Frontiers in Healthcare Policy

Tuesday, 3rd November 2015
ILAS Building,
NUI Galway.

Register at www.conference.ie before the 30th October. Places are limited.
2nd Annual Frontiers in Healthcare Conference

November 3, NUI Galway

In November 2014, the Health Economics and Policy Analysis (HEPA) research group at NUI Galway organized the first in a series of annual conferences that address important issues in healthcare. The first conference focused on ‘Pricing Healthcare’ and featured speakers from a variety of academic and professional backgrounds from Ireland and the UK.

The second conference in this series, which is jointly organised with Novartis Ireland, will be held at NUI Galway on November 3, 2015.

The theme of this year’s conference is ‘Adherence’. We think that this is a critical issue in a large number of healthcare situations. A relatively simple example is how to ensure that patients adhere to the medication that is prescribed to them. Another example is how medical professionals can be persuaded to adhere to care guidelines. On a broader public health level an important issue is how people in general can adhere to good practice as regards diet, exercise and the consumption of tobacco and alcohol.

These topics and others will be addressed by experts from a variety of disciplines including economics, psychology, medicine, and pharmaceutical science and from a variety of perspectives including academic, health service providers, patient groups, and the pharmaceutical industry.

The format of the 2nd conference will be very similar to the first conference with presentations by national and international experts from a variety of perspectives. There will be ample opportunity throughout the day for contributions from the audience. The conference will be streamed live and viewers will be able to ask questions via email or twitter.

Venue: The conference will be held in the newly constructed ILAS Building on the North Campus of NUI Galway (see http://www.nuigalway.ie/ilas/about/ for details).
Programme

8.00 - 8.45am  Registration; Tea/Coffee

8.45 - 9.00am  Opening Remarks
Ms. Loretto Callaghan, Managing Director, Novartis Ireland.

9.00 - 10.45am  Adherence: Perspectives from Clinicians, Evaluators and Decision-makers
Mr. Brendan Kennelly, School of Business and Economics, NUI Galway.
Mr. Maurice Power, CEO, Saolta Hospital Group.
Dr. Roisin Adams, National Centre for Pharmaeconomics, Dublin.
Professor Sean Dinneen, School of Medicine, NUI Galway.
Questions and discussion

10.45 - 11.15am  Tea/Coffee

11.15 - 1.15pm  Empirical Studies on Adherence
Professor Chad Meyerhoefer, Department of Economics, Lehigh University, Pennsylvania.
Dr. Gerry Molloy, School of Psychology, NUI Galway.
Professor Rachel Elliott, School of Pharmacy, Nottingham University.
Questions and discussion

13.15 - 14.15pm  Lunch

14.15 - 16.00pm  Changing Behaviour: Technology, Nudges and Other Aids
Professor Liam Delaney, Division of Economics, University of Stirling.
Mr. Karl O’Leary, Public Sector Director, Microsoft Ireland.
Mr. Shane Hayes, Digital Medicine Domain Architect, Novartis Commercial IT.
Mr. Peter Kidd, Chief 2 Pharmacist Clinical Services & Adjunct Lecturer in Clinical Pharmacology & Therapeutics, NUI Galway.
Ms. Alison Dunne, Mental Health Pharmacist, Galway University Hospital.
Professor Eamon O’Shea, School of Business and Economics, NUI Galway.
Questions and discussion

16.00 - 16.15pm  Closing Remarks
Dr. Jim Browne, President, NUI Galway.