



Digital MedTech: Bridging the Gap

Ian Burgess

Chief Executive Officer

Medical Technology Association of Australia



WHO IS MTAA?

The peak association representing medical technology manufacturers, suppliers and distributors from across the country.

We seek to ensure the benefits of modern, innovative and reliable medical technology are delivered successfully to ensure better health outcomes for our community

Representing MedTech Industry



Medical Technology for a healthier Australia
Saving lives and creating local jobs

MTAA & MedTech Industry



Industry
growth



Healthcare
policy



Ethical
leadership



Member
value

MTAA Members



Manufacturers & suppliers of medical technology for the diagnosis, prevention, treatment and management of disease & disability

Our mission Our vision

To ensure the benefits of modern, innovative and reliable medical technology are delivered effectively to provide better health outcomes to the Australian community.



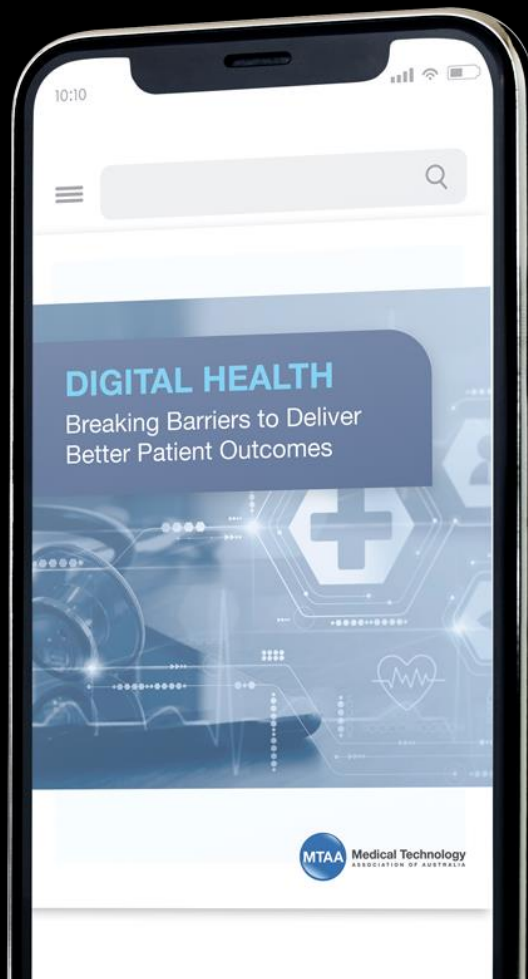
Digital MedTech: Bridging the Gap

Launch of the Digital Health: Breaking Barriers
to Deliver Better Patient Outcomes Report

10 July
2023

11:00am – 12:40pm | Room: C4.11

A special launch event uncovering key findings and recommendations from the Digital Health: Breaking Barriers to Deliver Better Patient Outcomes Report.





DIGITAL MEDTECH SECTOR CONCERNS Overview



HEALTHDATA

85%

Confusing
COMPLIANCE AND
REGULATION GUIDELINES



CYBERSECURITY

78%

Inadequate
CONVOLUTED AND POOR
SECURITY REGULATION



INTEROPERABILITY

75%

Scarce
INTEGRATION DIGITAL
HEALTH SYSTEM



REGULATORY

68%

Onerous
LENGTHY AND COSTLY
REGULATORY PROCESS



REIMBURSEMENT

53%

Limited
PATHS FOR PAYMENT &
REIMBURSEMENT

MEDINFO23

8 – 12 JULY 2023 | SYDNEY, AUSTRALIA



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