

# SEHTA / MATCH Workshop

## Health Technology Assessment - Tools & Training

Monday 22nd June 2009, 10:00 – 14:00  
SEHTA, Leatherhead



**MATCH**  
Multidisciplinary Assessment of  
Technology Centre for Healthcare

### Demonstration and Training of the MATCH HTA & Experience Curve Tools

We are delighted to invite you to attend a half day workshop jointly hosted by SEHTA, Health Technologies KTN and MATCH at:

SEHTA, Suite H3, Leatherhead Enterprise Centre, Randalls Road, Leatherhead, KT22 7RY

The event is free to attend but delegates must be pre-registered.

#### Who should attend:

1. SMEs seeking informed product development  
Rapid modelling of HTA Propositions
2. SMEs seeking to differentiate products
3. SMEs: seeking reimbursement for innovative products
4. NHS decision makers

#### Attendees will receive:

1. Case Study / Demonstration – highlighting practical applications
2. A complimentary copy of the HTA ‘Tool’ and training

The workshop will have two sessions called ‘How to demonstrate the full value of your health care innovation to the NHS’ and ‘How to predict device pricing according to sales volume’.

Details on the sessions can be found on the next page. Spaces are limited, so early registration is strongly recommended. To register please email your name, job title, company name, email and telephone details to Claire Ansett at [claire.ansett@sehta.co.uk](mailto:claire.ansett@sehta.co.uk). We hope very much that you will be able to attend.

#### Agenda

- 10.00: Registration & Refreshments  
10.30: Introduction to SEHTA by Dr. David Parry, CEO  
10.40: Introduction to MATCH

#### Session 1: How to demonstrate the full value of your health care innovation to NHS

- 10.50: Health Economics Tool, Presentation, Demonstration and Questions

#### Session 2: How to predict device pricing according to sales volume

- 11.50: Experience Curve Tool presentation, demonstration and questions  
12.45: Lunch & networking  
14.00: Close



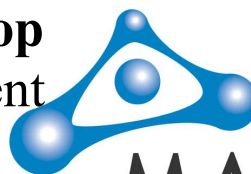
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# MATCH

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## Demonstration and Training of the MATCH HTA & Experience Curve tools

### Session 1: 'How to demonstrate the full value of your health care innovation to the NHS'

Due to demand from the pharmaceutical and medical device sectors utilisation of Health Technology Assessment (HTA) has developed considerably in recent years. The role of HTA and its adoption across stakeholders in the valuation process of new products has rapidly expanded. In order to secure reimbursement of a technology, manufacturers often need to submit strong clinical and cost effectiveness data to demonstrate value for money. In many areas it has formed an essential ingredient/barrier of the procurement process. However the process of undertaking HTA studies can be intensive and expensive.

MATCH has developed a simple tool that can be rapidly deployed in the early stages of the product development lifecycle. This tool is used to guide and inform product positioning, highlight competitive product features and articulate pricing and value in terms of QALYs.

This session will provide basic training on health economics and use of the MATCH tool as well as a chance to get some practical experience using the software.

### Session 2: How to predict device pricing according to sales volume

The MATCH online Experience Curve calculator allows medical device manufacturers to quickly assess the price trends for their products and as a result to make a more informed judgement on how fast the prices for current and future products are likely to change, bringing significant benefits in strategic planning and new product assessment. Medical Device purchasers will also be able to use this web-based tool to track how the prices of the product lines that they purchase are changing with experience and to make informed decisions in price negotiations. By using the calculator, the user will have the option of adding each experience curve to the MATCH database, and by answering some additional questions about the product and the market, will enable the effects of these market and product characteristics to be studied. All submitted case studies will be treated in strict confidence

To give you some background on MATCH, we are a multidisciplinary research programme which involves four UK Universities, a range of industrial partners and stakeholders and funders from the NHS and other public sector organisations. We provide a critical research mass stretching across the UK healthcare technology sector. MATCH supports companies and user communities by creating methods to assess value, from concept through to mature products and by engaging with regulatory bodies at home and abroad. We aim to transform the medical device sector through better decision making, so that companies bring better products to market more quickly and less expensively. MATCH is also influencing policy and providing the NHS with better methods for buying technology. The focus is on making good decisions early in product development. Two major research areas to this end are in effective economic evaluation and in eliciting and articulating user needs. Integrating these methods into effective business strategies is also a key aim. MATCH has recently been awarded a further five years research funding from the Engineering and Physical Sciences Research Council, extending the research until 2013

