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Product Manager, Merck Group

SMi presents its 11th annual event

Point of Care

Driving forward quality and maximising efficiency of future personalised healthcare

Holiday Inn Regents Park Hotel, London, UK

27 - 28
OCT
2014

**10 YEARS
OF SUCCESS**

KEY SPEAKERS:

- **Professor Richard Luxton**, Director, **Institute of Bio-Sensing Technology**
- **Tim Woods**, Manager & Deputy Director, **UK NEQAS for Blood Coagulation**
- **Ben Courtney**, Accreditation Manager, **United Kingdom Accreditation Service**
- **Henne van Heeren**, Founding Member, **Microfluidics Consortium**
- **Dr Tomi Jukkola**, Patent Examiner, **PRH – Finnish Patent Office**
- **Nick Kirk**, President, **Institute of Biomedical Science**
- **David Wells**, General Manager, **Viapath**
- **Dr Gearoid Tuohy**, Director, Technology Transfer & Commercialisation, **Royal College of Surgeons in Ireland**
- **Dr Paul Collinson**, Consultant Chemical Pathologist, **St George's Healthcare NHS Trust**

EVENT HIGHLIGHTS:

- Discuss the market opportunities of PoCT
- Evaluate quality control and enhance quality standards featuring UK NEQAS and UKAS
- Exclusive case study presentation on implementing PoCT
- How to deliver a quality programme for PoCT to improve service efficiency
- Gain insight into the future of Point of Care

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Point of Care 2014

Day One | Monday 27th October 2014

8.30 Registration & Coffee

9.00 Chairman's Opening Remarks
David Huckle, Chief Executive, Adams Business Associates

UPDATE ON QUALITY CONTROL

KEYNOTE ADDRESS

9.10 Points of Care in EQA

- Exploring the requirements and benefits of External Quality Assurance (EQA) Programmes
- What are the positives and negatives of quality assurance?
- Where next? The way forward for EQA of laboratory medicine and Point of Care Testing services

Tim Woods, Manager and Deputy Director, UK NEQAS for Blood Coagulation

9.50 Implementation Challenges for PoCT

- Technology and Business Development Context
- User Segment and Adoption Factors
- Applications and Important Messages
- Market Dynamics for Future PoCT Business Development
- New Trends Impact – Companion Diagnostics, Non-Invasive testing and Molecular Diagnostics

David Huckle, Chief Executive, Adams Business Associates

10.30 Morning Coffee

INTEROPERABILITY OF TECHNOLOGY AND DATA MANAGEMENT

11.00 Examining the Technology Pathways for IP Protection

- Analysing the legal impact
- Evaluating the medical impact
- What are the barriers of adoption from research stage to commercial product

Professor Richard Luxton, Director, Institute of Bio-Sensing Technology

11.40 Challenges in the Transfer of Point of Care Technology from Lab to Market

- Discovery – matching the marker to clinical relevance
- Validation – how do we know it works?
- Discussing regulation and its impact on point-of-care technology
- Strategies to protect IP and marketplace leverage

Dr Gearoid Tuohy, Director, Technology Transfer & Commercialisation, Royal College of Surgeons in Ireland

12.20 Networking Lunch

1.20 Patenting PoCs – Challenges and Opportunities

- Overcoming obstacles in materials
- Microfluidic PoC technologies and mobile applications
- Exploring the patentability of medical devices under Article 53 of the European Patent Convention
- Patentability of detection molecules such as antibodies

Dr Tomi Jukkola, Patent Examiner, PRH – Finnish Patent Office

2.00 Towards True Point of Care of Infectious Diseases in View of Emerging Antibiotic Resistance

- Lessons learnt from medical microbiology and the central lab
 - Importance of hitting the right targets
 - Realising sample to answer systems with integrated preanalytics and detection
 - Opportunities for precision medicine in antibiotic therapy
- Dr Till Bachmann, Reader in Pathway Medicine in Infectious Diseases, University of Edinburgh

2.40 Afternoon Tea

3.10 Implementing Effective PoCT Services Strategically

- What are the challenges to service delivery?
- PoCT and its crucial role in the future of healthcare
- PoCT team – the story of our success
- What needs to be done going forward

David Wells, General Manager, Viapath

3.50 Point of Care Genetic Testing for Personalisation of Drug Treatment

- The latest advances in molecular methods applied to PoC testing to guide drug prescribing
- Level of evidence needed to rationalise genotype guided drug selection and dosing
- Direct-to-consumer products to empower patients
- Applications of PoC in resource-limited settings

Ana Alfirevic, Senior Lecturer, University of Liverpool

4.30 Chairman's Closing Remarks and Close of Day One

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8.30 Registration & Coffee

9.00 Chairman's Opening Remarks
David Huckle, Chief Executive, Adams Business Associates

OPPORTUNITIES WITHIN PoCT

KEYNOTE ADDRESS

9.10 Recent Advances in Sensors for mHealthcare

- Principles of mHealthcare
 - Optical and acoustic sensors
 - Smartphone readers
 - Implications of the technology
- Professor Chris Lowe, Professor of Biotechnology, University of Cambridge

9.50 Opportunities in the Point-of-Care Testing (PoCT) Market

- Assessment of the PoCT market and identifying growth segments
 - Key market trends in PoCT
 - Evaluating the competitive landscape
- Ranjith Gopinathan, Program Manager, Frost & Sullivan

10.30 Morning Coffee

11.00 Using PoCT to Address Societal Challenges

- Moving towards a new diagnostic ecosystem
 - What's on the horizon
 - Encouraging the adoption of point-of-care
 - Assessing the impact of PoCT
- Penny Wilson, Innovation Platform Leader – Stratified Medicine, Health and Care team, Technology Strategy Board

11.40 Developing Diagnostic Instrumentation for Better Care

- The role of human factors engineering
 - The importance of linking testing to clinical actions / companion diagnostics
 - Building in connectivity, what do we do with the result?
 - Is diagnostic instrumentation only applicable in the developed world?
- John Pritchard, Commercial Director Diagnostics and Life Sciences, Cambridge Consultants

12.20 Networking Lunch

ENHANCING QUALITY IN PoCT

1.20 The Future of PoCT Accreditation

- Transition from CPA Standards to ISO Standards
 - What is ISO 22870:2006?
 - UKAS assessments and what assessors look for
 - Being accredited by UKAS
- Ben Courtney, Accreditation Manager, United Kingdom Accreditation Service

2.00 The Challenges of Implementing Quality Standards for PoCT

- Do we fully understand the regulatory framework or standards that we are supposed to work to?
 - What are the implications of the current revision of ISO standards
 - How can the standards be applied to all service users, not just NHS patients?
 - How can we deliver the quality agenda for PoCT both now and in the future
- Nick Kirk, President, Institute of Biomedical Science

2.40 Afternoon Tea

THE FUTURE OF PoCT

3.10 Trends and Technologies in Microfluidics for Health

- What is microfluidics and where is it used for?
 - Which microfluidic diagnostics platform will win the race to the market?
 - Will 'design for manufacturing' decrease the time to market?
 - Examples of innovative technologies and products
- Henne van Heeren, Founding Member, Microfluidics Consortium

3.50 The Future of PoCT - Clinical Needs and User Requirements

- Shift to community based chronic disease management
 - Technology improvements with lab equivalent PoCT
 - Need for joined up care with integration of results to the personal shared electronic patient record
 - Patient involvement with self care
- Professor Paul Collinson, Consultant Chemical Pathologist and Professor of Cardiovascular Biomarkers, St George's Hospital and Medical School

4.30 Chairman's Closing Remarks and Close of Day Two

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POINT OF CARE

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