The Medical Technology Group

Improving patient access to medical technology

ANNUAL REVIEW
2020

www.mtg.org.uk

A message from the chair
Barbara Harpham

Last year presented all of us – patient groups, industry and the NHS – with significant challenges. I am delighted at the way in which the MTG rose to these challenges and provided a unified voice for improved patient access to medical technology at such an important time. Thank you.

Throughout the pandemic the MTG was often ahead of the curve, using its patient group and industry insights to call for policy improvements ahead of time which resonated with a wide audience. A high level of engagement from MTG members, either through inputting to projects or taking part in webinars and meetings, has been a real success throughout the year.

Our work together in 2020 has been focused largely on the pandemic and ensuring patients receive communication, and are involved in decisions, about their own healthcare. You provided us with anecdotal and statistical evidence to highlight the effects of the pandemic on patients, you attended our webinars to help take our asks to decision makers, and you provided your expert insights to our NHS Restart and Access Accelerator projects. The centrepiece of the year, *Putting Patients First*, would not have been possible without your support, and has led to meetings with Parliamentarians and Ministers.

I am pleased to say that we saw some important policy wins in 2020, despite the difficult circumstances. The new funding to address the elective care backlog in the November Spending Review marks an important step in ensuring patients who need treatment will be able to receive it. The NHS has also launched a campaign, 'Help Us Help You', which encourages patients to continue to come forward to access care despite COVID-19. This ties in to our Patient and Technology Survey, published in July, which found that patients did in fact want to access the care available to them. The survey will now become an annual project, again highlighting the MTG's role as the leading voice for patient access to medical technology.

Our 2021 strategy aims to put patients at the heart of everything we do. We will also mark the MTG's 20th anniversary and launch an MTG Manifesto which will celebrate the positive impact of the MTG and set out what we can achieve, together, in the future. In terms of policy, 2021 is set to be a significant year. We will be matching this with the launch of the MTG's NHS Access Accelerator, and working with decision makers to ensure patients and medical technology are given focus in the anticipated NHS Long Term Plan legislation. I look forward to working closely with you all again in 2021.

Media achievements

Media

20

20 pieces of specialist and regional coverage on the NHS innovation landscape and the role of medical technology throughout the Covid-19 pandemic and NHS recovery. Specialist outlets include the Clinical Services Journal, Health Business, and Building Better Healthcare.

Media coverage included items bylined to key stakeholders, including Chris Green MP in the specialist outlet Med Tech Innovation. The article looked at how Covid-19 presents an opportunity for transformative change across the health system with patients and innovation at the heart of decision-making and recalls the Medical Technology Group's 2017 'Keeping Britain Working' report.

Website

6,000+
unique visitors

15.8 %

2020 – *6073*

2019 – *5242*

The MTG site currently appears on the first page (the 4th result) in Google's organic rankings for the search term 'medical technology'. This is up from the second page (the 16th result) at the end of 2019.

12,000
page views

545

Over the course of the **Putting Patients First Week** (14th-20th September) there were 545 individual visits to MTG.org.uk.

Social Media

250,000

Over just seven days of campaigning, the dedicated **#PuttingPatientsFirst** hashtag generated over 250,000 impressions from a total of 144 contributors.

700 organic LinkedIn impressions

50,000+ tweet impressions

1,800+

Total views across all videos on the Medical Technology Group channel – MTG TV

500%

Traffic via social media to the website increased by 500%

Putting Patients First

Putting Patients First (PPF) Week

September 2020

The MTG launched its social media campaign, 'Putting Patients First', calling for patients to have a greater involvement in health and care decisions throughout the COVID-19 pandemic. The campaign benefited from the support of MTG members and wider stakeholders, who joined in the conversation on Twitter and promoted the MTG's asks to decision makers. These asks were:

1) NHS and Government to provide clear communication to patients around accessing NHS services.
2) Ensure patients can work with healthcare professionals to make informed decisions around their own care.
3) Central guidance to be provided to NHS Trusts to increase capacity through joint working in local areas and making use of independent providers.

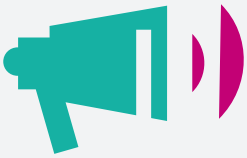
Outcome: The MTG used social media to great effect, reaching a new and wider audience of patients, patient groups, clinicians and more. As follow up from the campaign, the MTG held meetings with four MPs and secured a meeting with Lord Bethell, the Minister for Innovation at the Department of Health and Social Care.

Activity for *'Putting Patients First'* included:

Development of campaign content based around key asks developed at the patient webinar.

Extensive engagement in advance with MTG members to drive support for the campaign, generating support for the campaign's objectives and asks.

A social media toolkit was developed and shared with all MTG members with instructions on how they could participate in the campaign.



The MTG engaged with key external stakeholders and encouraged them to support the campaign, with follow up to key stakeholders sharing the asks and requesting a meeting.

The MTG published its 2020 Patient Survey data, with an infographic highlighting the key statistics.

Support was gained on Twitter from both MTG members and wider stakeholders, including GP consortia, professional societies, health partnerships, Parliamentarians, media, clinicians, patients and industry.

MTG TV and case studies:

The MTG was pleased to launch MTG TV, a new YouTube channel which provides videos and content on behalf of patients. As part of *Putting Patients First*, the MTG worked with several patient groups, industry organisations, clinicians and patients to produce 7 videos for MTG. These videos highlighted the experiences of patients and clinicians throughout COVID-19, and the benefits of continued patient access to medical technology throughout the pandemic. Alongside this, the MTG developed three written case studies which were shared on social media and the website. These videos can be viewed at the MTG TV YouTube Page.

Webinar with Dr Jennifer Dixon, Chief Executive, the Health Foundation

- The MTG celebrated the launch of *Putting Patients First* week by welcoming Dr Jennifer Dixon, Chief Executive of the Health Foundation, to an all-member webinar. The MTG discussed the impact of the pandemic on patients and how positive changes seen throughout the pandemic could be embedded for the future.

Social Media success

- Over just seven days, the dedicated #PuttingPatientsFirst hashtag generated over 250,000 impressions from a total of 144 contributors. Traffic via social media to the website increased by 500%.

Meetings and Highlights

All Member Meetings

Professor Steve Powis, National Medical Director, NHS England

February 2020

The MTG met with Professor Steve Powis to discuss policy developments within the NHS since the previous meeting in October 2018, including the delivery of the NHS Long-Term Plan, the evidence-based intervention programme, and the role of patient engagement within these.

Outcome: Professor Powis agreed to maintain a close working relationship with the MTG to provide insights in the future.

Laura Boyd, Deputy Director, NHS Innovation Accelerator

August 2020

Another follow up on a previous meeting, the MTG met with Laura Boyd and a team of healthcare innovators to discuss the work carried out by the NHS Innovation Accelerator to support medical technology through the first wave of the pandemic.

Outcome: The MTG developed the idea to produce an NHS Access Accelerator policy document to promote swifter and simplified access to medical technology to patients.

Matt Whitty, Interim Chief Executive, Accelerated Access Collaborative

August 2020

Following the meeting with Laura Boyd, the MTG approached the Accelerated Access Collaborative to discuss what support the Collaborative needs in order to expand its focus to support access to a wider range of technologies.

Outcome: The MTG provided Mr Whitty with a briefing containing international comparisons of innovation systems around the world.

Professor Bernie Chang, Royal College of Ophthalmologists

September 2020

The MTG met with Professor Bernie Chang to discuss issues in ophthalmology through the NHS restart and considered asks of the Government which address shared challenges across clinical specialties.

Outcome: The MTG sent a letter to the Academy of Medical Royal Colleges to support shared asks of Royal Colleges across specialties to the Government.

Webinar Series

MP Webinar with Dean Russell MP

July 2020

The MTG discussed challenges faced during the pandemic and how medical technology supported patient outcomes throughout this time. Guest speakers included Professor John Skinner, NHS England, with patient group representatives from Diabetes UK and Heart Valve Voice.

Outcome: A new Parliamentary advocate gained in Dean Russell MP, who has remained closely involved with the MTG's work.

Patient Webinar with the Royal College of Surgeons

September 2020

The MTG discussed the asks which should be put to the Government to ensure strong communication with patients throughout the pandemic. Guest speakers included representatives of the Patient Information Forum and the Patients Association.

Outcome: A series of asks and messages developed for 'Putting Patients First', using the expert insights of the MTG's patient group membership.

ICS Webinar with representative of the Suffolk and North East Essex Integrated Care System

October 2020

The MTG heard from representatives of the ICS about how they maximised digital in response to the pandemic. ICS colleagues delivered a presentation on the role digital technology has played in helping organisations and partners across the system to improve their performance throughout COVID-19.

Outcome: The MTG gained insights into the way a leading Integrated Care System is organised and works in practice, with a focus on digital technology.

MP meeting series

The MTG followed up with patients and clinicians who took part in Putting Patients First to request a meeting with their local MP. These meetings brought local NHS challenges before MPs and called for medical technology to be promoted as a solution to these issues. The MTG created new Parliamentary advocates, with one MP delivering an MTG briefing directly to Matt Hancock.

The following MP meetings took place throughout October and November 2020:

- **Afzal Khan MP** and Dr Nas Ahmad and the MTG
- **Craig Whittaker MP** and Lewis Benn, heart valve patient, and the MTG
- **James Daly MP** and Dr Abdul Lalkhen and the MTG
- **Elliot Colburn MP** and the MTG

Outcomes: The MTG developed a briefing containing the key '*Putting Patients First*' messages and asks and shared this with each of the MPs, along with Parliamentary Questions about the NHS restart and elective capacity.

All-Party Parliamentary Group on Access to Medicines and Medical Devices

November 2020

Representatives of the MTG were invited to provide oral evidence to the All-Party Parliamentary Group on Access to Medicines and Medical Devices. Two MTG management committee members provided oral evidence as part of the Group's inquiry into Brexit and the life science industry, providing a comprehensive overview of the MTG's position and asks on the regulation of medical technology in the UK after the transition period.

Outcome: The MTG's key asks around Brexit and regulation communicated directly to an influential All-Party Group, whilst highlighting the MTG's authority as the leading organisation for patient access to medical technology.

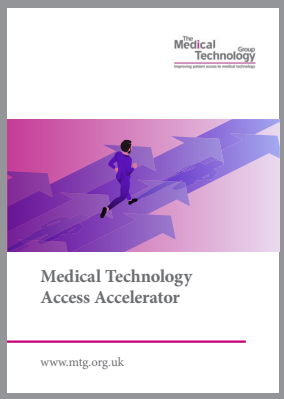
Spotlight Reports

Spotlight Campaign: Spotlight on Innovation

The MTG's Spotlight on Innovation report was published in January 2020. The report examined what progress had been made by the many organisations involved in promoting innovation in the NHS, with an evaluation of how they perform, interact and operate together. The report was launched at a roundtable in January 2020 with key contributors.

COVID-19: Evidence and data gathering

The MTG developed two short reports in June 2020 highlighting the initial impact of the COVID-19 pandemic on the NHS. These reports were used as a foundation for work moving forward. The MTG gathered anecdotal evidence of the changes seen by MTG members during the pandemic alongside statistical evidence of the impact of the pandemic on NHS outcomes. This involved engagement with significant numbers of MTG members, asking them about the challenges they had faced and developing case studies and quotations highlighting the role medical technology was playing in addressing these challenges.



Spotlight Campaign: Access Accelerator

The MTG identified an opportunity to call for an NHS Access Accelerator. The Access Accelerator has been drafted and sets out the different elements of a best practice system of adoption for medical technology. The Access Accelerator document was put together in collaboration with MTG industry and patient group members over a series of meetings in September and October.

The Access Accelerator calls for a simplification of the system of adoption in the UK and calls for a single pathway for medical technologies to reach patients. The Access Accelerator will form a key part of the MTG's public affairs work in 2021, with a launch event with key stakeholders to take place before the end of Q1 of next year.

The NHS Restart Campaign

In summer 2020, the MTG launched the NHS restart campaign. This programme explored how medical technology could be maximised to support improved outcomes across a range of elements of the NHS restart. MTG members came together across 5 working groups to discuss the challenges in each area of the restart, and how medical technology could be used to overcome these challenges and improve patient outcomes. In September and October, the MTG held meetings covering the following areas:

- Early Diagnosis and Intervention
- Emergency and acute care
- GP presentations and digital uptake
- Improving the waiting list backlog and increasing throughput
- Return to work and elective care

Three key themes which spanned each of these areas of the restart were developed and used to create a briefing sent to Parliamentarians. These included:

- The need for improved communication between the NHS and patients;
- The need to generate improved throughput for wider health services;
- Regional variation in the progress made by NHS organisations in delivering wider health and care services.

Alongside the briefings, MTG members provided case studies which highlighted best practice and supported the three themes. In particular, meetings have been arranged in 2021 with MPs based in Plymouth, thanks to a case study provided by the Royal Osteoporosis Society. We look forward to keeping you updated on this important work throughout 2021.

Strategic Aims

MTG Campaign Pillars

Supporting the NHS and patients to benefit from optimal use of medical technology:

- Demonstrate how patients benefit from access to technology
- Call for equal access across the country for patients
- Ensure patients are at the centre and in control of the decisions on their care

1

Push back on rationing:

- Highlight the impact 'rationing' is having on patients
- Use data to show the extent of 'rationing' and where it is happening
- Drive NHS leaders to act in the interest of patients

2

2021 MTG Objectives

1. To deliver real and lasting policy change leading to improved patient access
2. To make the MTG the voice of patients on all issues on access to treatment
3. To extend the MTG's reputation as a thought leader and go-to organization
4. To build partnerships with influencers with a focus on patients

Through:

- Original research and thinking
- Integrated media, and online campaigns
- Leveraging the collective power of MTG members
- Creating Parliamentary champions to advocate for the MTG's asks

2021

Looking Forwards

MTG Manifesto

To celebrate the MTG's 20th anniversary, in 2021 the MTG will launch its Medical Technology Manifesto. This will showcase the role medical technology has played in improving patient care over the last 20 years - the life of the MTG – and will set out the agenda and focus for the MTG moving forwards through a series of recommendations that will form the basis for the group's lobbying and asks. The Manifesto will be launched at the Medical Technology Awareness Week reception in Parliament in Q4 2021 to celebrate the role of medical technology to date, and to make a call for action over the next five years.

Access Accelerator

The MTG's NHS Access Accelerator will be launched in Q1 2021, setting out the principles which should underpin a simplified and more effective system of adoption of medical technology in the UK. During the launch event the MTG will hear from Parliamentarians and policy makers, with discussion focusing on the Access Accelerator's recommendations and next steps. After the launch, the Access Accelerator will be used as a 'go-to' document for follow-up lobbying activity.

Ration Watch Continued

Ration Watch was paused in 2020 due to the COVID-19 pandemic. The campaign will be re-launched in 2021 with a different focus. Rather than focusing on CCG commissioning policies this work will focus on:

- Regional variation and disparities in the elective procedure restart following Covid-19 and looking at green/red site variation across the country.
- Highlighting any national move to ration procedures or treatments to manage waiting lists, capacity and demand.
- Look at international comparisons of where successful restarts/treatments have taken place.

First All Members Meeting of 2021

I am delighted that our first meeting of 2021 will be with Lord Bethell, Minister for Innovation, and this will set the tone for the MTG's work throughout the year. We will have the opportunity to ask Lord Bethell about how medical technology can support the Government and the NHS as it recovers from COVID-19.

We were also very pleased to hold a webinar in January with the Chair of the Royal College of GPs, Professor Martin Marshall. This meeting again cemented the MTG's position as an authoritative voice for patients, and Professor Marshall would like to consult the MTG on medical technology issues in the future.

Condition Specific Meetings

The MTG's programme on condition specific meetings will continue into 2021. Further details will be provided in due course.

If you would like to contribute to these meetings, please email the Group's Secretariat at **mtg@healthcommsconsulting.co.uk**.

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