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- if you work in a
healthcare customer
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MRII NATIONAL CONFERENCE

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April 12 2018, Killashee Hotel, Naas - 12.30pm - 5.30pm

**Innovative medicines and technology are a valuable investment in health
- why is the Irish system lagging behind?** *(Interactive Panel Discussion)*

Mr Fran Hegarty, Chief Healthcare Technology Officer, Children's Hospital Group

Dr Roisín Adams, Chief Pharmacist, Acute Hospitals Drugs Management Programme

Mr Oliver O'Connor, CEO, The Irish Pharmaceutical Healthcare Association

Dr James O'Mahony, Research Fellow, Public Health & Primary Care, Trinity College Dublin

Dr Derick Mitchell, CEO, Irish Platform for Patient Organisations, Science and Industry

**Redefining the sales call - integrating digital to improve the customer
experience and business outcomes**

Ms Julie O'Donnell, CEO, One15

Alcohol - the Family Fall-out

Mr Rolande Anderson, Counselling Consultant

Nourishing Happiness and Contentment

Mr John Lonergan, former Governor of Mountjoy Prison

Moderator: Cormac Ó hEadhra, RTE Radio Broadcaster

- Thursday afternoon session
- Free for MRII Members to attend
- Includes lunch and buffet
- Non-Member option to attend

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Ms Julie O'Donnell,
CEO, One15

Redefining the sales call - integrating digital to improve the customer experience and business outcomes

Julie has been focused on digital strategy in the pharmaceutical sector for almost a decade. Most recently, she was Global Head of Customer Interaction at Lundbeck – responsible for digital, CRM and congress events. She worked across brands, functions and markets to develop digital engagement strategies that deliver customer and commercial value. In 2016,

Julie co-founded One15 Healthcare and, as CEO, she works with most of the top pharmaceutical firms offering digital strategy consultancy. The company is also launching a global knowledge sharing platform for medical professionals, Medit. Medit was listed on the 2017 Global Digital Health 100 list which recognises and supports health technology companies that are demonstrating the greatest potential to change the way that healthcare is delivered.



Mr. Rolande Anderson,
B.S.S. (Hons), C.Q.S.W.,
Addiction Counsellor

Alcohol - the Family Fall-out

Rolande Anderson was educated at Mount Temple school and Trinity College Dublin. He was the Assistant Director of the Chemical Dependence programme in St. Patrick's Hospital, Dublin where he worked from 1978-1997. He was also the Assistant Director of the Rutland Centre, Dublin, from 1997-1999. He was the National Alcohol Project Director for the Irish College of General Practitioners from 2000-2012. He is the author of "Living with a Problem Drinker - Your Survival Guide" (Sheldon Press, U.K., 2010). He has lectured extensively at home and abroad. He has given multiple radio and television interviews and has also written numerous articles and papers. He currently runs his own private practice.



Mr John Lonergan,
former Governor of
Mountjoy Prison

Nourishing Happiness and Contentment

John Lonergan is the former Governor of Mountjoy Prison. Since his retirement in 2010 he has written 2 books, his autobiography 'The Governor' and a book on parenting "Parenting - raising your child in Ireland today'. He is an active social justice campaigner.



Moderator:
Cormac Ó hEadhra

Hailing from Connemara in the west of Ireland and raised bilingually, Cormac presents an award-winning show on RTÉ Radió na Gaeltachta called 'Cormac aga Cúig' in addition to 'Saturday with Cormac Ó hEadhra' on RTE Radio 1. He has presented Drivetime, This Week and The Late Debate on RTE Radio 1.

Cormac graduated from DCU with a degree in Finance, Computing and Enterprise, and subsequently studied law at the King's Inns during which time he won the right to represent Ireland at an international legal negotiation competition, having claimed the domestic honour. He was called to the Bar in 2007, but at this time he returned to work as a broadcaster with RTÉ, where he uses skills acquired from both studies on a daily basis. Cormac spent a year in Paris working with Nouvelles Images through French and has also lectured in Dublin City University.

Panel Discussion: "Innovative medicines and technology are a valuable investment in health - why is the Irish system lagging behind?"



Mr Fran Hegarty,
Chief Healthcare
Technology Officer,
Children's Hospital Group

Fran Hegarty has studied electronic engineering and medical physics and has worked in hospitals throughout his career supporting the application of technology in clinical practice. For many years he led the Clinical Engineering team in St James's Hospital, a team which supports a vast range of medical equipment and systems across that hospital. His research interests include clinical measurement, clinical informatics, assisted living technologies, art in health and healthcare technology management. He has published and presented widely on these topics and is co author of the text book "Healthcare Technology Management - A Systematic Approach". In 2015 he was seconded to the new children's hospital project where he currently serves as its Chief Healthcare Technology Officer.



Dr Roisín Adams,
Chief Pharmacist,
Acute Hospitals Drugs
Management Programme

Dr Roisín Adams is currently Chief Pharmacist in the HSE tasked with overseeing and managing high cost drugs in the Acutes Division. Dr. Adams has been seconded into this role from her position as Deputy head of the NCPE where she has worked since 2008. She has been awarded a number of grants from the Health Research Board to examine health preferences in Ireland, the most recent of which will examine patient preferences in HTA. Her areas of interest include methods for preference elicitation, combining different data for evidence synthesis and reimbursement mechanisms for high cost drugs. Dr. Adams has over 10 years clinical experience in hospitals in Ireland and the UK. She has held advisory positions for Department of Health, the Health Information and Quality Authority and policy direction at EU level.



Mr Oliver O'Connor,
CEO, The Irish
Pharmaceutical
Healthcare Association

Oliver O'Connor is Chief Executive Officer at the Irish Pharmaceutical Healthcare Association since 2015. IPHA represents 47 companies that develop and supply innovative medicines for Irish health services and consumers. He is a

former Special Advisor in the Irish Government, 2001-2010, for Ms Mary Harney in her roles as Tánaiste, Minister for Enterprise, Trade and Employment and Minister for Health and Children, and was central to key initiatives such as the National Treatment Purchase Fund and the Fair Deal Nursing Home Support Scheme. Prior to his current role he was a health finance consultant, with a focus on the interaction of commercial strategies and public policy. He has had clients among health insurers, public and private hospitals, pharmaceutical companies, new technology providers, logistics providers and industry associations.



Dr James O'Mahony,
Research Fellow, Public
Health & Primary Care,
Trinity College Dublin

Dr James O'Mahony is a health economist at Trinity College's Centre for Health Policy and Management. His primary research focus concerns the cost-effectiveness of cancer screening. He also has a research interest in the commissioning and use of cost-effectiveness evidence by policy makers. In particular, his work has addressed the application of cost-effectiveness thresholds to determine which healthcare interventions are eligible for funding. Dr O'Mahony has previously critiqued Ireland's cost-effectiveness threshold as being unrepresentative of the financial constraints facing the Irish health system and providing insufficient balance between pharmaceutical and other interventions.



Dr Derick Mitchell, CEO,
Irish Platform for Patient
Organisations, Science and
Industry

Dr Derick Mitchell, PhD. is the Chief Executive of the Irish Platform for Patient Organisations, Science and Industry. IPPOSI is a unique, patient-led partnership between patient groups, scientists, industry and other key decision makers, which builds consensus on issues relevant to all involved in delivering health innovations to people with unmet medical needs. Derick has over ten years experience of working in patient involvement, scientific communications, multi-stakeholder management and advocacy at both the national and European level. Derick leads IPPOSI's participation in the European Patients Academy (EUPATI), an initiative which is training patients to become involved in the medicines R&D process, and has spread the IPPOSI public-private partnership model to over 20 countries. Derick graduated with a BSc. (Hons) in Biotechnology from NUI Galway (2000) followed by a PhD in Molecular Medicine from University College Dublin (2004).



Agenda

(Event Moderator: *Cormac Ó hEadhra, Radio 1*) *Times subject to change

12.30 - 1.25	Arrival and networking lunch with exhibitors
1.25 - 1.30	Mr Anthony Carroll , President MRII, Opening Address
1.30 - 2.30	Panel Discussion Mr Fran Hegarty , Chief Healthcare Technology Officer, Children's Hospital Group Dr Roisín Adams , Chief Pharmacist, Acute Hospitals Drugs Management Programme Mr Oliver O'Connor , CEO, The Irish Pharmaceutical Healthcare Association Dr James O'Mahony , Research Fellow, Public Health & Primary Care, Trinity College Dublin Dr Derick Mitchell , CEO, Irish Platform for Patient Organisations, Science and Industry Innovative medicines and technology are a valuable investment in health - why is the Irish system lagging behind?
2.30 - 3.00	Ms Julie O'Donnell , CEO, One15 Redefining the sales call - integrating digital to improve the customer experience and business outcomes
3.00 - 3.30	Networking coffee with exhibitors
3.30 - 4.00	Mr Rolande Anderson , Counselling Consultant Alcohol - the Family Fall-out
4.00 - 4.30	Mr John Lonergan , former Governor of Mountjoy Prison Nourishing Happiness and Contentment
4.30 - 5.00	Networking buffet with exhibitors

(6.15 – 7.00 MRII Annual General Meeting – members only).

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