Ltd
Pettit Pharma & Device Pty Ltd
PharmaLex
Prospitalia hTrak Pty Ltd
Pulse Economics Pty Ltd
Regulatory Concepts Pty Ltd
Smartways Logistics
Value Based Access Pty Ltd

BOARD OF DIRECTORS



SUSAN MARTIN

CHAIR
MANAGING DIRECTOR, JOHNSON & JOHNSON MEDTECH 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, was elected in November 2020 and elected Chair in November 2022.



PATRICK WILLIAMS

VICE-CHAIR
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, re-elected in November 2021 and elected vice chair in November 2022.



REBECCA CORTIULA

VICE-CHAIR
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 25 years. Rebecca's career started in the Australian hospital system and Australian Red Cross Blood Service as a Hospital Scientist. Her MedTech journey began in Terumo Corporation ANZ spanning over 20 years where she advanced her career before her appointed as Managing Director. She currently leads the Varian Medical Systems ANZ team as Senior Managing Director Australasia. Currently Chair of the Women in MedTech Committee, Rebecca leads industry's progression of equity, advocating for women in MedTech, supporting a diverse and inclusive workplace, and shares a passion for healthcare to help ensure Australia has a sustainable healthcare system that can be readily accessed by all.

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.



MATTHEW MUSCIO

CHIEF EXECUTIVE OFFICER, EBOS MEDTECH

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 EBOS MedTech 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.

Since joining the Board, Matt has actively championed the participation and sustainability of Australian based SME and local MedTech manufacturing.

Matt joined the board in November 201 and re-elected 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 was appointed to the Board in August 2020, resigned in November 2020, was appointed in December 2020, and elected in November 2021.



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.

BOARD OF DIRECTORS



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 and was elected in October 2014, December 2016, and November 2018. Retired in October 2019 and was appointed in May 2021.



JANE CROWE

MANAGING DIRECTOR, CARDINAL HEALTH AUSTRALIA

B.A. B. Comm

With a career spanning over 25 years in healthcare, Jane has worked across Australia, New Zealand, and China, including medical devices, over-the-counter and pharmaceuticals, with organisations such as 3M, Roche and Johnson & Johnson. To build her strategic and creative thinking, Jane spent four years in healthcare advertising, and took the leap into the not-for-profit sector, as Executive Director for the peak body for community care and contract holder for the delivery of home care services for the Commonwealth and State Governments.

Jane is an advocate for Environmental and Social Governance, with a passion for Diversity Equity and Inclusion.

Jane is currently the Managing Director for Cardinal Health ANZ and President of a not-for-profit childcare.

Jane joined the Board in September 2022



MICHAEL TREVASKIS

CHIEF EXECUTIVE OFFICER, DEVICE TECHNOLOGIES

Diploma of Health Science – Nursing, Bachelor of Health Science - Nursing Latrobe University

Mick has over 26 years' experience in medical devices across Australia and overseas. Mick joined Device Technologies in 1998 and held many leadership and senior management positions, which placed him well to lead the company into the future.

Mick has completed the Company of Directors course at AICD and completed the Advanced Management Program at INSEAD in Fontainebleau, France. Currently, Mick sits on the Board of Directors for Device Technologies also leading the company in his role as CEO. Mick serving his sixth year on the MTAA Board spanning over 10 years with 2 years serving as Treasury.

Michael joined the Board in 2009, re-elected in 2011, retired in 2013 and re-joined the Board in November 2022.



JEFF SOO

MANAGING DIRECTOR, TERUMO AUSTRALIA

Masters of Business Administration - AGSM, Bachelo of Communications - University of Canberra

With 18 years of medical device industry experience in ANZ and APAC, Jeff brings skills in general management, strategic planning and execution, and experience in sales and marketing gained from leading Australian med-tech and US-based MNCs. He has a passion for the benefits of medical technology and working with members of an industry responsible for facilitating their availability to improve health outcomes for all Australians. Jeff has experience across ENT, cardiology, radiology, cardiac surgery, endovascular, TAVR, and medical consumables gained locally and abroad working in small companies to among the largest in the world.

Jeff joined the Board in October 2021.



MARK TAFFA

FOUNDER & CEO, HORTEN MEDICAL

Mark Taffa Bachelor of Business (Charles Sturt University) Electronic Engineering Certificate

Actively involved in the healthcare industry for over 25 years, both in large multinationals and small businesses. At GE Medical I had product responsibility for all of Asia in digital imaging. Some of this time was living in Singapore and consulting to the Brunei government on e-health.

Previous experience in running small scale local manufacturing of complex medical equipment and exporting it from Australia. More recently my responsibilities have included successful local product development and distribution of medical devices. Papua New Guinea country coordinator for charity Doctors Assisting in South Pacific Islands (DAISI) since 2019.

Mark joined the Board in October 2013, retired in November 2019 and was appointed in November 2022.

FORMER BOARD MEMBERS

MAURICE BEN-MAYOR

FORMER CHAIR
AND 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, and retired in November 2022.



WORKING WITH MEMBERS COMMITTEES

Active participation of members is essential to MTAA achieving success. This year saw more than 220 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. The PAC sets the direction for MedTech industry advocacy by identifying and engaging relevant stakeholders in health policy decision-making. Over the past year the PAC has led the development, refinement and promotion of the Value of MedTech report as well as planning key advocacy responses for the industry with the Commonwealth Government.

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 Committee met 6 times during the year. It continued its strong focus as an advisor to MTAA and the Board on Prostheses List (now Prescribed List or PL) reform. This included contributing to and reviewing the many submissions by MTAA in response to PL reform consultations.

The Committee formed multiple working groups throughout the financial year to consider policy issues and develop detailed responses.

The Committee also shared challenges with the PL listing process that could be raised with the Department.

The Committee also increased its focus on non-PL issues including a standing agenda item on digital health reimbursement and discussions on MBS issues and funding models.

Finance

The Finance Committee assists the Board in the effective discharge of its responsibilities for financial reporting, internal controls, audit, compliance and risk management.

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.

Code Authority

The Code Authority Committee reports to the Board. Its primary function is to review Code complaints and provide advice and direction to the Code Monitoring Committee.

The Committee is headed by an independent chair, and consists of two board members, a healthcare professional, a consumer representative, seven industry representatives, and MTAA staff members.

Code Monitoring

The Code Monitoring Committee reports to the Code Authority Committee. Its primary function is to review monitoring reports submitted by MTAA members to ensure ongoing compliance with the Code of Practice.

The Monitoring Committee is headed by an independent chair, and consists of an independent chair, a consumer representative, seven industry representatives, and MTAA staff members.

MedTech Conference

This committee drives the agenda, sponsorship and attendance of the Annual Conference to ensure it appeals to MedTech industry leaders and executives.

Women in MedTech

The Women in MedTech Committee was established to drive and fulfil several objectives, including to continue to promote the WiMT initiative to the wider MedTech industry. Despite challenges in the workforce due to the 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 their mentoring program, targeted campaigns and events.



WORKING WITH MEMBERS FORUMS

Regulatory Forum

The Regulatory Affairs 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.

Reimbursement Forum

The Forum was instituted in 2022 to provide updates on important reimbursement issues, including PL reforms, to a wider group than the formally nominated Reimbursement Committee. The Forum typically met within two weeks of Reimbursement Committee meetings. The majority of its meetings involved providing updates on the complexities of PL reforms with participants having the opportunity to answer questions. The mailing list grew to over 70 while typical attendance was over 30.

Clinical Investigations Forum

The Clinical Investigations Forum comprises of MTAA member companies who conduct Clinical Trials in Australia. The forum allows important information to be shared to ensure arising issues are identified and actioned through the MTAA Industry Policy Committee and the Research & Development Task Force and acts as an educational conduit amongst the broader MTAA membership.

Cardiac Forum

The Forum is a collaboration of five cardiac rhythm device companies primarily intended to address the issue of funding for cardiac technical support services associated with cardiac implantable electronic devices in the context of PL reforms. The Forum has met weekly through the year and at the request of the Department of Health and Aged Care made a joint submission to the Medical Services Advisory Committee on the value and funding for these services.

The Forum has also engaged with multiple stakeholders including the Department on related issues.

Neuromodulation Forum

The Forum is a collaboration of 8 companies with neurostimulation devices with the goal of discussing and responding to common policy and environmental issues.

The Forum meets on an ad hoc basis approximately monthly. Key focus areas included regrouping of items on the Prostheses List (now the Prescribed List), post-listing review of PL items which included a joint submission to the Department of Health and Aged Care, and engagement with consumer and clinician groups on advancing treatment related involving neurostimulation.

Ophthalmic Forum

The Ophthalmic Forum brings together member non-member companies to understand the latest policy developments from the Department of Health that will directly impact ophthalmic companies. The main focus of the group has been understanding and responding to the latest PL reforms. MTAA has been able to provide informative updates on the reforms regarding the PL regrouping processes. PL listing and removal reforms, and the implementation of the Health Products Portal.

In addition, the forum has also been able to develop responses to some of the reforms proposed by the Department of Health under the banner of MTAA such as the PL regrouping process and feedback on the new Prescribed List consultation guide. The forum continues to meet on a regular basis to monitor any changes.

Orthopaedic Forum

The MTAA Orthopaedic Forum provides members with the opportunity to discuss and address issues of mutual interest and concern to those companies involved in the orthopaedic sector, in an environment respectful of competition values.

The Forum offers collective linkages to the Australian Orthopaedic Association in circumstances where an industry voice is more appropriate and provides AOA members the opportunity of being abreast of significant industry issues and activities. The output of the MTAA Orthopaedic Forum also informs relevant MTAA committees and provides the MTAA Secretariat with aggregated input on key industry policy matters.

The orthopaedic sector has continued to provide much needed implant supply support to surgical procedures across Australia in both the public and private sectors. Companies offer orthopaedic technicians' support in theatre in the manner required and preferred by surgeons and hospitals.

SME Forum

The SME forum is a space for the smaller members of MTAA to come together to provide input on key policy areas that more directly impact smallest size companies. The main positive has been linking SMEs to other key working groups and forums, where useful information can then be applied to their own business practices.

In addition, the Forum provides a space within MTAA to unify the voice of smaller members, allowing for their contribution to broader industry wide advocacy initiatives. The most notable of these has been the Value of MedTech report, where smaller companies provided key data to be included in the report.

Going forward, the main focus will also be to host an SME event where the aim would be to connect a large hospital group with a delegation of SMEs to better understand the services that SMEs provide. In addition, the event will also help SMEs understand how hospital groups want to work more effectively with suppliers going forward.

The forum meets quarterly and is open to membership by all MTAA companies supplying orthopaedic products, with discussion targeted at the CEO level. Twenty member companies participate in the activities of the Forum. Regular activities include:

- Scheduled meetings with the Australian Orthopaedic Association (AOA) Presidential Line, the AOA CEO and the Director of the AOA National Joint Replacement Registry, are usually held quarterly.
- MTAA works closely with KPMG in the conduct of the MTAA Orthopaedic Market Survey. The survey has 17 companies contributing data in the categories of hips, knees, shoulders, spine, trauma, sports and bone cement products with six-monthly aggregated data reports being shared amongst contributors.
- Ad hoc meetings to discuss Prostheses List regrouping proposals prepared for the Department of Health and Aged Care.

WORKING WITH MEMBERS

WORKING GROUPS

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 FY2022/23 and provided input and recommendations in resolving current regulatory challenges with advertising of medical devices.

Cyber Security Working Group

The MTAA Cyber Security Working Group (CSWG) aims to bolster the medical technology sector's position as a leader in cyber security. Through stakeholder engagement with relevant government bodies (TGA, ACSC, state governments) and structured partnerships across the healthcare and cybersecurity sectors, the CSWG facilitates the development of improved practices, and policy development for of healthcare based cyber security.

Digital Health Advisory Group

The Digital Health Advisory Group is comprised of MTAA members and non-members (including representatives from academic institutions, the Australasian Telehealth Society etc.) and aims to become a partner with the Australian Government to improve digital healthcare in Australia and to develop advocacy and policy positions relevant to MTAA members that manufacture medical devices with monitoring capabilities.

Industry Development Working Group

The Industry Development Working Group, formerly known as the Manufacturing Working Group, has been reactivated and has been key in progressing key industry policy positions. The main focus of the working group has been to develop an industry position in response to the National Reconstruction funds \$1.5 billion allocation to medical manufacturing. MTAA developed an extensive submission that was then submitted to the Department of Industry.

This has helped MTAA join the Medical Sciences Industry Working Group that will be developing the co-investment plans within the National Reconstruction Fund for the medical sciences priority area. In addition, the working group has also been able to provide feedback on other key consultations, such as the 'List of Critical Technologies in the National Interest' consultation paper, which provided a list of critical technologies that the department initially could refer to in terms of future political policy development and investment.

Radiation Therapy Advisory Group

An alliance of cancer patient advocates, healthcare providers, MedTech vendors and oncology professionals aligned, the Radiation Therapy Advisory (RTAG) Group is 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.

Research Development Taskforce

The RDTF is a multi-sector collaboration between MTAA, AusBiotech and Medicines Australia. The membership consists of research and development experts, particularly in clinical trials, and offers a unique industry perspective to stakeholders across Federal and State Governments as well as the broader health and research and development sector.

In 2022-23 the taskforce undertook work to support the Australian Teletrial Program, ACTA – International Clinical Trial Symposium: Industry Engagement, VCCC Alliance Skilled internship program and the ATHENA program in Queensland. Additionally, the taskforce also worked on the National One-Stop Shop, Recycling and Reusing Clinical Trials supplies and Patient Recruitment Clinical Trials Webinar/Campaign.

Supply Chain Working Group

The Supply Chain Working Group was formed in the second half of 2022 - with the aim of having a group of members that can engage key government stakeholders on supply chain matters and also develop policy positions on key supply chain managers for industry. The working group has been key in helping shape the MTAA supply chain survey that was sent out in August last year to members. This resource provided a snapshot of the barriers and enablers for doing business in Australia post COVID.

The working group has also been useful in providing a real time assessment of any supply chain challenges that might be affecting medical device companies. The information from the working group has been useful as updates to the Office of supply chain resilience roundtables, of which MTAA is a representative. Increasing focus on supply chain aligns with MTAA's broader strategic plan to focus on supply chain resilience over the next few years.

COMMITTEE MEMBERS REPRESENTATION

Code Authority	
Pam Davis (Chair)	Independent Chair
Chris Szeleczky (Board Director)	Olympus
Jeff Soo (Board Director)	Terumo
John Quinn	Royal Australasian College of Surgeons
Henry Ko	Consumer Health Forum
Emma Press	Medtronic Australasia
Adam Wood	LifeHealthcare
Kenneth Wong	Arthrex
Michael Baulch	Boston Scientific
Dawn DeCruz	Allergan
Rebecca Arraj	Johnson & Johnson MedTech
Dominica McCann	Zimmer Biomet
Retired/Resigned: Midhat Saber, Johnson & Johnson	

Code Monitoring	
Pam Davis (Chair)	Independent Chair
Megan Guy	Non Pareil Nursing
Michelle Stuart	Device Technologies
Helen Roch	Johnson & Johnson MedTech
Jenny Chau	Smith & Nephew
Rebecca Arthur	Medtronic Australasia
Allison Fox	Boston Scientific
Mandy Horne	Cook Australia
Stuart Hayes	Bard/BD
Retired/Resigned: n/a	

Finance	
Mark Taffa (Chair and Board Director)	Horten Medical
Pat Williams (Board Director)	Edwards Lifesciences
Joel Stuhler	LifeHealthcare
Retired/Resigned: n/a	

Industry Policy	
Kate King (Chair)	Medtronic Australasia
Rebecca Cortiula (Board Director)	Varian Australasia
Paul Davies	Abbott Medical
Neroli Manning	Cardinal Health
Nikki McNeil	Stryker
Michael Reynolds	BIOTRONIK
Kirk Kikirekov	Prospitalia h-trak
Stuart Hayes	Bard/BD
Geethu Roshan Verghese	Boston Scientific
Michael Simmonds	Fresenius Medical Care
Alessandra Doolan	HTAG
Darin Kottege	Johnson & Johnson MedTech
Retired/Resigned: Jon Michael, NuVasive Daniel Kildea, Johnson & Johnson Ross Lane, Cook Medical George Sidis, IDE Group	

MedTech Conference	
Jane Crowe (Chair and Board Director)	Cardinal Health
Mick Trevaskis (Board Director)	Device Technologies
Ian Hyam	Smith & Nephew
Kirstyn Pickering	Device Technologies
Christina Machado	Edwards Lifesciences
Amanda Watson	Varian Australasia
Retired/Resigned: Pat Williams, Edwards Lifesciences Liz Carnabuci, Medtronic Australasia Louise Porter, Medtronic Australasia Lisa Briscoe, Cook Medical	

Public Affairs	
Liz Carnabuci (Chair and Board Director)	Medtronic Australasia
Pat Williams (Board Director)	Edwards Lifesciences
Kate King (Chair of IPC)	Medtronic Australasia
Mahesh Datar (Chair of RAC)	Medtronic Australasia
Michael Simmonds	Boston Scientific
Paul Davies	Abbott Medical
Mark Taffa	Horten Medical
Christian Gabriel	B. Braun
Jesse Braunberger	Bard/BD
Jack Lancaster	Evolution Surgical
Clinton Lubcke	Stryker
Robyn Chu	Alcon
Michael Reynolds	BIOTRONIK
Justin Keenan	Cook Australia
Polo Guilbert-Wright	Edwards Lifesciences
Daniel Kildea	Johnson & Johnson MedTech
Gareth Trickey	Baxter Healthcare
Kristy Hardy	LifeHealthcare
Beth Roberts	KLS Martin
Retired/Resigned: n/a	

Regulatory Affairs	
Mahesh Datar (Chair)	Medtronic Australasia
George Faithful (Vice Chair)	GeorgeFaithfull Advisory
Leanne Hartge	3M Australia
Falko Thiele	BIOTRONIK Australia
Romit Singh	Arthrex Australia
Giselle Rayman	Cardinal Health
Richard Malyn	Lima Orthopaedics
Elizabeth Van Den Akker	Abbott Medical
Ruth Shennan	Device Technologies
Maneesha Pillay	Edwards Lifesciences
Sarah Botros	Stryker
Rebecca Gaudin	Johnson & Johnson MedTech
Fleur Winslade	Terumo Australia
Hugh Cameron	Bard/BD
Gary Burgess	Commercial Eyes
Hemangi Malde	Cook Australia
Rachel Patrick	Molnlycke
Katie-Lou Buscher	NuVasive
Iryny Ibrahem	Zimmer Biomet
Peter Austen	Evolution Surgical
Retired/Resigned: Juliana William, Baxter Healthcare	

Reimbursement	
Michael Simmonds (Chair)	Boston Scientific
Doug Symonds	Medtronic
Susan McKensey	Device Technologies
Sarah Botros	Stryker
Sheryl Dunlop	Zimmer Biomet
Georgia Psarros	Baxter Healthcare
Kristy Hardy	Johnson and Johnson Medical
Jane Yanco	B Braun
Michael Reynolds	Biotronik
Joel Parrish	Elekta
Sebnem (Shebnem) Erdol	Abbott Medical
Rachael Todd	Edwards Lifesciences
Maggie Dowrick	Cook Medical
Hugh Cameron	Becton Dickinson
Elliot Lacaze	Evolution Surgical
George Papadopoulos	Lucid Health Consulting
Paul Sim	AMSL
Joanne Burnett	Commercial Eyes
Lisa McDonald	Smith and Nephew
Oona Reardon	Pulse Economics
Retired/Resigned Members Mutsa Mutowo, Johnson & Johnson Medical	

Women in MedTech	
Rebecca Cortiula (Chair and Board Director)	Varian Medical Systems
Matt Muscio (Board Director)	EBOS MedTech
Andrea Dumalaog	Bard
Beth Roberts	KLS Martin
Josh McLellan	Medtronic
Naeema Mohamed	Smith & Nephew
Sue Hansford	Integra Lifesciences
Jessica Blackman	3M Australia
Sofia Hernandez	LifeHealthcare
Beverly Green	Cardinal Health
Robyn Butterworth	B Braun Australia
Pat Callanan	Boston Scientific
Alistair McKeon	Teleflex Medical
Michelle Stewart	Device Technologies
Breanna Peck	Baxter Healthcare
Hollie Micallef	Medacta
Kylie Pearce	Olympus
Retired/Resigned: Fiona Sheppard, Johnson & Johnson MedTech Kelly Turner, Boston Scientific Cathy Saha, Abbott Medical	

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
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