



Device & Diagnostic Clinical Training & Education Conference

Berlin, Germany
June 6-7, 2011

The Meliá Berlin

Maximizing Product Training and Education in the European Medical Device and Diagnostic Space through Engaging Healthcare Professionals and Examining Successful Learning Methodologies

Conference Sponsor



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Conference Overview:

The challenges that medical device and diagnostic companies face in training and educating physicians and healthcare professionals on their products are extremely unique. Clinical trainers take on the difficult role of educating physicians and healthcare professionals on specific scientific, clinical, technical and procedural information surrounding a device or diagnostic technology. Given the great difficulty in engaging healthcare professionals on state of the art technologies, this conference will explore forward thinking methodologies for maximizing your clinical training and education platform. Leading organizations will highlight best practices as they engage and educate physicians and healthcare professionals on new and existing technologies.



Through insightful presentations, in-depth unconference style breakout discussions and real-time case studies, this meeting will take a comprehensive look into forward thinking training methods for physicians and healthcare professionals. Whether you are training on existing products or new state of the art technologies, the development of an education platform to include eLearning, mobile learning, simulation technologies, interactive learning tools, as well as cost-effective methods for training cross-country will be discussed. In addition, thought leaders and keynote speakers will address the concern of compliance and regulation issues, creating a team building approach in light of mergers and acquisitions, as well as effective communication skills.

Overall, this conference will provide attendees with a platform to discuss their pressing challenges as related to the training and education of physicians and healthcare professionals on clinical and procedural knowledge for medical device and diagnostic products. Participants will be nearly all from industry, allowing a free exchange of information and an ideal opportunity for sponsor companies that wish to enhance their market visibility. As the only consultative or solution providing attendees will be those sponsoring the program, the return on investment for this, as with all Q1 programs will be high.

Distinguished Presenters Include:

Dominique M. Devos, MD, PhD
*Director, Clinical Affairs Europe,
Peripheral Vascular*
Covidien

Dr. Katherine Lukaszewski
Education Manager Europe
Stryker

Sandrine Bazile
*Director Institute for
Therapy Advancement*
Boston Scientific

Giulia Stefani
*Director Training and Education
Cardiovascular, Europe*
Medtronic

Dick H. S. Vos
Training and Education Manager
St. Jude Medical

Dirk Ghadamgahi, MD
*Head of Medical
Education EMEA*
Johnson & Johnson

Nathalie Freysz
*Director of Professional
Education, EMEA*
**Edwards
Lifesciences**

Jurgen Van Roosbroeck
*Global Manager of Training
and Education*
Stryker

Philippe Potty
*Training and Education Manager
Neuromodulation Europe and
Central Asia*
Medtronic

Dr. Christian Popp
*Sales Training Director
Vascular Therapies,
EMEA*
Covidien

Wolfgang Werner
*Vice President of
QM, RA, and
Operations*
NovaShunt AG

Stefan Stickroth
*Clinical Support and Training
Manager Europe*
Abiomed

Mireille Loos
*European Training
Manager*
Terumo

Monday, June 6th Conference Sessions

9:00 Conference Registration & Continental Breakfast

9:55 Chairperson's Opening Remarks & Conference Welcome

10:00 Engaging Healthcare Professionals through On-Site Experiential Learning

While many of the learning technologies available today are useful in helping engage healthcare professionals, a majority of trainers and educators believe the best way for physicians to fully grasp a product is through on-site training. Training a healthcare professional face to face is most beneficial because it offers live hands-on surgery experience. Focusing on this method of experiential learning, product educators will discuss the many advantages of on-site training and understand its value and overall effectiveness in engaging HCP's.

- Engaging HCP's during live surgery so that material is retained
- Experiential learning vs. Classroom learning
- Examining multiple advantages of on-site learning

Dominique M. Devos, MD, PhD

Director, Clinical Affairs Europe, Peripheral Vascular

Covidien

10:45 Leading and Developing a Product Training Program from the Ground Up

A sound clinical training program is critical in providing premier customer support and maintaining a competitive advantage in today's ever changing medtech marketplace. It is vital for training professionals to regularly re-evaluate product training programs and if necessary, redesign from the ground-up to successfully diagnose problems, recognize opportunities, and adapt to technology as needed. Regardless of company size, training professionals face a daunting challenge in leading change and re-designing training practices for their clientele.

- Applying past best practices and experiences into new training models
- Learning from both start-up and corporate training practices
- Implementing eLearning and mLearning opportunities into training models

Mireille Loos

European Training Manager

Terumo

11:30 Accelerated Learning — Changing the Face of Surgeon Education?

In a world where results are needed faster, where training time can be limited and where learners are getting more demanding, training professionals need to become more creative in how to maximize the learning experience. This session looks at Accelerated Learning, attempting to demystify the concept and offer some solid hints and tips that can be applied across diverse organizations and into the clinical arena. We will explore how Accelerated Learning is already having an impact on an existing clinical programs and how it may change the face of surgeon education in the future.

Dr. Katherine Lukaszewski

Education Manager Europe

Stryker

12:15 Luncheon for all Attendees, Speakers & Sponsors

1:30 Introducing Learning Management Systems through eLearning and Web 2.0 Applications

The advancement of eLearning through web 2.0 applications offers forward thinking learning solutions, and plays a key role in guaranteeing consistency within training. By incorporating the use of social networks, webinars, podcasts, videos, etc. into clinical training, medtech companies are able to use eLearning to their full advantage. Through discussion of numerous topics ranging from the simple formation of learning management systems (LMS) to the many benefits eLearning through web 2.0 applications can offer your company, insight will be gained on how to incorporate new technologies into traditional clinical training methods.

- Creating a learning management system (LMS) from the ground-up
- Ensuring consistency in training through web 2.0 applications
- Assessing the overall value of eLearning

Philippe Potty

Training and Education Manager Europe and Central Asia

Medtronic

2:15 Utilizing Simulation Based Training to Enhance Education and Maximize Cost Savings

The medtech industry understands the insurance and safety considerations of conducting live surgery for training. Through the use of medical simulation based tools, medtech companies are able to educate physicians and healthcare professionals quickly and efficiently without these risks. Simulation based tools can offer an unlimited amount of practice, ultimately increasing the knowledge of the end-user and the safety of the patient. Focusing on the educational possibilities and cost savings that simulation based tools provide is paramount, and will be discussed in-depth through a real-time case study.

- Oversight into the overall relevance and value of clinical simulation tools
- Best practices in product simulation training
- Live presentation of medical simulation

Dick H. S. Vos

Training and Education Manager

St. Jude Medical

3:00 Maintaining High Value Education Programs in a Dynamic Environment

In today's medical device industry, the environment is changing quickly which triggers many challenges with regards to education programs. Fast adaptation is now a must if medtech companies want to maintain high value education programs for their customers. This session will look at the challenges the industry faces today, as well as the considerations and solutions that will help maintain highly attractive programs leading to higher customer impact.

- How to differentiate training programs in a competitive environment
- Maintaining attractive programs in a dynamic environment
- Adapting training needs with new therapy and technology advances

Sandrine Bazile

Director Institute for Therapy Advancement

Boston Scientific

3:45 Coffee & Networking Break

4:15 Unconference Breakout Sessions

Breakout sessions will be conducted in an unconference format. Conference attendees will identify topics they wish to discuss further in smaller groups. From there, conference facilitators will take volunteer moderators from the audience to lead each discussion. Through the unconference format, all attendees, speakers and sponsors are encouraged to become active participants allowing for better exchange of ideas, peer-to-peer learning, and open discussion.

5:00 Panel Discussion: Staying Up-To-Date on Advancements in Clinical Training Technologies

One of the top challenges that educators face in the medtech industry is keeping up with the constant change of clinical training technology. Through advancements in eLearning, mLearning, simulation training, etc. clinical training has been introduced to a wide variety of innovative training tools. By implementing new training technologies into your company's training platform, the knowledge and understanding of your products will continue to grow and remain successful. This round-table panel discussion will outline the challenges accompanied with new technology pursuits, as well as provide solutions to staying up-to-date on the advancements of clinical training methods.

- Review of up-coming clinical training technologies
- Incorporating new technologies with traditional class room methods
- Discussion of real time example and success stories

Moderator:

Giulia Stefani

Director Training and Education Cardiovascular, Europe, Medtronic

Panelists:

Jurgen Van Roosbroeck

Global Manager of Training and Education, Stryker

Dick H. S. Vos

Training and Education Manager, St. Jude Medical

5:45 Day One Conference Conclusion

Tuesday, June 7th Conference Sessions

7:30 Registration & Continental Breakfast

7:55 Chairperson's Opening Remarks

8:00 Creating a Cross Functional Team Building Approach in Light of Mergers and Acquisitions

Often M&A transactions result in combining various training teams from different companies with diverse cultures and different training practices. These mergers present a significant opportunity for the collaboration of clinical training and education best practices. As mergers and acquisitions continue to shape the landscape and change the dynamic of medical device and diagnostic industries it is vital for clinical training teams to reevaluate their education practices.

- Integrating a training staff into a new system and culture
- Implementing additional product lines into clinical training
- Collaboration of training and development systems

Dr. Dirk Ghadamgahi

Head of Medical Education EMEA

Johnson & Johnson

8:45 Adapting Training Methods to Meet the Needs of a Specific Audience

In the medtech industry there are many different end-users that clinical trainers educate products on. Depending on the products and size of the company, often clinical trainers are responsible for educating patients and caregivers in addition to physicians and healthcare professionals. Along with training many types of end-users, comes the challenge of adapting training methods to meet the needs of a specified audience. By focusing on the success of a medtech company, we will take a closer look at the modifications and specific methods of learning techniques used to meet the needs of a variety of end-users.

- Utilization of learning techniques to insure long term product knowledge
- Adapting training methods to meet the needs of the end-user
- Discussion from leader in medtech industry

Stefan Stickroth

Clinical Support and Training Manager Europe

Abiomed

9:30 Coffee & Networking Break

10:00 Establishing Good Clinical Practice: Bridging the Gap between Clinical Training and Sales Education

Within the medtech industry, many trainers find themselves in multiple roles, responsible for customer training as well as sales clinical education. These roles go hand in hand, each sharing parallel challenges related to educating healthcare professionals on the particulars of a medical technology. Through the development of a sound clinical training platform, medtech companies can execute a product learning format that can be applied to both clinical and sales education resulting in cost savings, efficiency and good clinical practice.

- Establishing cross over content and materials
- Overview of technologies that can be used for clinical and sales education
- Educating sales reps to become a valuable clinical resource for physicians

Dr. Christian Popp

Sales Training Director Vascular Therapies, EMEA

Covidien

10:45 Successfully Executing a Multicultural Pan-European Clinical Training Program

With the continued growth of medtech companies across the EU, clinical trainers are now faced with implementing multilingual, educational platforms with different training modules and formats. Rapid globalization within the medtech industry now requires clinical training professionals to manage multinational teams and programs, resulting in a unique set of educational challenges across Europe. Through an in-depth case study analysis we will discuss a comprehensive strategy to ensure quality and consistent clinical education programs, regardless of the location.

- Executing a consistent clinical training strategy throughout Europe
- Considerations of different cultural environments
- Metric system to measure success and quality of the local training
- Training end-users who speak different languages

Nathalie Freysz

Director of Professional Education, EMEA

Edwards Lifesciences

11:30 Unconference Breakout Sessions

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12:15 Luncheon for all Attendees, Speakers & Sponsors

1:30 Gaining Ethical Committee Approval: Examining the Latest Legislation Surrounding Compliance and Regulation

Throughout the EU, medical devices must go through numerous clinical trials in order to be approved and deemed legitimate for healthcare use. One major challenge for educators in the medtech industry is gaining approval from ethics committees on the safety and efficacy of a product. Ethics committee approvals can cause major compliance and patient privacy issues for technologies that are being used during clinical trials. By maintaining the standards set forth by ethics committees throughout the EU, we will hear a real time case study presented by a medtech company that has successfully remained compliant.

- Understanding the trainers role and involvement during ethical committee approvals
- Maintaining standards set forth by ethical committees
- Thorough knowledge to insure that clinical trial is legitimate

Wolfgang Werner

Vice President of QM, RA, and Operations

NovaShunt AG

2:15 Measuring Information Retention: Best Practices to Ensure Success During Clinical Training

One of the biggest challenges for educators in the medtech industry is measuring how effective their training methods are in relation to their end-users overall retention of information. By measuring the end-users knowledge of the product post training, educators can grasp what methods work best to educate healthcare professionals on new technologies. Through discussion, we will unveil forward thinking training methods that ensures retention and long term knowledge of a product to healthcare professionals.

- Understanding what training methods work best to reach HCP's
- How to gauge product retention post clinical training
- Delivering long term knowledge of medical products

Jurgen Van Roosbroeck

Global Manager of Training and Education

Stryker

3:00 Closing Remarks & Conference Conclusion

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Q1 Productions Launches Life Science Training Website

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In a continuous effort to connect presenters and attendees from our Device and Diagnostic Clinical and Sales Training Conference programs, Q1 Productions is pleased to announce the launch a new social media website specific to sales & clinical trainers in the Life Science Industry:
www.lifesciencetraining.ning.com

This website is designed as an open forum for medical device, diagnostic, and pharmaceutical professionals to exchange thoughts and ideas on the latest sales & clinical trends.

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