



Skill and Career Development in Electrophysiology – a Biosense Webster perspective

David Shepherd, VP Europe, Middle East and Africa



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Background

- Electrophysiology is one of the fastest growing medical segments across EU
- Aging population will drive continued growth in patient needs for treatment
- Procedure growth can only be supported by increased investment in physician capacity and capabilities
- Huge gaps exist across EU –in many countries – both developed and developing
- Technology is also evolving rapidly - with an associated increased need for learning

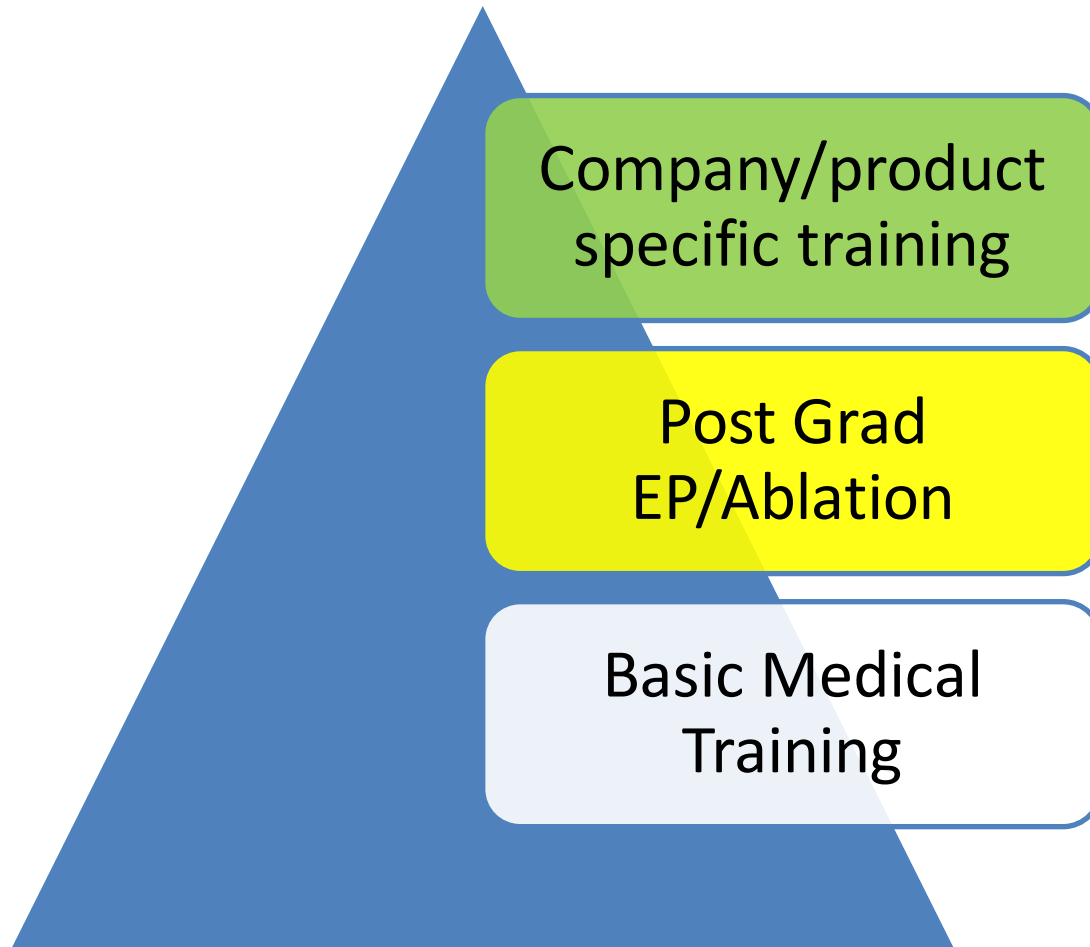
Effective training of Electrophysiologists is a critical success factor to deliver safe, effective and efficient care to meet patient needs

Who should provide the training needs ?

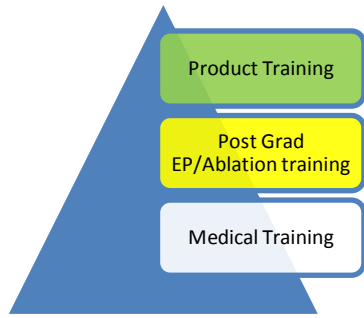
- Demand is increasing – who will supply ? And perhaps more importantly – who will pay ?
 - Government?
 - Independent bodies?
 - Industry ?
 - A mix ...?



Different Training Needs

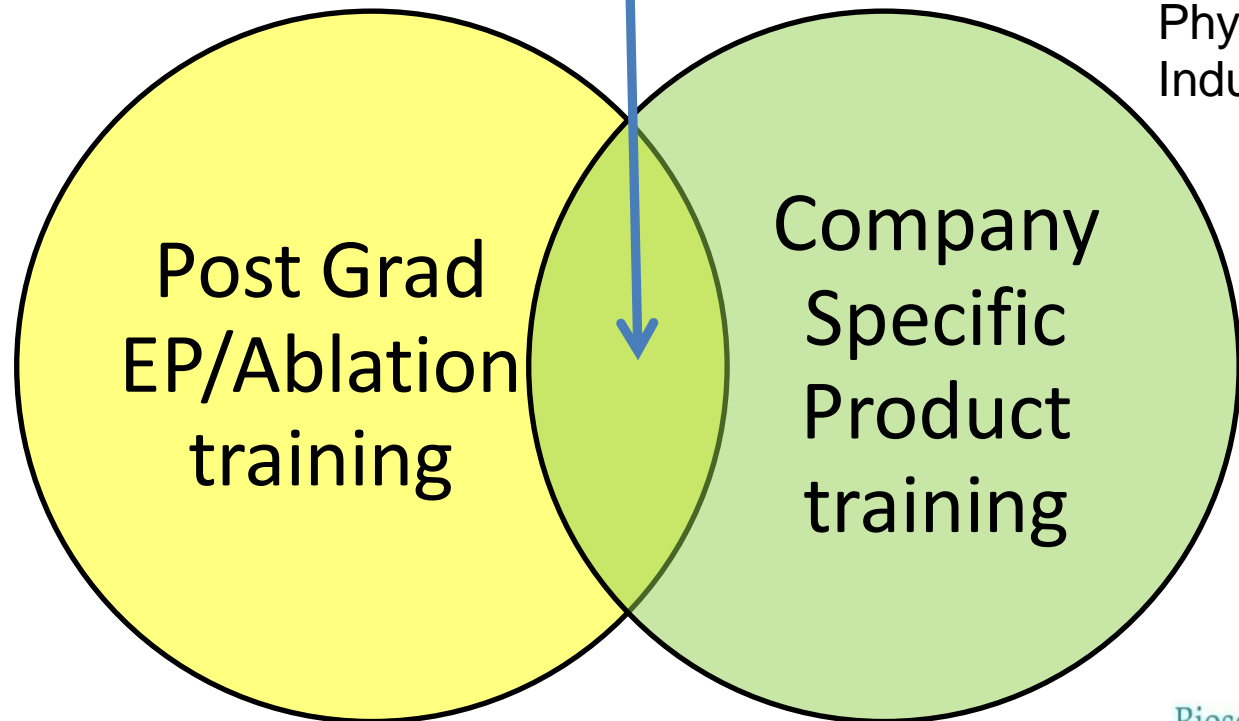


Biosense Webster perspective on training



COLLABORATION

EHRA/ESC/
Physicians/
National
Societies etc.



Physicians/
Industry

Collaboration

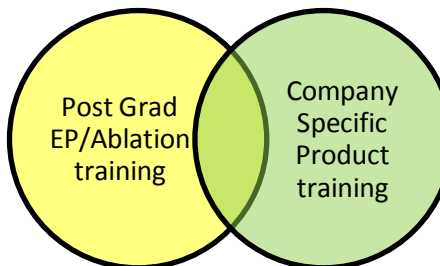
“to work together, especially in a joint intellectual effort”

Transparent

Ethical

Compliant

Efficient



A Case Study of Collaboration

- EHRA Ablation Fellowship Program
 - Program started in 2006
 - Funding provided by multiple industry partners through unrestricted educational grants
 - No industry involvement in selection of physicians
 - Independent EHRA committee selects the Trainees and the Training centre.
 - Curriculum defined by EHRA, Evolving program
 - 60+ fellows trained in 5 years
- Collaboration creates an educational opportunity that would not exist otherwise

Collaboration in Product & Procedure Training/Development/Education

- Collaboration between physicians and industry is vital
 - Product development
 - Procedure development
 - Product Training
- Physician proctorship is a critical component in training programs
- Safe and effective introduction and use of new technology/procedures is critical.

Company specific training

- There is –and will always remain- a need for specific product training
 - Introduction of new products/ technologies / procedures
- Self, industry and government governance and regulation will ensure these trainings remain high quality and are only provided when a need arises

The Future for collaboration

- Increased scrutiny of industry and physician collaboration
 - Increased need for transparency
 - Plan for future requirements
- Need for increased collaboration on new training methods
 - Role of Simulators / E Learning
- Increased need for efficiency



Conclusion

- Historically, industry and physicians have worked in collaboration to deliver high quality education to improve patient care
- Both parties bring significant value to the partnership
- Existing legal frameworks are aimed at ensuring that collaboration is conducted in an appropriate and ethical manner
- Until alternative funding models are found, compliant collaboration will be critical to increase quantity and quality of care



Thank You



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