

PANEL 3

“Commercialisation of Medicine – Issues for Patient Safety and Quality of Care”

Advances in technology have made the treatment of certain conditions commercially attractive. One of the challenges with the commercialisation of medical procedures, is that the quality of patient outcomes may not be the primary focus. Direct patient advertising is increasingly used and the potential downsides to treatment are not revealed. This advertising is often unregulated.

This panel will discuss how the challenges of commercialisation should be addressed while responding to demands for increased access and affordability.

*Chair – Mr Fergal O’Leary,
Director of Policy & Research,
National Consumer Agency*

*Dr Charlie Zacks,
Boston, USA*

*Ms Margaret O’Donnell,
Plastic, Reconstructive and Aesthetic Surgeon,
Dublin*

*Dr Sheraz Deya,
London, UK*

*Mr Mark Cahill,
Dublin*

1.15pm **LUNCH**

WORKSHOPS

The post lunch afternoon session will consist of three workshops, running concurrently based on the morning panel sessions. Delegates are invited to choose which workshop they wish to attend.

The sessions will be moderated with the aim of each group reaching consensus on recommendations or reaching agreement on the issues that need to be revisited and how they should be addressed.

Conference Conclusion

Conference chairman Mike Brennan will summarise the deliberations of the workshops and draw the formal part of the meeting to a conclusion.

To be followed by a post conference reception

RSVP

ico@rcsi.ie

Wednesday 14th November, 2012



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Ophthalmologists

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“Innovations in Eye Care Delivery – Embracing New Challenges”

Thursday December 6th, 2012
8.45am – 3.30pm

Alexander Hotel,
41-47 Fenian Street,
(off Merrion Square) Dublin 2



“Innovations in Eye Care Delivery – Embracing New Challenges”

Remarkable changes in life expectancy at birth mean that half of all those born in 2000 may live to the age of 100. Similar remarkable advances in healthcare and treatments for chronic disease mean that people who are diagnosed earlier have much improved outcomes than before.

These two major changes pose considerable challenges for the State, with increasing pressure on the health service to deliver advanced medical care to an expanding older population. This is all the more daunting where there is less money available to pay for care.

Innovations in Eye Care Delivery - Embracing New Challenges, will bring together international and national experts in the field of eye care to share their knowledge, experience and expertise on dealing with those challenges.

The current Government’s transformation programme for the health services aims to ensure that patients receive treatment from the appropriate personnel, in the appropriate location, in a timely manner.

This conference on innovation in eye care delivery will discuss how the key elements of better healthcare – *patient safety, quality of care and professionalism* – can be maintained and improved without compromising the patient experience or the caring culture of medicine.

The presentations will trigger debate amongst delegates with the aim of making recommendations on how the delivery of eye care in Ireland should look in the future.

A post-conference report will be compiled, based on the papers given and the deliberations, discussions and recommendations of delegates.

OUTLINE AGENDA

8.30am *Registration*

8.45am *Welcome from Conference Chair*

Dr Mike Brennan,
North Carolina,
USA



8.50am *Conference Launch*

Dr James Reilly TD,
Minister for Health
& Children



9.00am *Special Guest*

Dr Fatima Hamroush,
Minister for Health,
Libyan Interim
Government



9.10am *Keynote Address*

Dr Philip Crowley
National Director of
Quality and Patient
Safety, HSE



PANEL 1

“An Eye Care Model for Ireland”

A successful model of care will have quality outcomes and patient safety at the centre. This requires appropriate education with proper oversight and regulation. This panel will look at three other eye care models and consider how the lessons learned may be best applied in the Irish context.

Chair – Prof Charles Normand,
Trinity College, Dublin

Dr Richard Smith, Buckinghamshire, UK

Dr Michel Matter, Geneva, Switzerland

Dr Cindy Bradford,
University of Oklahoma, USA

Dr Paul Moriarty,
Clinical Lead for Ophthalmology, Ireland

11.00am **COFFEE BREAK**

PANEL 2

“The Role of the Allied Health Professional”

Allied health professionals have an important role in all healthcare models, providing a range of direct patient care and support services that can be critical to other health professionals and patients. Within the changing healthcare environment clearly defined roles and responsibilities for each category of healthcare professional is essential. This panel will look at how roles and responsibilities for allied health professionals can be defined and regulated.

Chair – Ms Avril Daly, CEO Fighting Blindness

Mr Tony McAleer, President, Irish Association of Orthoptists

Ms Fiona Kavanagh, Past President, Association of Optometrists of Ireland

Ms Marie Tighe, Director of Specialist Nursing, Royal Victoria Eye & Ear Hospital

Dr Bill Astle, Calgary, Canada –Joint Commission on Allied Health Personnel in Ophthalmology