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Make sure you're not left out, by adding your own MATCH news to future editions of this bulletin. Send items to Elizabeth Deadman or [MATCH@brunel.ac.uk](mailto:MATCH@brunel.ac.uk)

# News Board



## *Regional MATCH Events*

MATCH began holding regional industrial events earlier this year. To date there have been three and more are planned. Typically at these events we have around fifteen invited industry guests, along with members of the MATCH team who bring guests up-to-date with developments taking place in MATCH. They have proved to be an excellent networking opportunity. If you would like to be invited to future events contact Elizabeth Deadman.

### *Brunel Breakfast* Tuesday 6th October 2009 8:30am — 10:00am

**St. John's Building, Brunel University, Uxbridge with Prof. Martin Buxton**

#### **Economic Evaluation: Making it work for Medical Devices**

Increasingly, health care systems expect to see robust evidence of the cost-effectiveness of new interventions before they will reimburse, adopt or recommend them.

Now NICE is involved in the evidence-base for medical devices as it develops its 'single pathway'. The pharmaceutical industry has generally responded well to that requirement and built in economic evidence into its development pathway. However, it remains a challenge for the medical device industry, for whom the pharmaceutical model often is not appropriate.

MATCH is working to demonstrate how the need for economic evidence can be turned from a 'threat' and a late stage 'hurdle', into a tool that can help firms make appropriate decisions at early and subsequent stages in the device development pathway. Martin Buxton's talk will give a flavour of the issues, challenges and emerging solutions that MATCH can offer.

For registration please contact Elizabeth ([elizabeth.deadman@brunel.ac.uk](mailto:elizabeth.deadman@brunel.ac.uk))

## *MATCH Website*

[www.match.ac.uk](http://www.match.ac.uk)

The following MATCH Tools are available to download from our website:  
<http://www.match.ac.uk/themes/project1.aspx>

- User Requirement Guide
- Experience Curve
- Health Economic Evaluator
- Phase0 Tool

Do keep an eye on our website as it is being continually updated.

## *ABHI/MATCH Workshop*

**Tuesday 22nd September 2009**

We are delighted to be running this event in central London with the ABHI. A flyer is attached with full information. For registration please contact

[www.abhi-events.org.uk/match](http://www.abhi-events.org.uk/match)



## *Publications*

Our current publications list is attached. Due to Journal restrictions we are unable to publish direct links. However, if there is a paper you would like to read please contact MATCH and we will arrange for a soft copy to be sent to you.