

ARTiculate

Conversations about
musculoskeletal health

Funded and developed by IBSA Pharma UK

Welcome & Introduction

Welcome to the second issue of **ARTiculate: Conversations about Musculoskeletal Health**. After the positive feedback from our inaugural edition, we are thrilled to bring you more practical and thought-provoking content for healthcare professionals in the musculoskeletal field.

This issue features insights from a recent patient focus group, offering perspectives we hope will be relevant and enlightening for your practice. You'll also find updates from key educational events and resources to support your approach to musculoskeletal health.

We aim to provide fresh ideas and perspectives that resonate with your challenges and opportunities. Please share your thoughts or suggestions for future topics—your feedback helps ensure ARTiculate continues to address what matters most to you and your patients.

Thank you for being part of these conversations about advancing musculoskeletal health.

Together, we can continue to explore and share ideas that make a difference.

CONTENTS

Page 1 - Welcome & Introduction, BOA24

Page 2 - Patient Insights & BASEM 24

Page 3 - Annual ARTiculate Meeting Overview

Page 4 - Educational Resources & MSK Calendar

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@ibsa-group.com

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

Transforming MSK Care: Insights from the BOA Annual Congress

The British Orthopaedic Association (BOA) Annual Congress, held in September 2024 in Birmingham, brought together over 1,500 professionals from the field of orthopaedics. This year's congress explored themes such as innovations in surgical techniques, improvements in patient outcomes, and integration of digital health solutions in orthopaedics, offering a platform for collaboration and knowledge exchange.



This flagship event in the orthopaedic calendar provided IBSA with a valuable opportunity to connect with leading clinicians and raise awareness about using hybrid hyaluronic acid (HA) injections and Sinovial™. The Sinovial range attracted considerable attention at the IBSA exhibition stand, with many attendees curious to learn more about its mechanism of action and its potential to enhance MSK care. Several clinicians expressed openness to adopting new clinical practices and praised IBSA's informative presence at the event.

The congress was a key event for IBSA, aligning with its mission to educate healthcare professionals and talk about the use of HA injections in appropriate

patient populations. Despite the challenges posed by NICE guidelines, which do not currently recommend the broad use of HA, IBSA is working to collect real-world evidence (RWE) to support future submissions. This evidence will be crucial in addressing barriers to adoption and ensuring that products like Sinovial become more accessible to patients who could benefit from them.

Key insights from the congress included recognising that some clinicians are willing to trial Sinovial in their practices, supported by scientific data shared at the event. Discussions also highlighted broader challenges in MSK care, such as difficulty securing formulary approvals

and overcoming resistance to change in established clinical routines.

Overall, IBSA's participation at the BOA Congress was a success. It fostered meaningful conversations with clinicians and showcased the potential of hybrid HA injections to transform MSK care. The company remains committed to advancing education, building real-world evidence, and addressing systemic challenges to improve patient outcomes.



Caring Innovation

Patient Insights – What Healthcare Professionals Need to Know



Engaging with Patients: Barriers, Challenges, and Communication Preferences

A recent patient focus group conducted by IBSA revealed critical insights into the challenges patients face when engaging with healthcare professionals (HCPs). These findings highlight how specialists can enhance patient care and build stronger relationships.

Barriers to Effective Engagement

Patients identified time constraints during general practitioner (GP) consultations as a significant barrier to meaningful discussions about treatment options. Many felt rushed and unable to explore alternative therapies or holistic approaches in depth. While this issue primarily applies to GPs, it underscores the value patients place on thorough and open conversations with specialists.

Participants also expressed concerns about standardised care pathways, where cost considerations or established protocols often overshadow patient preferences. Options like hyaluronic acid injections were sometimes overlooked in favour of traditional treatments.

What Patients Want

- 1. Holistic and Comprehensive Care:** Patients advocate for integrating lifestyle changes, non-pharmaceutical therapies, and traditional treatments, focusing on the whole patient rather than just the condition.
- 2. Evidence-Based Guidance:** Patients trust information from regulatory bodies and peer-reviewed journals. They expect specialists to provide credible, data-backed recommendations.
- 3. Improved Communication and Shared Decision-Making:** Patients value open discussions where their preferences are actively considered. Shared decision-making, which allows patients to contribute to their treatment plans, was a recurring theme. Participants believe this builds trust and leads to more effective outcomes.
- 4. Specialist Expertise and Time:** Patients acknowledge time constraints in GP consultations but rely on specialists to provide a more in-depth, tailored discussion of their needs. Patients emphasised the importance of specialists dedicating time to exploring a broader range of treatment options and addressing specific concerns.

Key Takeaways for Specialists

To meet patient expectations, healthcare professionals can:

- Recognise the time limitations in primary care and provide the deeper engagement patients seek from specialists.
- Offer clear, evidence-based information about treatment options.
- Adopt a holistic approach that considers non-pharmaceutical therapies alongside traditional treatments.
- Foster shared decision-making to ensure patient preferences are integrated into care plans.

By addressing these challenges, specialists can create a more patient-centred approach, empowering individuals to make informed decisions about their care and building trust within the healthcare journey.

Women, Innovation, and Joint Health: Themes from BASEM 24

Critical Themes in Sports Medicine

This year's conference spotlighted significant themes, including women's health in sports, innovation in knee osteoarthritis (OA) treatments, and the role of injectable therapies in managing joint health. Sessions on post-partum athlete care and ACL injury prevention in women's football stood out for their focus on tailored approaches to female athletes.

Highlight Moments

John was particularly struck by the presentation from Professor Stefan Kluzek, whose progressive research on injectable therapies for OA offers promising new strategies for patient care. Another standout was the insightful session on "Medals and Motherhood," which emphasised the unique pathways required to support perinatal athletes, whether able-bodied or para-athletes, in achieving peak performance post-pregnancy.

Sinovial in the Spotlight

IBSA's presence at BASEM garnered excitement among attendees, particularly around the innovative potential of Sinovial for knee OA. Discussions highlighted its relevance in sports medicine, with anticipation building for the upcoming Sinovial steering committee.

Looking Ahead

John emphasised the importance of engaging with the sports medicine community, supporting cutting-edge research like Professor Kluzek's, and building relationships with MSK radiologists and sports medicine doctors. BASEM 2024 has set the stage for future collaborations and firmly established its reputation as a growing and impactful event.



John Fairweather

The British Association of Sport and Exercise Medicine (BASEM) Conference 2024, held at the Coventry Building Society Arena, brought together leading professionals to explore advancements

in sports and exercise medicine. Among the 400+ attendees was IBSA UK's new Clinical Account Manager, John Fairweather, a former Paralympic and Olympic physiotherapist, who shared his reflections on this dynamic event.

IBSA UK remains committed to advancing care in sports medicine, fostering meaningful connections, supporting innovative solutions, and optimising patient outcomes.

IBSA Education

Reflecting on IBSA's Annual ARTiculate Educational Meeting

IBSA's recent ARTiculate educational meeting brought together a diverse group of healthcare professionals to share expertise and insights on managing tendon health.

This CPD-accredited event, funded and developed by IBSA, provided a unique multidisciplinary platform for clinicians, including orthopaedic surgeons, SEM doctors, rheumatologists, GPwSIs, and physiotherapists, to explore

the latest advancements in tendon management.

The meeting was a hybrid event, with 65 delegates attending both in person and online. It focused on practical, evidence-based strategies to enhance tendinopathy outcomes. Featuring expert speakers from elite football medicine, physiotherapy, and NHS sports clinics, the evening offered a blend of academic knowledge and real-world application.

KEY THEMES AND INSIGHTS



Jonathan Rees from Fortius Clinic

opened the evening by emphasising the importance of a holistic approach to patient care. He

encouraged clinicians to "treat the whole patient," addressing systemic factors such as psoriatic arthritis that may influence tendon presentations. Rees also underscored the need for early intervention, noting that patients treated early often achieve better outcomes. He challenged attendees to go beyond a simplistic view of osteoarthritis as "wear and tear" and to investigate the root causes of tendon problems to prevent recurrence.

Luke Millward from Complete Physio



focused on interventional procedures for tendinopathy, including hyaluronic acid (HA) injections. He cautioned against corticosteroids due to their detrimental effects on tendon

structure and reviewed the evidence supporting HA injections, particularly in post-surgical settings. While acknowledging gaps in current research, Millward presented a compelling case for alternative approaches that prioritise tendon health and long-term function.

Michael McMahon,

stepping in for David Porter, shared insights into the role of a pilot NHS sports injury clinic at Guy's and St Thomas'. This multidisciplinary, once-weekly clinic integrates APPs, GPs, and SEMs to provide a comprehensive approach to sports-related injuries, providing high-level rehabilitation. With the ability to self-refer and a 2-week wait, McMahon highlighted the clinic's success, with 95% of patients reporting high satisfaction. He emphasised that rehabilitation should be the cornerstone of tendinopathy treatment, supported by patient education and a commitment to strength and conditioning, and hopes to expand the service.



Practical Takeaways for Clinicians

The discussions highlighted several actionable strategies for improving tendon care:

- **Adopt a Holistic Approach:** Address systemic factors and explore the root causes of tendon issues to ensure comprehensive care.
- **Prioritise Evidence-Based Treatments:** Consider alternatives to corticosteroids, such as HA injections, and base treatment decisions on the latest research.
- **Focus on Rehabilitation:** Strength and conditioning should be the foundation of tendinopathy care, ensuring patients are fully informed and engaged in their recovery process.
- **Leverage Multidisciplinary Models:** Collaborate across specialities to deliver integrated, patient-centred care.



Building Knowledge & Collaboration

IBSA's ARTiculate educational meeting exemplifies the importance of collaboration in advancing MSK health. Thank you to all the speakers and participants for making this event successful.

We look forward to continuing these vital conversations at future ARTiculate meetings.

Explore IBSA UK's Educational Resources for Healthcare Professionals

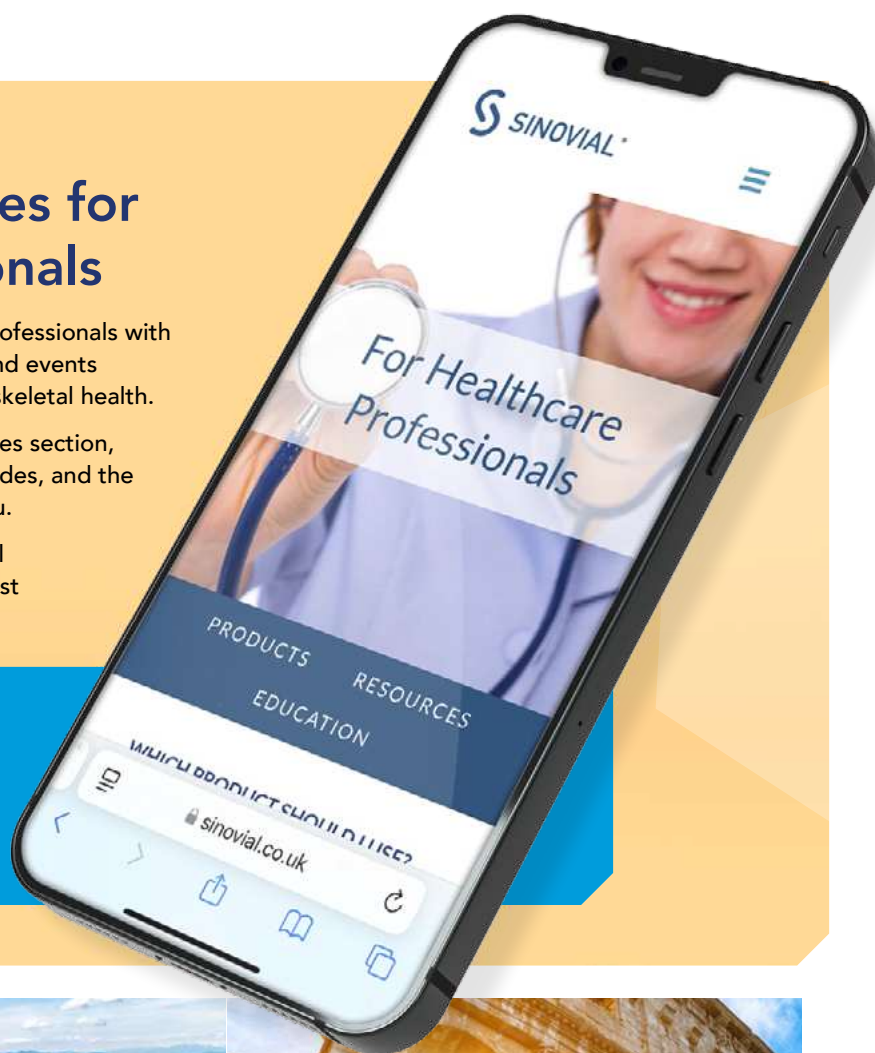
We are committed to supporting healthcare professionals with high-quality educational materials, meetings and events designed to enhance your practice in musculoskeletal health.

Our website features a dedicated HCP resources section, offering access to expert insights, practical guides, and the latest information tailored for clinicians like you.

Discover valuable tools to support professional development and stay informed about the latest advancements.

Visit the HCP resources section today to explore content specifically created for your needs:

sinovial.co.uk/hcp



MSK CALENDAR		
Conference	9th UEFA Medical Symposium The women's game and beyond	World Congress on Osteoporosis, Osteoarthritis and MSK Diseases
Date and link for more details	4-6 February 2025 https://www.uefa.com/news-media/news/028b-1a703f96867a-dfea9511fd51-1000--medical-community/	10-13 April 2025 https://www.wco-iof-esceo.org/
Venue	Palazzo dei Congressi, Lugano, Switzerland	Rome Convention Center, Rome, Italy