What is the value of innovation in less invasive procedures to patients and healthcare systems? – THE IMPORTANCE OF CLINICAL ADVOCACY
Potential conflicts of interest

Speaker's name: MILES AYLING

☐ I do not have any potential conflict of interest

✓ I have the following potential conflicts of interest to report:

   Edwards Lifesciences
How does a payor value innovation?

- Balance cost against improved outcomes and patient experience
- Health Technology Assessments – NICE
- QALYs
- Actuarial or health economic assessment
- Premium for reduction in utility elsewhere
Why are high cost devices being overlooked?

- Often seen as non essential by bureaucrats, a nice to have, part of the problem not the solution
- Affordability and cost-effectiveness are different things
- Risk that NICE could be undermined
- Race to the bottom would be bad for patients, clinicians and the economy
- £130bn - they’re swimming in cash, they just need to refocus
- Finance dominates all, even patient outcomes – industry now champion
- Can no longer rely on a positive HTA or MTB alone

......so what can you do?
Re-setting the balance

☞ Don’t underestimate the influence of clinicians, even in the most financially distressed systems,

☞ Learn to speak the right language

☞ Act collectively as clinicians – VTE

☞ Act collaboratively with Industry – NSTEMI

☞ Work with the charitable sector – Cancer Drugs Fund

☞ Help develop and promote better real world evidence – NOACs
**Six take-away messages**

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<td>1</td>
<td>Decision making should be clinically led, but that will only happen if you make it happen</td>
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<td>Don’t underestimate the difficulty in doing this, or your influence with decision makers, the public, the media and politicians</td>
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<td>It won’t happen overnight, but you must act collectively</td>
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<td>It will require action top down and bottom up</td>
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<td>Data, real world evidence, healthcare economics and actuarial data will become more and more important</td>
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<td>Be open to new collaborations</td>
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