A continued challenge for medical device manufacturers throughout Europe is ensuring the appropriate use of new and existing medical technologies. From implanting devices in a precise manner to using surgical tools with the accuracy and care required, educating surgeons, physicians and technicians on the correct use of technologies is essential for not only patient safety, but also in meeting the needs of healthcare professionals whose discerning approach to product selection is ever increasing. At a time when training and educating healthcare professionals is of utmost importance, the industry is also facing challenges caused by increasingly stringent regulatory guidelines and the threat of non-compliant interaction with healthcare professionals. Also putting additional pressure on industry are continued budget constraints and the consistent need to do more training, more education, with less staff and financial resources. Through all of these challenges, the industry continues to prosper, with wise and experienced trainers engaging with every level of the industry through well-planned and executed clinical education programs.

Building upon the success of the past two year’s conference programs, the 3rd Annual European Medical Device Clinical Education Conference will provide trainers, educators and marketers an opportunity to discuss and use hands-on, adult learning simulations in order to understand and recognize solutions to their training challenges. Through case studies providing examples of successful training programs, use of eLearning and remote training, as well as focusing on measuring, reporting and building return on investment, sessions will provide an inside look into leading corporate practices. Workshops and breakout sessions following case study presentations will allow for the audience to delve deeper into the issues presented, and provide an opportunity for small group discussion, debate, and education.

Key topics to be addressed during the program will include methods for overcoming continued budgetary constraints, successful engagement of the HCP to ensure training ‘sticks,’ and the use of technology within the clinical education setting. Attendees, presenters and sponsors will have an opportunity to not only engage with each other throughout the educational component of the program, but will also enjoy the various networking opportunities throughout the two-day event including coffee breaks and both formal and informal luncheons.

DISTINGUISHED PRESENTERS INCLUDE:

- Christian Vincent
  VP Education & Therapy Development
  ST JUDE MEDICAL

- Dominique Devos
  Clinical and Training Advisor & Expert
  EUROPEAN MEDICAL ASSOCIATION & EUROPEAN COMMISSION

- Berit Hamer
  Manager International Cooperation & Media Based Learning Academy
  OTTO BOCK HEALTHCARE

- Heidi Jauch
  Compliance Officer EMEA
  ZIMMER

- Karin Averbeck
  Training Manager International
  OLYMPUS SURGICAL

- Edwin van Veen
  Global Education Manager
  GAMBRO ACUTE BU

- Ammer Ishaque
  European Digital Marketing Manager
  3M

- Stefano Meda
  Education Manager, AF & CRM Customer Programs EMEAC
  ST JUDE MEDICAL

- Edward Fitzgerald
  General Surgery Registrar
  ROYAL MARSDEN HOSPITAL, UK
  Past-President
  ASSOCIATION OF SURGEONS IN TRAINING

- Sophie Acker
  Clinical Marketing, Education Manager
  Europe
  ALIGN TECHNOLOGY

- Dirk Baute
  Clinical Education Specialist WH/MH
  Distributor Markets EMEA
  AMERICAN MEDICAL SYSTEMS

- Trevor Sparkes
  Global Information and Learning Services Manager
  ELEKTA

- Mireille Loos
  European Training Manager
  TERUMO

- Corstiaan Sonneveld
  Senior Manager Medical Education
  AMERICAN MEDICAL SYSTEMS

- Tomasz Anisko
  Former Clinical Education Manager
  COVIDIEN

- Frank Stickel
  Global Training Manager
  MAQUET

- Michael Walther
  Partner
  GIBSON DUNN
GIBSON DUNN
Partner
Michael Walther

Concerns in multinational programs that will be addressed through this session.

are aware of European regulations, developing and executing education vice, and ask for full disclosure of these elements. While clinical trainers give particular attention to fund transfers, services provided to end-us between the industry and their customers, European health authorities are required to comply with member state transparency and disclosure Further to several bribery cases in the device industry, clinical educators

EXECUTION OF EUROPEAN TRAINING PROGRAMS

1:00

12:00

Clinica Sophie Acker
• Identifying which method fits the device and delegates
• Considering the training environment
• Interaction, role-playing and practical exercises

In all clinical education programs, trainers want to ensure participants efficiently retain the content of the course and are familiarized with all aspects of the medical device. To ensure the message of the training will be understood and integrated by health care professionals, clinical educators are continuously exploring new and innovative learning strategies, notably adult learning methods, accelerated learning techniques and problem-based learning. By examining recent trends and powerful teaching methods, clinical trainers will have better insight on which strategy to adopt to achieve successful education.

• Overview of high retention learning strategies
• Interaction, role-playing and practical exercises
• Considering the training environment
• Identifying which method fits the device and delegates

Sophie Acker
Clinical Marketing, Education Manager Europe

TOPIC: OVERCOMING BUDGET CONSTRAINTS IN THE DEVELOPMENT OF EFFICIENT CLINICAL TRAINING

ST JUDE MEDICAL

10:30

OPTIMIZING ATTENDEE SELECTION FOR EUROPEAN CLINICAL TRAINING COURSES

Once the clinical education program is developed and ready to be delivered to professionals, the challenge for device corporations is to ensure a successful attendee registration. Bringing together a group of several trainees with an equivalent level of knowledge and understanding of the device, available to travel and presenting future clientelle opportunities is an ongoing hurdle for clinical training executives who must carefully select candidates and identify the best matches. From developing a global healthcare professional portfolio to identifying sites with potential first, many strategies may enhance attendee selection and recruitment.

• Strategies to outline and target trainee profiles
• Ensuring level of knowledge is adequate
• Considering trainee site and potential
• Centralizing trainee data on a global level

Corstiaan Sonneveld
Senior Manager Medical Education

AMERICAN MEDICAL SYSTEMS

11:15

CLINICAL EDUCATION TRENDS: OPTIMIZING LEARNING METHODS

In all clinical education programs, trainers want to ensure participants efficiently retain the content of the course and are familiarized with all aspects of the medical device. To ensure the message of the training will be understood and integrated by health care professionals, clinical educators are continuously exploring new and innovative learning strategies, notably adult learning methods, accelerated learning techniques and problem-based learning. By examining recent trends and powerful teaching methods, clinical trainers will have better insight on which strategy to adopt to achieve successful education.

• Overview of high retention learning strategies
• Interaction, role-playing and practical exercises
• Considering the training environment
• Identifying which method fits the device and delegates

Sophie Acker

12:00

LUNCHEON FOR ALL SPEAKERS, SPONSORS & ATTENDEES

1:00

ENSURING COMPLIANCE IN THE DEVELOPMENT & EXECUTION OF EUROPEAN TRAINING PROGRAMS

Further to several bribery cases in the device industry, clinical educators are required to comply with member state transparency and disclosure regulations when developing a clinical training program and engaging with healthcare professionals in Europe. In the overall collaboration between the industry and their customers, European health authorities give particular attention to fund transfers, services provided to end-users and commercial approaches for the marketing and sales of the device, and ask for full disclosure of these elements. While clinical trainers are aware of European regulations, developing and executing education programs that meet authorities’ expectations is an ongoing challenge that will be addressed through this session.

• Transparency regulations in European member states
• Concerns in multinational programs
• Lessons learned from non-compliance cases

Michael Walther
Partner

GIBSON DUNN

1:45

WORKSHOP: IMPROVING CLINICAL TRAINING IN EUROPE BY IDENTIFYING NON-COMPLIANCE

THIRD ANNUAL EUROPEAN MEDICAL DEVICE CLINICAL EDUCATION CONFERENCE

1:45

MAQUET

CLINICAL EDUCATION SUCCESS STORIES

In the current global economic setting, device manufacturers are decreasing spending and looking to cut budgets, impacting clinical education teams and programs. As a result, clinical trainers struggle with low funds to develop and execute training programs throughout Europe all while aiming at maintaining high educational value and beneficial courses for healthcare professionals. Understanding how to tackle recession and do more with less without impacting the overall quality of European training is critical in maintaining customer education.

• Proactive financial planning and determining of budget spending
• Identification of unnecessary costs
• Strategies to raise extra funds
• Maintaining clinical training value and integrity

Christian Vincent
VP Education & Therapy Development

ZIMMER

CLINICAL EDUCATION & MARKETING: OPPORTUNITIES AND CONCERNS IN THE OVERLAP BETWEEN TEAMS

With teams being downsized across device corporations, clinical education executives are increasingly required to multitask and not only provide efficient clinical education programs but also take part in marketing operations. While approaching trainees from a marketing and sales perspective can be beneficial, it is also important for device corporations to carefully develop their strategy, focusing primarily on delivering the best training possible and in compliance with local regulations.

• Redefining roles and responsibilities of each team
• Developing compliant strategies for product promotion through training

Tomasz Anisko
Former Clinical Education Manager

COVIDIEN

TRANSFORMING LEARNING IN A GLOBAL ORGANIZATION; SMALL STEPS TO MAKE GIANT LEAPS IN TRAINING EFFICIENCY

Throughout the European medical device industry, challenges encountered by clinical educators are in line with rising learning trends, end-user needs as well as the current economic and political setting in the region. Compiling these challenges and translating them into a coherent and efficient training strategy is key to the elaboration of a successful clinical education program. Addressing these challenges and examining how peers from the industry have overcome them, achieving rewarding results, will provide an out of the box perspective and new ideas to enhance the effectiveness of clinical training.

• Developing eLearning Strategy & Standards for a Global Corporation
• Demonstrating ROI through Service Efficiencies

Trevor Sparkes
Global Information and Learning Services Manager

TIPS AND TRICKS TO ACHIEVE A SUCCESSFUL TRAINING FOR THE END-USER AND THE INDUSTRY

Dominique Devos
Clinical and Training Advisor & Expert

EUROPEAN MEDICAL ASSOCIATION & EUROPEAN COMMISSION

HOW TO IMPLEMENT A TRAINING PLAN IN A MULTICULTURAL ENVIRONMENT

• Differentiation of the needs
• Tools used for global training
• Importance of training data management

Mireille Loos
European Training Manager

TERUMO

CLINICAL EDUCATION CONCEPT FOR NEW ECLS THERAPIES

Frank Stichel
Global Training Manager

MAQUET

5:45 CLOSING REMARKS & DAY ONE CONCLUSION
DAY TWO / TUESDAY, JUNE 11
THIRD ANNUAL EUROPEAN MEDICAL DEVICE CLINICAL EDUCATION CONFERENCE

8:00 REGISTRATION & WELCOME COFFEE

8:30 FROM TRADITIONAL TO E-LEARNING: EFFICIENTLY UPDATING LEARNING TECHNIQUES
To increase safety, efficiency and confidence regarding therapy application and device handling, a solid education and training program needs to be implemented. It is essential for medical device companies to listen to what their customers require, but also to anticipate the development in learning technologies. Finding the right formula for knowledge exchange is crucial. Using a web-based platform that has the ability to develop, review, update, and deliver training modules on-line seems to be the solution for the future, without losing the ‘good old’ way by keeping export options to meet global alignments. A variety of tools allowing efficient learning and practice, simulation based training is in the clinical education spotlight as it offers many opportunities to both the device corporation and the health care professional. Enabling courses through a virtual environment, where learners can interact with each other virtually, may contribute to the development of a unique clinical education program to tailor and adapt over time for different devices and delegates. While this strategy seems time efficient, it also raises concerns in the applicability of a unique strategy to all families of products manufactured by the device corporation.

Ammer Ishaque, European Digital Marketing Manager
GAMBO ACUTO BU

9:15 ELEARNING TRENDS, PLATFORMS & TECHNOLOGY FOR CLINICAL EDUCATION
In this era of rapidly evolving technology, eLearning raises increasing interest from clinical education executives eager to delve into new and innovative learning techniques. While the opportunities with eLearning are numerous, beginning with the decrease in travel and time constraints, clinical trainers are still unsure of how to deliver the training remotely and if eLearning can be applied to all families of devices. This session will outline which eLearning tools and media are most appropriate for the device industry and address strategies to efficiently deliver education without leaving the office.

• Assuring all training can be delivered remotely
• eLearning tools: webinars, social media, computer software, etc.
• Considering self-use applications and m-learning
• Overcoming the lack of face to face interaction
Berit Hamer, Manager International Cooperation & Media Based Learning Academy
OTTO BOCK HEALTHCARE

10:00 COFFEE & NETWORKING BREAK

10:30 WORKSHOP: DELIVERING THE TRAINING REMOTELY - DO’S AND DON’TS TO ENSURE SUCCESS
Through practical exercises led by a knowledgeable peer, participants in this workshop will have the opportunity to understand and experience challenges that delegates face in eLearning education, as well as those of the trainer himself. This interactive session will highlight strategies to develop and successfully deliver e-training all through a number of practical examples as well as role-plays.

Ammer Ishaque, European Digital Marketing Manager
3M

11:15 RECOGNIZING THE BENEFITS OF SIMULATION BASED TRAINING
Among the variety of tools allowing efficient learning and practice, simulation based training is in the clinical education spotlight as it offers many opportunities to both the device corporation and the health care professional. Enabling courses through a virtual environment, where learner’s mistakes are safe, provides confidence to trainees and proves to be a rapid and effective teaching method with high levels of information retention. From exercises and real life case studies to present to delegates in an interactive and visually impactful manner, to the possibility of safe and ongoing customer education. A simulated course, simulation based training proposes numerous advantages that will be outlined in this session.

• Developing or identifying appropriate simulation based tools
• Practical examples, do’s and don’ts
• Safety and insurance concerns
• Incorporating simulation as an extra service to the client
Stefano Meda, Education Manager, AF & CRM Customer Programs
EMEAC
ST JUDE MEDICAL

“Tell me and I will forget
Show me and I may remember
Involve me and I will understand.”
Confucius

12:00 PANEL DISCUSSION: MINIMIZING TIMELINES THROUGH AN ADAPTABLE EDUCATION PROGRAM
In clinical education, an ongoing hurdle for the device industry is to reduce the amount of time between market access and the delivery of training programs. To accelerate the process and ultimately provide training in an efficient and timely manner, clinical education executives are exploring strategies such as the development of a unique clinical education program to tailor and adapt over time for different devices and delegates. While this strategy seems time efficient, it also raises concerns in the applicability of a unique strategy to all families of products manufactured by the device corporation.

• Single training program: limitations and opportunities
• Considerations for global level corporations
• Decreasing timelines in clinical education

Corstiaan Sonneveld, Senior Manager Medical Education
AMERICAN MEDICAL ASSOCIATION

Dominique Devos, Clinical & Training Advisor
EUROPEAN MEDICAL ASSOCIATION

Mireille Loos, European Training Manager
TERUMO

Edwin van Veen, Global Education Manager
GAMBRO ACUTO BU

12:30 LUNCHEON FOR ALL SPEAKERS, SPONSORS & ATTENDEES

1:45 TRAINEE PERSPECTIVE: EXPECTATIONS & COURSE OUTCOMES
Between the trainer and the trainee, perspectives on clinical education programs can greatly differ resulting at times in misunderstandings and frustration for one or both parties. On occasion, healthcare professionals feel uncomfortable with training solicitations that do not match their expertise, when being approached in an intrusive manner or during a course that does not fit their expectations, while the industry attempts to design and develop the most effective and thorough program possible for pre-selected delegates. Bridging the gap between the device corporation and the customer himself will assist in developing rewarding clinical education programs that fit both parties’ expectations and needs.

• Opening discussion between educators and trainees
• Trainee expectations on program components and what it implies
• Choice of the utilization of the device post training
Edward Fitzgerald, General Surgery Registrar
ROYAL MARSDEN HOSPITAL, UK

Past-President
ASSOCIATION OF SURGEONS IN TRAINING

2:30 CONTINUOUS IMPROVEMENT THROUGH ONGOING EDUCATION OF TRAINERS
Teaching and learning methods rapidly expand and new techniques emerge internationally challenging clinical trainers to remain abreast of innovation and select the most appropriate way to teach their customers. In this ever evolving setting, it is important for educators to continue to receive training themselves, to ensure teaching methods are refreshed, updated and in line with new and effective trends. Through the examination of relevant improvement in teaching techniques and the overall frequency and format for internal training of educators, clinical trainers will ensure their learning methods answer the needs of today’s healthcare professionals.

• Keeping up to date with new and innovative teaching methods
• Refreshing customer approach and communication skills
• Role-play courses internal to the organization
• Sharing global knowledge and perspectives internally
Karin Averbeck, Training Manager International
OLYMPUS SURGICAL

3:15 CASE STUDY: MANAGING AN EFFECTIVE CLINICAL EDUCATION PROGRAM IN THE EMEA DISTRIBUTOR MARKET
In the current clinical education setting, trainers have a dual role: on one hand they provide product training, on the other hand management of professional relationships between manufacturer and distributor partner. To ensure training programs are well developed for the education of distributors, clinical trainers must adapt programs to the local economic and reimbursement setting all while managing cultural and language differences. This practical case study will shed light on a device corporation’s specific strategy to achieve successful distributor education.

• Adapt to educational differences involving culture & language barriers
• Importance of clinical education and its impact on the distributor partner
• Identify the lack of (product) knowledge and remedy with extra training and support

Dirk Baute, Clinical Education Specialist WH/MH Distributor Markets
AMEX

AMERICAN MEDICAL SYSTEMS

4:00 CLOSING REMARKS & CONFERENCE CONCLUSION

500 N. DEARBORN STREET, SUITE 500 CHICAGO, IL 60654 (P) 312.822.8100 (F) 312.602.3834 www.q1productions.com
WHO SHOULD ATTEND:
With hundreds of years of combined training and educational experience, the 3rd Annual European Medical Device Clinical Education conference will be the must-attend event of the year for executives responsible for educating customers in the healthcare setting. A wide variety of job titles from all types of medical device companies will apply to this particular meeting, although those with the following job titles will likely find the program content and educational opportunities at this event a good match:

VPs, Directors and Managers of:
- Clinical Training & Education
- Surgical Training & Education
- Customer Training & Marketing
- Product Training Specialists

SPONSORSHIP OPPORTUNITIES:
At this time, there are a variety of sponsorship and exhibition opportunities available for companies wishing to increase their visibility and participation in the program, ranging from keynote speaking opportunities through to exhibitor and documentation sponsors. Organizations most suitable for this type of exposure provide services and solutions including:

- Education & Training Consultants
- Simulation Training Corporations
- Mobile & eLearning Specialists
- Training & Educational Centers
- Legal & Compliance Firms

KEY SPEAKER HIGHLIGHT:
Christian Vincent
VP Education & Therapy Development
ST JUDE MEDICAL

After 18 years in the Pharmaceutical Industry, I moved to the Medical Device World. Guidant and St Jude Medical offered me a 10-year experience in interacting with International Customers. What I learned: “This world is changing so rapidly that every day is reinventing the offer you have for the Medical community, products and services.” Today I’m the leader in Education and Therapy Development in the EMEA Region, dealing with more than 20 different countries.

CO-LOCATED Q1 EVENT:
3rd EU Medical Device Sales Training

Please contact Q1 for more information!

Q1 PRODUCTIONS
500 N. Dearborn, Suite 500 Chicago, IL 60654
Phone: 312.822.8100  |  Fax: 312.602.3834

PREVIOUS ATTENDEES INCLUDE:
Head of Training & Education, Astra Tech AB
Training & Education Coordinator, Astra Tech AB
International Clin. Education Specialist, Atos Medical AB
European Marketing & Education Manager, Bard Limited
EU Support & Training Hub Manager, BD Biosciences
Mr Busin. & Mkting for Training & Education, BioMerieux
Training & Education Project Manager, BioMerieux
Professional Education Service Specialist, Biomet
Global Training Manager, Biosensors Europe
CRM Education & Training Mr UK/IRE, Boston Scientific
Head of Clinical Education, Carl Zeiss Limited
Head of Medical Marketing, Coloplast A/S
Product Training Manager Europe, Cook Medical
Director, PACE Vascular Therapy, EMEA, Coviden
Training Director Vascular Therapies, EMEA, Coviden
Director, Global Surgical Education, CR Bard
Technical Product Specialist, Cyberonics Europe
CE Manager, Dentsply Maillefer
Training & Education Development Manager, Elekta
Senior Technical Field Specialist Europe, ev3
Meeting & Education Centre Manager, GC Europe N.V.
Medical Training Specialist, Hansen Medical
Global Training Manager, HeartWare International Inc.
Head of Medical Education, Heraeus Medical GmbH
Medical Trainer, Heraeus Medical GmbH
Global Senior Education Manager, Institut Straumann
Professional Education Manager, Johnson & Johnson
Strategic Development Manager, Johnson & Johnson
Director of EU Surgical Institute, Johnson & Johnson
Director Training & Education Marketing EU, Karl Storz
PC Navigation/Marketing Mr Simulation, Karl Storz
Clinical Training Manager Europe, Merit Medical
Mr Technical Support, Clinical Prod., Miltenyi Biotec
Global Training Manager, Molnycke Healthcare
Head Global Training & Education, Nobel Biocare
Manager, Global E-Learning, Nobel Biocare
Group Leader, Olympus Europa Holding
General Manager, Olympus Europa Holding
Technical App., Systems Integration, Olympus Medical UK
Manager Service Training, Olympus Surgical Technologies
Sr Product Marketing Mr Education, Philips Healthcare
Clinical Marketing and Education, Philips Healthcare
eLearning Manager, Phonak AG
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Manager Product Training/Coaching, Richard Wolf
System Specialist Support & Training, Roche Diagnostics
Technology & Training Manager, Sensimed
Global Professional Education Mr, Sorin Biomedica Cardio
Senior Clinical Education Manager, St. Jude Medical
Clinical Education Manager, St. Jude Medical
Head Training, Education & Scientific Affairs, Straumann
Education Manager, Straumann
Director of Education Europe, Stryker
Education Manager Europe, Stryker UK
Medical Technician, superDimension
VP of Zimmer Institute, EMEA, Zimmer
As. Director of Zimmer Institute, EMEA, Zimmer

… AND MANY MORE!