



Stephen McMahon,
CEO, Irish Patients
Association

Mr Stephen McMahon is Chairman and co-founder of the Irish Patients Association (IPA), and is a voice for patients in Ireland. The IPA works alongside many healthcare organisations and educational centres in Ireland, ensuring that the patient remains at the very centre of healthcare. The Association is involved in education, research, and works in partnership at many levels within the Irish healthcare system. He is currently Campaign Lead for the Patients First Campaign.



Catherine Reilly,
Journalist, Medical
Independent

Catherine Reilly is a staff journalist with the Medical Independent and former freelance journalist with the Irish Medical Times. Before entering the medical press in 2012, Catherine wrote for national and specialist media on immigration and ethnic minority issues. She is a graduate of University College Dublin and Dublin Institute of Technology.



John Elliot,
Registrar of Solicitors &
Director of Regulation,
Law Society of Ireland

Solicitor John Elliot has been the Registrar of Solicitors and Director of Regulation, of the Law Society of Ireland since 2004. He is responsible for the statutory duties of Registrar and management of the regulatory functions of the Law Society. These functions include the regulation of solicitors' advertising.



William Kennedy,
Director of Regulation,
Irish Medical Council

William Kennedy is a Graduate of UCG. He was admitted to the Rolls of Solicitors in Rep of Ireland Hilary Term 1988 and to the Rolls of Solicitors in England and Wales Easter term 1991.

William returned to Ireland in 1997 and practiced civil and healthcare litigation in Arthur O'Hagan, Solicitors. He joined the Medical Council in November 1997 as Head of Professional Standards and Legal Adviser. Professional Standards includes responsibility for Fitness to Practise inquiries, Ethics and Monitoring of Conditions attached to doctor's registration.

William provides advice to Council generally in relation to disciplinary processes and other sections in relation to their functions, in particular to the Registration, Education and Training and Professional Competence Sections. He is also tasked with providing advice to Council in relation to all of its statutory obligations.

About the Irish College of Ophthalmologists

Established in 1991, the Irish College of Ophthalmologists (ICO) is the recognised training and professional body for medical and surgical eye doctors in Ireland.

The ICO is dedicated to promoting excellence in eye care through the education of its members, trainees and the public. Its goal is to maintain standards of excellence for the restoration of vision and the preservation of sight. We do this by educating eye doctors in training, providing on-going education for eye doctors in practice, giving accurate medical advice to the public and policy guidance for the government.

For further information, visit
www.eyedoctors.ie



Irish College of
Ophthalmologists
Eye Doctors of Ireland
Protecting your Vision

Medical Advertising in Ireland Informing and Empowering Patients, Doctors & Healthcare Professionals

Wednesday, September 24th, 2014 • 9am – 12.15pm
College Hall, RCSI, St Stephen's Green, Dublin 2

WELCOME

Dear Delegates,

I would like to extend a warm welcome to you all to this meeting on Medical Advertising in Ireland and to thank you for your attendance here today. The ICO are extremely grateful for your willingness to join today's discussion and share with us your knowledge and experience.

The aim of this meeting is to facilitate a debate on the regulation of medical and surgical advertising in Ireland. The discussion will focus on whether tighter guidelines and possible legislation are required to safeguard patients and their ability to make fully informed decisions before undertaking a procedure.

Currently in Ireland, there are no requirements for advertisements or marketing material to provide information on the health risks of procedures. Both surgical and non-surgical interventions can have a serious impact on an individual's health and wellbeing, and the ICO believes that advertising and marketing practices should not trivialise the seriousness of surgical or medical procedures.

Thank you again for your participation in this discussion and I look forward to hearing the views of all involved in today's meeting.

With Best Wishes,
Marie Hickey-Dwyer
President, Irish College of Ophthalmologists



PROGRAMME

9.00am	Registration	Stephen McMahon , CEO, Irish Patients Association
9.20am	Conference Commences Moderator: Caroline Murphy , RTE	
9.30am	Welcome Marie Hickey-Dwyer	10.35am COFFEE BREAK
9.35am	Frank Goodman , CEO, Advertising Standards Authority of Ireland <i>"The Regulation of Commercial Advertising for Medical Services"</i>	10.50am Catherine Reilly , Journalist, Medical Independent <i>"Flattering to Deceive?"</i>
9.45am	Billy Power – Consultant Eye Surgeon <i>"Medical Advertising – Is Regulation Necessary?"</i>	John Elliot , Registrar of Solicitors & Director of Regulation, Law Society of Ireland <i>"Regulation of Solicitors' Advertising"</i>
	Patrick Ormond – Consultant Dermatologist & Mohs Micrographic Surgeon <i>"Does it do what it says on the tin?"</i>	William Kennedy , Director of Regulation, Irish Medical Council
	Margaret O'Donnell – Plastic, Reconstructive and Aesthetic Surgeon <i>"Cosmetic Surgery Advertising"</i>	Discussion
	Discussion	12.15pm Conference Conclusion
		LIGHT LUNCH SERVED

BIOGRAPHIES



Marie Hickey-Dwyer,
Consultant Eye Surgeon,
President of the Irish
College of
Ophthalmologists

Marie Hickey-Dwyer is a Consultant Eye Surgeon at the University Hospital Limerick. Miss Hickey-Dwyer commenced her ophthalmology training in the Royal Victoria Eye and Ear Hospital in Dublin in 1985 and subsequently moved to continue her training in St. Pauls Eye Unit in the Royal Liverpool University Hospital specialising in diseases of the

retina and vitreous

Miss Hickey-Dwyer has been running a dedicated retinal specialist clinic for the past 17 years, treating patients suffering from retinal detachments, complicated Vitreo-retinal disease, macular degeneration and diabetic eye disease.

She is currently the Head of the Department of Ophthalmology, the President of the ICO and an examiner for the European Board of Ophthalmology. She is an examiner on behalf of the ICO for the Membership Examination in Ophthalmology of the RCSI and for Undergraduate Ophthalmology at University College Dublin.

BIOGRAPHIES



Frank Goodman,
Chief Executive ASAI

Frank Goodman has been Chief Executive of the Advertising Standards Authority for Ireland (ASAI) since 2004. In the 1990's Frank served as a nominee of the Director of Consumer Affairs on the Complaints Committee of the ASAI. From 2005 to 2010 he was a member of the Executive Committee of the European Advertising Standards Alliance.

Prior to joining the ASAI Frank served as a board member and Chief Executive of the Legal Aid Board. He also worked with the Revenue Commissioners and was subsequently Director of the Office of the Ombudsman from 1990 to 1995.

Billy Power,
Consultant Eye Surgeon



Consultant Eye Surgeon at the Royal Victoria Eye and Ear Hospital, St Vincent's University Hospital and The Blackrock Clinic, Mr William Power has been a Consultant Ophthalmologist practising laser eye surgery, cataract and corneal surgery for 20 years.

He was appointed assistant Professor of Ophthalmology, Harvard Medical School and consultant eye surgeon in the Massachusetts Eye and Ear Infirmary (MEEI) in 1995 and appointed Chief of Ophthalmology, Brigham and Women's Hospital, Boston in 1996. He returned to Dublin in 1998.

He is a Member Royal College of Physicians, Ireland (MRCPI) Fellow Royal College Surgeons, Glasgow (FRCSGlasg) Fellow Royal College of Ophthalmologists (FRCOphth) Masters in Surgery (TCD) Professional memberships American Academy of Ophthalmology American Society of Cataract and Refractive Surgeons International society of Refractive Surgeons European Society of Cataract and Refractive Surgeons Irish College of Ophthalmologists.



Patrick Ormond,
Consultant Dermatologist

Dr Patrick Ormond, FRCPI consultant dermatological & Mohs Micrographic Surgeon at St James's Hospital, Dublin and Senior Lecturer, University of Dublin, TCD. Dr Ormond set up the only centre for Mohs Micrographic Surgery in the public health service in Ireland. He was also chairman of the skin cancer expert skin group for the National Cancer Control Programme.

Member of the Irish Association of Dermatology, British Association of Dermatology, British Society of Dermatology Surgery, American Society of Mohs Surgery and the Royal College of Physicians of Ireland. Dr Ormond is also founding board member of the Irish Skin Foundation.



Margaret O'Donnell,
Consultant in Plastic and
Reconstructive Surgery

Margaret is a Plastic, Reconstructive and Aesthetic Surgeon based in Blackrock Clinic and St. Vincent's Private Hospital. For ten years she was a Consultant in St. Vincent's University Hospital and in St. James Hospital where she was in charge of the National Burns Unit.

Since that time she has continued in full time clinical practice, undertaking both reconstructive and cosmetic surgery. Since 2008, she has also been a Special Lecturer in the RCSI in Human Factors and Patient Safety, where she lectures one day per week to BST & HST trainees in all the Surgical Specialities including Ophthalmology. She has promoted the development of European Standards in Aesthetic Surgery Services, an EU project with multi-disciplinary representation.

She is currently President of the Irish Association of Plastic Surgeons.