

ARTiculate

Conversations about
musculoskeletal health

Funded and developed by IBSA Pharma UK

Welcome & Introduction

Welcome to the Spring 2025 edition of ARTiculate: Conversations about Musculoskeletal Health. In this issue, we focus on the current challenges in MSK care, people living with musculoskeletal (MSK) conditions, and how IBSA is working to support both healthcare professionals and patients through education, collaboration, and innovation.

We share highlights from recent UK and international educational events designed to equip clinicians with the latest thinking and practical skills in MSK care. We're also sharing insights from our recent patient engagement activities—contributions that are helping us shape how we communicate, inform, and support those managing joint pain and osteoarthritis.

As always, thank you for joining the conversation. We hope you find this issue relevant and thought-provoking.

P 1-2 IBSA Skills Course Manchester, UK

P 2 Joint Challenge 2025

P 3 360° Infiltration – Milan, Italy

P 4 9th UEFA Medical Symposium

P 4 Patient Perspectives

P 5 IBSA NEWS

P 6 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**:

mstkteam.uk@ibsaigroup.com

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

IBSA Skills Course Manchester, UK



In the UK, many clinicians remain hesitant to adopt ultrasound-guided injection (USG) techniques, particularly for treatments requiring high precision, such as hyaluronic acid (HA). While landmark-guided injections are widely used and can be effective in some contexts, such as corticosteroid delivery, they lack the accuracy needed for HA to be administered directly into the joint capsule, where it offers the greatest therapeutic benefit.

To help address this gap in training and confidence, IBSA UK has launched the IBSA Skills Course—a hands-on educational initiative designed to equip healthcare professionals with the practical knowledge and experience to perform USG-guided HA injections confidently. The course combines remote and in-person learning and focuses on building real-world skills that clinicians can immediately apply in practice.

The inaugural session, held in January, marked a significant step forward in IBSA's commitment to advancing MSK care by supporting clinicians with the tools and training needed to deliver effective, evidence-based treatment.

The course was delivered in partnership with Orca Medical Ltd and structured across two distinct modules. The first was a remote learning phase, which gave delegates access to a series of Orca POD sessions, allowing them to practise probe handling and needle visualisation techniques using phantom models and handheld ultrasound devices provided by IBSA. This format enabled

clinicians to build their confidence and familiarity with ultrasound before attending the in-person training.

Module two was held at the Manchester Surgical Skills and Simulation Centre, and focused on the practical application of USG injection techniques, using cadaveric specimens. Participants explored intra-articular injection techniques across a range of upper and lower limb joints, under real-time ultrasound guidance.

"The cadaveric lab provided an invaluable experience," said Kirsty Walker, IBSA's Clinical Account Manager and an Advanced Physiotherapy Practitioner. *"It created a supportive, peer-led environment where participants could not only apply what they had learned but also exchange best practices. Our ambition was to offer something truly hands-on and clinically relevant—and the feedback we've received suggests we achieved exactly that."*



Caring Innovation



A unique aspect of the course included hyaluronic acid product education, covering the mechanism of action and clinical benefits of Sinovial HL™ and Sinogel™ in treating MSK conditions.

Numo Teixeira, Clinical Director at Ash Physiotherapy & Sport Injury Clinic, commented: "I found it very valuable to learn about Sinovial HL and Sinogel injections, their mechanisms of action, what and how their molecules are

created, and the differences to other HA products. In a market with so many options, it's paramount that we as professionals are informed so we can better advise our patients."

Participants also praised the hands-on nature of the training and the flexibility of remote preparation.

Katarzyna Studnicka-Perkin, Trauma and Orthopaedic Consultant with a special interest in hand, wrist and elbow surgery, shared: "Great idea of the remote training with phantoms. Having the ultrasound machine at home was also extremely helpful. Perfect timing and duration of the course. Excellent faculty and instructions. Thanks to the admin team for clear communication."

"Our aim is to invest in the clinical education and skillset of healthcare professionals who are at the forefront of MSK care," added Kirsty Walker. "By combining flexible digital learning with practical cadaveric training, we've created a course format that is both accessible and deeply impactful."

Following the success of this first event, IBSA plans to continue expanding the Skills Course programme throughout 2025 and beyond, with further opportunities for UK-based clinicians to take part.

If you're a healthcare professional interested in ultrasound-guided injection training, or want to register your interest in future courses, please contact the IBSA UK team, mskteam.uk@ibsa-group.com



Joint Challenge 2025

Advancing MSK Education Through International Collaboration

In March, IBSA Group hosted Joint Challenge 2025, an international scientific meeting focused on the evolving challenges and opportunities in musculoskeletal (MSK) care. The event brought together global experts in orthopaedics, rheumatology, sports medicine and rehabilitation to explore the latest innovations in MSK treatment and pain management.

As MSK care continues to grow in complexity—driven by rising patient demand, innovation in treatment options, and the need for earlier, personalised intervention—Joint Challenge served as an important forum for clinicians to exchange ideas and explore new standards of care. IBSA UK was proud to support a group of UK healthcare professionals to attend,

providing them with access to new thinking, international collaboration, and practical strategies that can be applied in clinical settings at home.

The two-day programme addressed several priority areas in MSK medicine, including:

- **Interdisciplinary approaches to musculoskeletal pain**
- **Early interventions and strategies in primary care**
- **Emerging treatments for both acute and chronic joint conditions**
- **The use of innovation—such as virtual reality, ultrasound, and AI—in pain management**
- **Standards of care and evolving pharmaceutical technologies**

Participants heard from a distinguished international faculty, with sessions ranging from tailored approaches to joint pain in rheumatology and sports medicine, to the use of pain mapping techniques and musculoskeletal ultrasound in everyday practice.

John Fairweather, Clinical Account Manager at IBSA UK, reflected on the significance of the event:



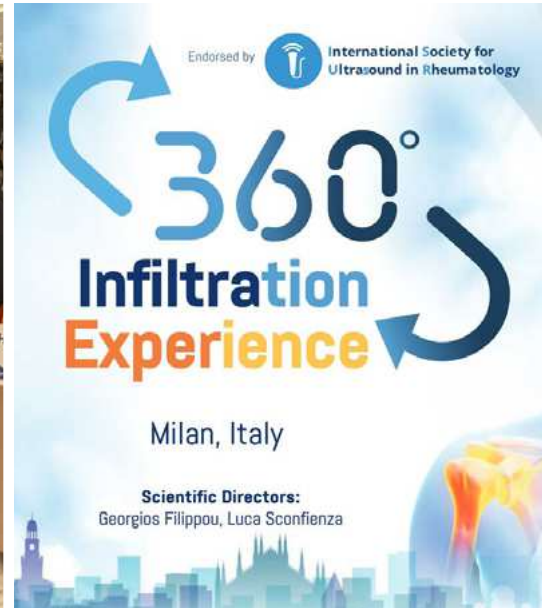
"This event allowed UK healthcare professionals to step outside their day-to-day practice and engage in truly forward-thinking conversations. It reinforced the importance of combining evidence-based treatments with a holistic understanding of the patient's needs and how collaboration across specialties is key to moving MSK care forward."

As part of the Innovative Solutions session, Professor Christopher Eccleston from the Centre for Pain Research at the University of Bath delivered a thought-provoking presentation on the use of virtual reality in managing musculoskeletal pain. His session sparked valuable discussion around how digital tools could help clinicians meet growing expectations for personalised, non-pharmacological care.

Breakout sessions allowed delegates to delve deeper into areas most relevant to their work. The sports medicine track explored multimodal treatment strategies for athletic injuries and the growing evidence base for viscosupplementation in sport. The osteoarthritis track focused on personalised care pathways, including using generative AI to support clinical decisions and a patient-centred approach to managing chronic joint pain.

Throughout the event, the consistent message was clear: MSK care must evolve to meet modern patient needs, requiring a collaborative, evidence-led, and forward-thinking approach. The themes of early intervention, integrated care, and innovative treatment closely reflect the focus of IBSA's ongoing UK initiatives, which aim to equip clinicians with insight and practical tools to navigate these shifts in care.

Joint Challenge 2025 not only underscored IBSA's global commitment to MSK education, but also strengthened the links between UK professionals and the wider international MSK community, helping to bring global insights back to the point of care.



360° Infiltration – Milan, Italy

As clinical practice evolves, many healthcare professionals are looking to refine their techniques and increase confidence in delivering more precise joint pain interventions. Infiltration therapy—particularly when supported by ultrasound guidance—continues to be an area where practical, peer-to-peer learning can make a significant difference.

IBSA's 360° Infiltration series returned for 2025, with the first international workshop of the year held in Milan on February 3–4. This event brought together MSK healthcare professionals to share best practices in infiltration therapy for joint pain management. Additional events are planned throughout the year, with meetings scheduled for June, July, and November.

The workshop began with a valuable networking opportunity at the IRCCS Galeazzi - Sant'Ambrogio Hospital, followed by clinical presentations and an engaging Q&A session. A highlight was the live ultrasound-guided injection sessions, where clinicians observed actual patients receiving Sinovial HL and Sinogel in various joints, including the thumb, knee, and hip. Delegates also had the chance to speak directly with patients about their experiences.

Key takeaways included:

- Not all hyaluronic acid (HA) formulations are alike - understanding the distinctions is crucial for optimal outcomes.
- Ultrasound guidance is increasingly considered the gold standard for HA injections.
- Delegates enhanced their understanding of ultrasound techniques across different anatomical sites.

The CPD-accredited course was positively received:

"It's unheard of what IBSA have done for us, with laying on this course and the resources put into it. So on behalf of myself—and if I can say, the profession—I'm thankful and grateful."

UK Physiotherapy delegate

By delivering hands-on, clinically relevant education, the 360° Infiltration series plays an important role in supporting healthcare professionals to stay current with evolving techniques and confidently apply best practice. It reflects IBSA's wider commitment to improving access to high-quality MSK care through practical training and peer-led learning.



For upcoming dates and registration information, please contact the IBSA UK team at: mstkteam.uk@ibsaigroup.com.

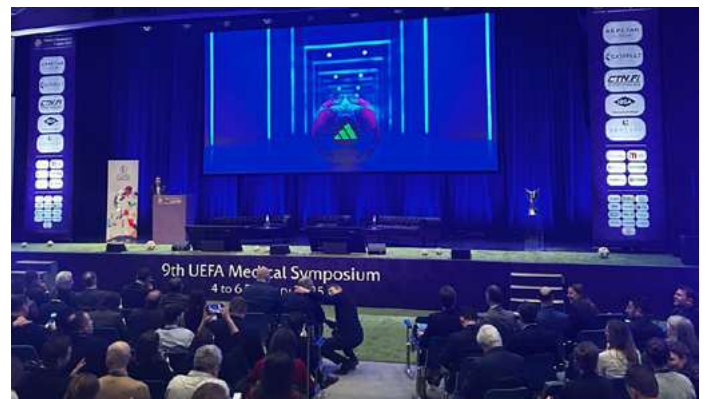


9th UEFA Medical Symposium: The Women's Game and Beyond

As part of its ongoing commitment to advancing sports-related musculoskeletal (MSK) care, IBSA attended the 9th UEFA Medical Symposium from February 4 to 6 in Lugano, Switzerland. By supporting UK delegates and engaging with the wider European sports medicine community, IBSA contributed to the conversation around delivering safe, effective care to athletes at all levels of the game.

This high-profile event on the international sports medicine calendar brought together medical doctors, physiotherapists, and sports scientists from across Europe. With a special focus on the women's game, the programme addressed key clinical topics such as ACL injuries in female players, muscle injuries, on-field rehabilitation, and return-to-play strategies, alongside broader discussions on mental health, nutrition, and concussion management.

The symposium provided a platform for sharing practical insights and promoting interdisciplinary collaboration, reinforcing the importance of proactive, evidence-based care in elite and grassroots sports.



Patient Perspectives:

Insights from IBSA's Second MSK Advisory Board

IBSA's MSK Patient Advisory Board is designed to ensure that the voices of those living with joint pain and osteoarthritis are heard and reflected in our communications. By bringing patients together, IBSA helps address a key challenge in musculoskeletal (MSK) care: ensuring that treatment information is clear, relatable, and genuinely helpful to those who need it.

Now in its second meeting, the Advisory Board offered valuable insights into how patients perceive current materials, from websites and brochures to advertising, and what they need to feel confident and supported in their treatment journey.

Key insights from the discussion included:

- Patients value clarity:**
 Whether reviewing websites, brochures, or advertisements, participants emphasised the significance of clear, accessible language and intuitive design that fosters understanding and confidence in treatment decisions.
- Representation matters:**
 Imagery and messaging should reflect the diversity of real patients across age, lifestyle and background to ensure materials feel relevant and relatable.
- Support beyond the product:**
 Patients highlighted a desire for resources that help them take the next step, with signposting and information that integrates clinical options with broader health and wellbeing support.

These conversations are directly influencing how IBSA communicates with patients, ensuring that materials are not only informative but inclusive, supportive, and easy to navigate.

Celebrating the
history and
imagining the future

40⁺
40⁺
IBSA^{anniversary}

IBSA NEWS

IBSA Marks 40 Years of Innovation and Patient-Centred Growth

IBSA is celebrating 40 years since its transformation under President and CEO Arturo Licenziati, who took a small Swiss lab and shaped it into a global pharmaceutical group active in over 90 countries.

Now firmly established in the UK, IBSA continues to focus on real-world patient needs, delivering trusted treatments in areas like musculoskeletal health, reproductive medicine and dermoaesthetics.

From hyaluronic acid innovations to oral dispersible films and hormone therapies, IBSA continues to evolve—with people, purpose and science at its core.

"This anniversary is a proud moment for all of us at IBSA UK. It's a chance to reflect on our progress, but also to look ahead with energy and ambition. Our commitment to innovation and to supporting healthcare professionals and patients in meaningful ways remains stronger than ever."

Steven Knapp, General Manager, IBSA UK

IBSA Sponsors GB Triathlete Jane Blunt for European Championships



IBSA is proud to sponsor Jane Blunt, a GB age-group triathlete, as she competes in the European Middle Distance Triathlon Championships in Pamplona, Spain this May.

Jane will be representing Great Britain in the women's 60–64 age category, having qualified through consistent performance and determination—despite managing the impact of osteoarthritis on her training and racing.

As part of her race preparation, Jane recently visited Flex Physiotherapy in Burgess Hill, where she received Sinovial HL hyaluronic acid injections to help manage

her knee osteoarthritis. The treatment was administered by Matt Prout, Director of Flex Physiotherapy, using ultrasound-guided injection for precision. Jane described the experience as professional and reassuring, noting the excellent setup and service at the clinic.

A long-time advocate of staying active through midlife and beyond, Jane credits viscosupplementation with helping her maintain mobility and continue competing at an elite amateur level.

We're delighted to support Jane on her journey and wish her the very best as she flies the flag for GB!

MSK Calendar | Upcoming Events for 2025

A round-up of key UK events in musculoskeletal health, orthopaedics, and sports medicine taking place this year. Ideal opportunities to stay informed, connect with peers, and access the latest in clinical education.



BOA Annual Congress 2025

Collaboration and Innovation:
The Future of Orthopaedics

9-12 September 2025. The ICC, Birmingham
boa.ac.uk/annual-congress.html

The flagship event in the UK orthopaedic calendar, bringing together surgeons, researchers and multidisciplinary teams for four days of clinical updates and collaborative learning.



Sports Medicine Conference 2025

Tackling the Biggest Challenges in
Sports Medicine

4-5 September 2025, Emirates Stadium, London
sportsmedconf.com/

A two-day event bringing together leading clinicians, researchers, and rehabilitation professionals to address key issues in sports medicine, including bone stress injuries, female ACL injuries, and hamstring injury management.



BASEM 2025 Annual Conference

Prevention, Performance and Recovery:
The Athlete Lifecycle

2-3 October 2025. Royal Armouries Museum, Leeds
basem.co.uk

BASEM's leading event for clinicians in sport and exercise medicine. Includes applied workshops and keynote presentations relevant to MSK care at every level of activity



BOSTAA 2025 Annual Scientific Meeting

Optimising Outcomes in Sports Orthopaedics

6 November 2025. Tottenham Hotspur Stadium, London
bostaa.org.uk

Focused on surgical and non-surgical sports injury management, this meeting brings together orthopaedic and sports trauma specialists to discuss innovations and techniques.

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:

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