

ARTiculate

Conversations about
musculoskeletal health

Funded and developed by IBSA Pharma UK

Welcome & Introduction

Welcome to the inaugural issue of 'ARTiculate: Conversations about Musculoskeletal (MSK) Health'; an educational and informative newsletter brought to you by IBSA UK. Designed specifically for healthcare professionals (HCPs) in the MSK field, our goal is to provide valuable insights and updates that are relevant and actionable in your practice.

In each issue, you will find diverse content, including the latest updates from major

conferences, congresses, and educational meetings, along with detailed and thought-provoking case studies, and news from IBSA. Additionally, we will signpost to resources, articles, and expert commentary on current trends and advancements in MSK health.

We hope that you find this first issue engaging and informative, offering new perspectives and knowledge that you can apply in your daily work.

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EDITORIAL LIAISON:

We hope that you enjoy reading this issue of 'ARTiculate: Conversations about MSK Health'. If you have any comments or suggestions for topics that you would like to see covered in subsequent issues, please send them to **MSK Team - IBSA UK:**

mskteam.uk@ibsaigroup.com

Your input is invaluable to us, and we look forward to hearing your thoughts.



The annual Isokinetic Conference (ISOK24), held this year in the vibrant city of Madrid, is a premier event in the field of sports medicine. This annual conference attracts leading experts, researchers, and clinicians from around the globe to share the latest advancements, research findings, and best practices in football sports medicine.

ISOK24 serves as a hub for knowledge exchange and professional development, featuring diverse educational lectures, interactive workshops, and networking opportunities. The event aims to foster collaboration among professionals from various backgrounds, including sports and exercise

medicine, physiotherapy, and orthopaedics, to promote the integration of cutting-edge techniques and innovative treatments into everyday clinical practice.

For the Sinovial® team and IBSA UK, ISOK24 presented a unique opportunity to engage with thought-leaders and peers, explore new ideas, and gain insights that could enhance our contributions to sports medicine.

In the following interview with Kirsty Walker, Clinical Account Manager at IBSA UK, we delve into the key highlights and experiences from the conference.



Caring Innovation



Kirsty Walker,
Clinical Account
Manager



Q: Can you highlight the key experiences and takeaways from ISOK24 in Madrid?

KW: The main highlights from ISOK24 for us were threefold:

Collaborative Discussions: We had the opportunity to bring together UK clinicians from physiotherapy and medical backgrounds, ranging from elite sports to the NHS. This allowed us to discuss various aspects of elite sport and explore how both the private and NHS sectors could adopt good practices from this field.

Educational Lectures and Workshops: The quality and variety of educational sessions provided a rich learning environment. These sessions showcased progressions in elite sports medicine from across the world.

Networking Opportunities: The event facilitated networking with researchers, industry experts, and clinicians, sparking new ideas that we can bring back to enhance the UK health sector.

Q: How pivotal was your attendance at this meeting for IBSA UK, particularly in your capacity as Clinical Account Manager?

KW: As a Clinical Account Manager, attending ISOK24 was highly significant. My role involves building and maintaining relationships with our customers from a medical perspective and providing technical expertise on our product range. The conference enabled me to strengthen relationships with our sponsored delegates by sharing my clinical experience in discussions. This interaction gave me further insights into integrating Sinovial® into the elite medicine pathway. Additionally, I learned more about hyaluronic acid (HA) intra-articular injections from expert clinicians from the UK and Europe, which will inform my daily practice and future conversations with clinicians.

Q: Were there any recurring themes or topics in the programme that particularly resonated with you?

KW: A key recurring theme was the growth of regenerative medicine options. This represents an innovative and exciting potential future treatment, particularly for preventing degenerative musculoskeletal conditions such as osteoarthritis. Prevention is our greatest strategy to maintain quality of life and mobility into later life. In my experience, elite medicine often adopts innovations before they are integrated into standard healthcare pathways, making this an area to watch closely.

Q: What were the prevalent topics of discussion outside the main conference programme that you found most relevant for UK physicians in elite sports medicine?

KW: Outside the main conference programme, discussions frequently centred on the evolving landscape of UK healthcare, particularly the increasing emphasis on Shared Decision Making (SDM) and person-centred care. Conversations highlighted the importance of informed choices, with patients seeking to understand and access safe, long-term treatment options that may not be funded by the NHS. The rise of self-funded patient choices is driving demand for both preventative and regenerative medicine options. These discussions underscored the need for HCPs to stay updated on advancements so that they may offer comprehensive advice and ensure patients can make well-informed decisions about their care.

Q: What was the most valuable insight you gained at the conference that you believe will enhance your clinical practice in the UK?

KW: The most valuable lesson was the emphasis on prevention over treatment. Prevention is far easier to manage than an injury or degenerative condition and has wide applications from elite sports right through to public health. It involves considering factors unique to the individual (genetics, biomechanics, psychology), their sport or occupation (training demand/load), and their lifestyle (stress, sleep, diet). Therefore, taking a person-centred and holistic approach to managing not just athletes but all individuals is essential to keep their bodies and minds functioning at their optimum levels long-term.

Q: What are your expectations or aspirations for the next ISOK conference?

KW: I hope to see significant progress in the research base of preventative medicine. Additionally, I look forward to continuing to build networks with clinicians, industry professionals, and researchers from around the world.

Q: Would you advocate for other HCPs in elite sports medicine to attend next year's conference?

KW: Absolutely. I would recommend clinicians attend to experience a world-class agenda, including the latest developments in elite football medicine. The conference also offers unparalleled opportunities to grow networks with a shared view of clinical excellence in healthcare.



Explore Engaging Educational Resources from IBSA

At IBSA UK, we are committed to empowering HCPs in their ongoing professional development. We are thrilled to announce the rollout of an extensive range of educational resources explicitly tailored for HCPs working in the MSK field.

These resources, created in collaboration with leading experts, begin with our "Meet the Experts" Q&A video series.

Meet the Experts Q&A Videos

During the recent **World Congress on Osteoporosis, Arthritis, and MSK Diseases (WCO-IOF-ESCEO)** Congress in London this April, we caught up with Dr. Charlotte Fairweather, Kirsty Walker, and Dr. Ezio Lanza to hear their insights on three pivotal topics.

These are now available in our exclusive video series, which is accessible through the **Educational Resources section on our website.**



Film 1:

Bridging the Gap in Conservative Treatment Options for Degenerative Joint Conditions

Featuring: Kirsty Walker - Clinical Account Manager, IBSA UK Orthopaedics; Advanced Physiotherapy Practitioner; Injector; Independent Prescriber



Kirsty addresses crucial challenges UK clinicians face in managing osteoarthritis (OA) patients. She delves into the evidence behind innovative non-surgical treatment options and identifies which patients could benefit the most from these advancements. Discover practical solutions that could transform your clinical practice.

Film 2:

The Role of Next-Generation hyaluronic acid (HA) in Sports Medicine

Featuring: Dr. Charlotte Fairweather - LPPV; Former Elite Sport Medicine Physician



Charlotte shares her expertise in managing bone injuries in elite athletes and explores how HA supports their long-term joint health. Whilst offering valuable insights for sports medicine practitioners, she also discusses how these cutting-edge treatment options can be effectively applied to the general population.

Film 3:

Next-Generation HA Injections for Degenerative Joint Conditions – What, How, Who, and When?

Featuring: Dr. Ezio Lanza - Assistant Professor, Diagnostic and Interventional Radiology at Humanitas Clinical and Research Hospital, Milan

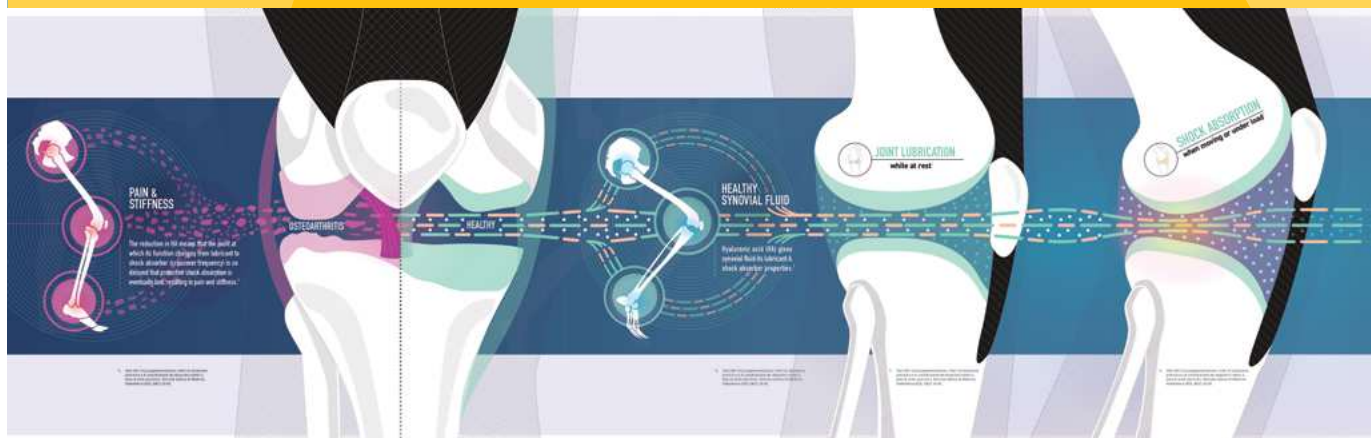


Ezio Lanza provides an in-depth overview of the advancements in ultrasound (US) guided intra-articular injections and their impact on MSK interventions. Learn about the optimal use of these injections, patient selection criteria, and timing for maximum benefit. This film is a must-watch for anyone involved in MSK treatments.

Additional Resources

Elevate your professional knowledge with IBSA UK's educational resources and stay tuned for more valuable materials and updates, which will be signposted on our website.

Start your learning journey today and visit the Product and educational resources section on our website (for HCPs only).



Recap of the Inaugural ARTiculate Multidisciplinary Meeting – May 2024

The meeting featured insightful sessions from three distinguished speakers, and was attended by over 25 clinicians, including orthopaedic surgeons, sports and exercise medicine specialists, rheumatologists, GPwSIs, and physiotherapists.



Michael McMahon provided enlightening insights into knee and hip ultrasound-guided injections. He shared his extensive experience and practical approaches to these injections, offering valuable takeaways for clinicians.

Kirsty Walker's interactive presentation featured patient case studies highlighting the use of HA injections as an alternative to steroids. She discussed how these novel treatments can effectively restore natural synovial fluid in patients with post-traumatic OA. The session concluded with a lively Q&A, allowing attendees to engage directly with the speakers.



Join us in continuing to advance your expertise in musculoskeletal health by registering your interest in attending by clicking here: [ARTiculate 13th November 2024](#)

MSK CALENDAR				
Venue	Date and link	Conference	Image	
			Image 1	Image 2
Arsenal Emirates Stadium, London UK	2-3 September 2024 https://sportsmedconf.com/	Sports Medicine Conference 24 Moving Forwards from Lessons Learned		
The International Convention Centre (ICC), Birmingham, UK	17-20 September 2024 https://www.boa.ac.uk/boa-annual-congress-2024.html	British Orthopaedic Association (BOA) Congress Recruit, Sustain, Retain: The T&O Work Force		
Manchester Central Convention Complex, UK	11-12 October 2024 https://www.csp.org.uk/news-events/csp-annual-conference	The Chartered Society of Physiotherapists (CSP) Conference Rehabilitation Transforms Population Health		
Coventry Arena, UK	7-8 November 2024 https://basem.co.uk/basem-annual-conference-2024/	British Association of Sport and Exercise Medicine (BASEM) Conference Translating Research into Practice		
Wellcome Collection, London	13th November 2024 Register here	ARTiculate MSK Meeting		