



ANNUAL BUSINESS DAY

4TH APRIL 2019



Celebrating

30
YEARS

WELCOME!

30 YEARS!

PMA
PMI

Thank
you for
your
TIME

members
&
Presidents
past + present

change → next **30**

↳ MC. Ivan Yates



THANKS
to our
SPONSORS

Get your
PASSPORT
signed
by exhibitors



@PharmaMgrsInst
#ThePMI19

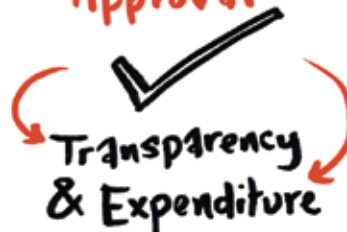
Health
Demands

∞
INFINITE

Resources



Role of
GOV.
in
Approval



TRENDS IN COMMUNITY PHARMA ACROSS EUROPE AND THE US.

↳ Darragh O'Loughlin
Secretary General IPU x 1989

Community Pharmacy in every town in Ireland } Public loves us and wants MORE!

SCOTLAND

Minor Ailment Prescription ✓

Laggard Ireland

HSE
Can't get over the LINE

Australia

Quality USE of medicines

Q: Biosimilars? Potential for savings is great. At Initiation of Therapy



Canada

Changing Dosages } Pharmacist monitors & Tests
via CARE PLAN } Provided by doc
↳ Ordering Lab tests } Lower price Better Quality ✓



- blood
- glucose
- hypertension
- etc. } huge amounts of DATA

an e-Health Record

Sharing of Information } An INVESTMENT in the future

Pharmacogenomics



Genes Testing to establish reactions to PHARMA

Change requires Advocacy

we can make a BIG Difference!

! Notifications to Adverse Reactions

FINDING BETTER AND MORE RELIABLE OUTCOMES FOR RARE DISEASES

↳ PROF Orla Hardiman
Consultant Neurologist
Beaumont Hospital
& Clinical Lead Neurology HSE

Rare Diseases 40% Neurological
e.g. Motorneurone disease

Advocacy
may determine which diseases are studied...

Hospitals: a disaster

€ **Therapy**
The Balance

less than 1 in 10K...
difficult to **Measure** and **Trial**

Information very difficult & expensive to gather

Small numbers of sufferers
OUTCOMES?

CHANGE management & programme that works...

NCPE **Transparency?**

A Need for: **Population-based Data sets**

overcoming CYNICISM

EVIDENCE Based Prescriptions

20m **THIS WAY Sláintecare**
COST Effectivity
Public or Private

Fairest evaluation: **Data Driven Outcomes**

The Right: Drug Dose Patient Time

Patients and Carers Complete Questionnaires

Barriers
- Reimbursement System
- Models used for analysis
- Transparency

Precision MEDICINE



Ireland as Ideal LAB for testing new Drugs
- Small but Well-Connected Country



RARE Disease Plan? NO NATIONAL STRATEGY...

PATIENT ACCESS TO SERVICES FOR RARE DISEASE

↳ Vicky Mc Grath
CEO Rare Diseases Ireland

31 years this year



- handfull
- scattered
- diagnosis issues
- scarce information
- ACCESS to help

300K Individuals with RARE DISEASES in Ireland

1 in 2000 diseases are RARE

70-80% Genetic in Origin



MAJOR impact on Life Expectancy



Where's the DATA?
v. difficult to gather

Q:GDPR?
Aaargh! patients just want PROGRESS

BREXIT
clinical care...
↳ cross-border directive...



RARE DISEASES DAY

Last DAY in February

28 29

office

flexible workplaces?

PLAN

Evidence based approach

- screening
- diagnosis
- treatment
- care

CARERS

2-6 hours per day managing disease

Greater Burden on WOMEN...

Multiple PROVIDERS

HOME CARE!

RETHINKING our approach to CARE

Accessing EU Expertise

not many VOTES

mental health Impact

SOCIETY

INFLUENCING POSITIVE PATIENT BEHAVIOUR

↳ Ian Ray & Joe Marshall
This is Pegasus

SMALL TALK SAVES LIVES

Small Direct Interventions



Behaviour { Capability
Opportunity
Motivation

saying something is better than nothing

Hey there!

Interruption

NOISY ENVIRONMENT

? How to recognise signs of distress



For every 1 Completion
6 people saved by Intervention

HUGE reach & major INCREASE in interventions

> FOCUS on insight

> staying with



Samaritans ✓ flexible with MESSAGING → Alignment

Q: Drug Adherence?
one-to-one most effective for communication

Welcome Back!

Community Pharmacies
↳ A NEW FRONTLINE



HSE BLACK Box:
WHO DECIDES?

KEY SPONSOR: **hmr**
HEALTH MARKET RESEARCH

10 years!
Market Knowledge & Insights

↳ Filipe Infante
Country Manager
Ireland

Invaluable & Unique Research Strategies



TRANSACTIONAL DATA

SELL OUT



Timely & Comprehensive



Digital Disruption and Transformation

↳ Prof Martin Curley
Director Digital Academy
& Open Innovation HSE

“dogmas for the quiet past inadequate for the stormy present.”



If you're part of the CHANGE you'll be fine otherwise you're GONE



Blockchain

Genomics

Robotics

!!!!!!! Sears JC Penney etc.



Digitise or DIE BIG BANG



Shared PURPOSE VISION | VALUES



Stay Left Shift Left

Business Value Index } to ASSESS & EVALUATE potential solutions

Diabetic Foot Ulcers



Bluedrop AVOIDING Foot Amputation through Careful monitoring



WHERE WILL PHYSICIANS BE WHEN HEALTHCARE IS TRANSFORMED?

↳ JACK COCHRAN, MD



? How do you get Doctors to...

- have awareness of costs
- be NICER to Staff!



Very variable dependent on location, race service

Medical Error
 *3 Cause of Death
 *2 Financial Burden..



teacher in the negative



ToDD'S TONSILLECTOMY

Healthcare Change in Ireland
 ↳ Comprehensive
 ↳ Ambitious

6 Challenges

- care processes → best evidence
- I.T.
- Knowledge / skills
- Teams
- Conditions



clear agreed-upon mission
 Clear enough to AGREE or DISAGREE with

#1 for trusted healthcare ADVICE

HEALER
LEADER
PARTNER

A position of Influence
 but



Complexity of PATIENTS
 many many Cardiologists
 VISITS PRESCRIPTIONS

Understand the End-to-End Care Process
 Show how your SOLUTION takes away 4 or 5 Steps

JOURNEY TO THE SUMMIT

↳ Frankie Sheahan
 Founder & Global CEO
 Pendulum Summit

Pendulum SUMMIT
 6 years, 600
 ↳ 7,000
 Attendees!
 Ripple Effect

CORK → Sports

Q: American Football vs Rugby
 DROP TACKLE?
 '96 Contract w/ MUNSTER

Declan Kidney

Piecing together the JIGSAW of the team old & young

Edison Lightbulb
 A 2000 step PROCESS

Only Positives getting in-
 Guarding the Gate into your HEAD

Q: Real Drivers?
 Family

MOMENTUM
 ↳ take advantage

Munster Welcome

BREXIT

Q: Best/worst Advice?
 ↑↑↑

Investment of TIME

RAISING THE BAR
INFRASTRUCTURE

FRONT ROW

Empowerment
 Speakers
 Leadership

Pendulum
 Self-Empowerment
 Authenticity
 Leadership
 Innovation

Hanging up the Jersey in your 30's

WHAT'S NEXT?

2008 Learning
 ↳ Humility
 ↳ Reset of Values

Still Learning
 Chicken Soup SOUL FLAVOUR

- Storytellers
 - Business Coaches

Future
 - leadership programme
 - speakers bureau

~~Excuses
 Blame
 Denial~~

Q: Ireland
 ↳ Punching above our weight



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