



Quarterly News Bulletin

Issue 8 (January 2010)

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During the EHTI session at the Eucomed MedTech Forum 2009, Thierry Sarda was appointed Chairman of EHTI and will carry on the work achieved by former Chairman Luciano Cattani since the launch of EHTI in October 2007.

◦ Message from new Chairman of EHTI

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As newly appointed Chairman of the European Health Technology Institute for Socio-Economic Research, I would like to share with you my thoughts and considerations on the value of EHTI and its future.

The volume of work produced in the last 24 months has been massive; nevertheless our performance can be improved. The visibility of EHTI through more appropriate events that showcase our work should be one of our goals for next year, together with the delivery of more specific communication tools such as executive summaries of the studies, better and wider diffusion of the findings, bulletins to the industry and national associations.

As it enters its third year of existence, EHTI's future is about continuing to develop innovative studies which demonstrate the value of medical devices while expanding the scope of its research to include more sectors.

EHTI is the product of Eucomed's vision and looking ahead, and is the expression of its members' wishes and needs. I count on each of you to solidify past results and achieve new objectives that can further contribute to the success of our Industry."

"There is plenty of published research calling for a greater level of transparency tow for an open, systematic, and unbiased decision-making process. It is time that European policy-makers consider this evidence when looking to HTA systems to support their decision making.

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Thierry Sarda, Chairman of EHTI

o EU Commission's Exploratory Process



The European Health Technology Institute for Socio-Economic Research (EHTI) was invited as Expert by DG Enterprise to discuss the value of medical devices in the frame of the "Exploratory process on the Future of the Medical devices sector".

Stakeholders and experts from across Europe came together in Brussels in November 2009 for a two-day meeting to start the process of identifying issues and opportunities for the medical technology sector in order for the new European Commission to be able to accommodate the latest thinking in its planning for the next session commencing this January 2010.

Rosanna Tarricone, Executive Director of EHTI, said that the way medical devices are valued in Europe is still far from providing European citizens with the complete picture. The perspective is so narrow that it often does not look beyond the single healthcare services deliverer or, at best, the healthcare system. Short-term thinking inhibits fully capturing the value of several technologies whose initial investment costs are steep, but more than offset by their long-term benefits. Moreover, some assessment methods currently in use do not always fit the peculiar characteristics of medical devices, having been developed with pharmaceuticals in mind.



Rosanna Tarricone

The work on medical devices by EHTI is shedding lights on the wider benefits of the technologies and is key to make a substantial step forward in valuing medical devices in Europe.

For more information on the Exploratory Process, please visit the European Commission's website: http://ec.europa.eu/enterprise/sectors/medical-devices/competitiveness/exploratory-process/index_en.htm

To read EHTI's press release, please visit:

<http://www.together4healthinnovation.eu/index.php?mact=T4HINews,cntnt01,details,0&cntnt01documentid=36&cntnt01returnid=15>

o Conferences update

HTAi Annual Congress – Singapore (June 2009)

During this Congress, EHTI academics presented the **first results** on the **contribution of technological innovation to health outcomes and healthcare systems**. The results show that medical technology brings substantial advancements in health and economic benefits saving lives, reducing major adverse events and complications, and shortening patient time in the hospital.

To view EHTI's presentation, please visit:

<http://www.together4healthinnovation.eu/index.php?page=presentations-2>

For more information on the 2009 HTAi conference, please visit:

<http://www.htai2009.org/>



EHMA Annual Conference – Innsbruck (June 2009)

At the European Health Management Association (EHMA) Conference in Austria, EHTI presented the **results of research concerning the German and Italian reimbursement situation especially for innovative technologies**. The research carried out by Bocconi University for drug-eluting stents showed that reimbursement schemes do not work as expected, i.e. they do not seem to influence

to influence end users' behavior as normally believed. The research is amongst the fewest in this field and future comparative analyses will help better identifying the complex picture of the addeterminants of uptake and diffusion of innovative technologies.

In Germany, it was found that only about 25% of medical devices accepted under the new diagnostic and treatment procedures (i.e. NUB system) are integrated into the G-DRG system within two years and even after four years some products are still considered "innovative". This means that the NUB system provides no guarantee that products will eventually benefit from being covered by the SHI.

To view EHTI's presentations, please visit:

<http://www.together4healthinnovation.eu/index.php?page=presentations-2>

For more information on the 2009 EHMA conference, please visit:

<http://www.ehma.org/index.php?q=node/41>



— iHEA Annual Conference – Beijing (July 2009)

EHTI organised a **90-minute session** to discuss the socio-economic value of medical devices based upon recent **empirical work focused in the area of cardiology**.

For more information on the 2009 iHEA World Conference, please visit:

<http://iheaweek.com/2009/07/iheaweek-2009-n-12.html>



— European Health Forum – Gastein (October 2009)

For the third time, EHTI was present at the European Health Forum in Gastein (Austria) where policy-makers, academics and industry debated the role medical technology can play in facilitating change in healthcare system delivery. **Medical technology innovation has been shown to provide clinical and cost-effective solutions to many health challenges in the past and this is set to continue in the future. A challenge for policy-makers is how to make better informed decisions with limited evidence on the value of medical technology innovation.** EHTI research is now providing much needed evidence to help address this challenge.

To view the 2009 EFG video, please visit:

http://www.youtube.com/watch?v=mym_NogE8Qk

To view the report of the 2009 EFG, please visit:

<http://www.ehfg.org/congress.html>



From left to right: Zeger Vercooteren (EHTI Board), Prof Mike Drummond (EHTI ExCom), Jérôme Boehm (DG SANCO)

— Eucomed MedTech Forum – Brussels (October 2009)

EHTI opened the MedTech Forum 2009 with a seminar where experts from academia, policy and industry were invited to **discuss how EHTI's research and work might close the research gap in providing evidence to better inform policy decisions and helping industry to better understand the healthcare sector's dynamics**. Experts from the London School of Economics, Technische Universität Berlin, Bocconi University and University of York as well as Pavel Hrobon, former Deputy Health Minister in the Czech Republic took part in this seminar.

To view the presentations made during the MedTech Forum 2009, please visit:

<http://www.together4healthinnovation.eu/index.php?page=presentation-s-3>



Prof Aleksandra Torbica (EHTI ExCom)

FENIN Congress – Madrid (November 2009)

Rosanna Tarricone participated in the III Seminar organised by FENIN and Fundación Gaspar Casal to discuss how technological innovation can help the national healthcare system to be financially sustainable. **Technological innovation is generally deemed to be one of the major cost drivers of healthcare expenditure in all industrialised countries but how much we know about this is hard to demonstrate.** There is instead some evidence showing that the key drivers of healthcare expenditures in Europe and in USA are elsewhere and that spending on medical devices ranks low amongst the drivers. These data – although preliminary - show that the economic impact of medical devices onto our healthcare systems is not entirely known and that much of the interpretation is still left to not evidence-based intuitive thinking.

EFICIENCIA, EQUIDAD, CALIDAD DE VIDA Y ADAPTACIÓN A LA PRÁCTICA CLÍNICA DEBERÍAN SER TENIDAS MÁS EN CUENTA

La evaluación tecnológica debe utilizar más indicadores que los económicos

La evaluación de tecnologías sanitarias no es un simple instrumento de control del gasto; debe incorporarse a la toma de decisiones para ganar en eficiencia, equidad y calidad asistencial, pero para que esto sea posible es preciso que se incluyan en los estudios críticos de evaluación que vayan más allá de lo puramente económico.



El conocimiento generado en los hospitales españoles debería usarse para desarrollar innovaciones tecnológicas que aporten retorno

El conocimiento generado en los hospitales españoles debería usarse para desarrollar innovaciones tecnológicas que aporten retorno. Este es el mensaje principal de un estudio publicado recientemente por la Fundación Gaspar Casal y la Fundación Cooper Cadiz y la Fundación Gaspar Casal y la Fundación Gaspar Casal y la Fundación Gaspar Casal.

Panhellenic Congress on Management, Economics and Health Policy – Athens (December 2009)

Rosanna Tarricone took an active role in the 5th Panhellenic Congress on Management, Economics and Health Policy titled "Innovation and Novelty in Health and Health Care" under the auspices of the Hellenic Ministry of Health and Social Solidarity. The Congress is the most prominent in Greece. Organised by the National School of Public Health (Health Economics Department), it aimed at gathering experts and professionals to analyse and discuss the major issues in the healthcare sector in Greece. Rosanna Tarricone participated in the **roundtable on "Health Assessment" aimed at discussing, for the first time in Greece, the role, use and methods of HTA in Europe and how they can be applied to the Greek system.**

Publications update

Two new publications are available:

- **Balancing adoption and affordability of medical devices in Europe**, Jonas Schreyögg, Michael Bäumler, Reinhard Busse, Health Policy, Volume 92, Issue 2, Pages 218-224 (January 2010)

To view the publication, please visit:

<http://www.journals.elsevierhealth.com/periodicals/heap/article/PIIS0168851009000980/abstract>

- **Funding health technologies in decentralized systems: A comparison between Italy and Spain**, Giulia Cappellaro, Giovanni Fattore, Aleksandra Torbica, Health Policy, Volume 92, Issue 2, Pages 313-321 (October 2009)

To view the publication, please visit:

<http://www.journals.elsevierhealth.com/periodicals/heap/article/PIIS0168851009001304/abstract>

EHTI Research Digest

The first edition of the EHTI Research Digest 2007-2009 was presented at the MedTech Forum 2009 in Brussels. The publication contains and elaborates the important achievements of the European Health Technology Institute for Socio-Economic Research in the past two years. The EHTI Research Digest is also intended to illustrate the future socio-economic research opportunities and perspectives that is ahead of us in order to deliver outcomes that will fulfill the MedTech Industry needs.

For those who did not have the chance to attend the MedTech Forum 2009 and get a copy of the EHTI Research Digest, it is now downloadable on <http://www.together4healthinnovation.eu/index.php?page=research-digest>