



GURS 19

MASTERCLASS
LONDON 2018

Adult / Paediatric / Robotic / Regenerative GUR-Surgeons

Wednesday 6th - Friday 8th November 2019

UCH Education Centre, 1st Floor West, 250 Euston Road, London

Approved for 18 CPD Credits

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13th GURS Masterclass

Dear GURS Friends,

A warm welcome to the 13th GURS-Masterclass that will take place at the UCH Education Centre 6th to 8th November 2019 in association with the British Association of Genitourinary Reconstructive Surgeons (BAGURS) and the Asian Journal of Andrology (AJA).

During the 3-day meeting an unparalleled wide spectrum of live- and semi-live GURS procedures will be covered, performed and discussed by a faculty of world renowned expert surgeons, including urethroplasty techniques, genital reconstruction, microsurgery, prosthetic surgery of artificial sphincter and penile implant for urinary incontinence and erectile failure respectively, paediatric and female reconstruction and major open adult and robotic reconstructive surgery!

Our speciality is deeply rooted in successful medical device development led by surgeons of the 20th Century bringing staple GURS medical devices into clinical practice which are still the market leaders of urinary incontinence and erectile dysfunction rehabilitation today. This year's Research & Innovation Session will focus on the challenges of the Medtech Industry in the 21st Century with the Theme: "How much (effort) does it cost? How long does it take?", inviting inspiring scientists and entrepreneurs to give insight into the hurdles of product development and regulation towards final adoption to benefit patients, who will actively participate in the debate as well! Throughout the event we will showcase the best GURS Innovation start-up companies at our 'GURS-Innovation-Strip' and hope to facilitate professional connections.

Throughout the meeting you will have the opportunity to network with GURS colleagues and friends from around the world (last year's meeting was attended by colleagues from 27 countries!). Last but not least, there will be fun and laughter with a special Quiz session hosted by Professor Anthonius Richard Mumbledor!

We are deeply grateful for the generous educational grant of Boston Scientific and hope to attract further sponsorship in order to make this event happen and to keep registration costs to a minimum. Your presence at the 13th GURS-Masterclass will be much appreciated, and we are looking forward to welcoming you in London, November 6-8th 2019!

Daniela Andrich MD MSc FRCS (Urol)
Honorary Associate Professor,
Division of Surgery and Interventional Science, UCL
Consultant Reconstructive Urologist, UCL Hospitals



General Information

Date: Wednesday 6th to Friday 8th November 2019

Location: UCLH Education Centre, 1st floor West, 250 Euston Road, London, NW1 2PG

<https://goo.gl/maps/L7owSZb3tZP2>

Organisation: Daniela Andrich

Registration: Millbrook Medical Conferences. <https://www.millbrook-medical-conferences.co.uk/>

Registration Fee	Before 31 st August (early bird)	Late Registration
Full Fee	£500.00	£600.00
One Day Fee	£200.00	£225.00
Urologist in Training (certification required)	£250.00	£300.00
Urologist in Training (certification required) One Day Fee	£100.00	£125.00
Welcome Reception	Included	Included

Sponsors



GURS-Innovation-Strip



Research & Innovation

“How much (effort) does it cost? How long does it take?”

MedTech Innovation, Commercialisation & Adoption Session

- Finding Academic IP
- Spin-out of Academic IP
- Business Planning for Investment
- Commercialisation: Regulatory Hurdles
- Hurdles of Adoption
- Time & Effort to sign a “New Supplier Contract” with NHS Hospitals
- Lobbying for better MedTech Industry image and support
- Patient perspective on Adoption of Innovation

Round table discussion

- What does the public expect of MedTech Innovation?
- Who evaluates NICE-approved MedTech innovation?
- Who should pay for it?
- Who owns “Patient” data?

Faculty

Paul Williams	Professor of Molecular Microbiology, Nottingham
Ewan Chirnside	Director, Orbital Diagnostics
Gavin Leonard	COO, Class Medical
Dave Hampton	Executive Director (CTO & Co-Founder), Camstent
Giles Hamilton	CEO, Orbital Diagnostics
James Wright	Managing Director, MedTech Connect
Andrew Davies	Director Market Access, ABHI
Isaac Jacob	Chairman of CURE Charity, Chancery Barrister
Daniela Andrich	Founder & CEO, Urethrotech