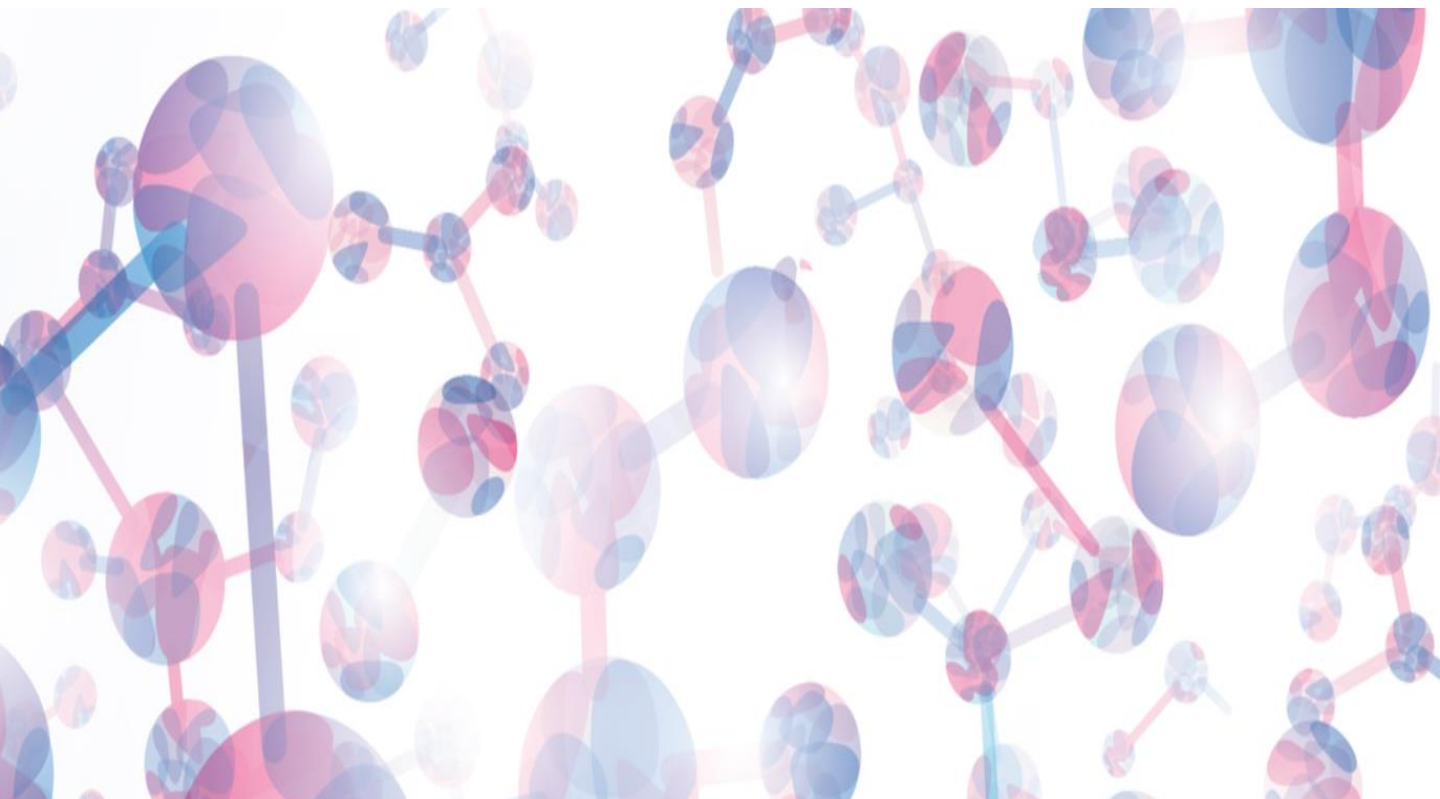


DIAGNOSTICS FOR ALL

*The British In Vitro Diagnostics
Association Strategy: 2024-2027*





Welcome to our 2024-27 Strategy

In the current turbulent times, with the NHS under pressure, the most challenging political climate in living memory, and economic uncertainty, the role of BIVDA is more crucial to the success of the medical diagnostics sector than ever before.

BIVDA will act with the best interests of industry at heart to support a better healthcare system for all. We will be open, honest and, where necessary, increasingly assertive to deliver solutions to challenges. We will work collaboratively with any stakeholder to drive change.

BIVDA will focus on demonstrating the value of medical diagnostics across different settings and uses by patients, clinicians and the public. This will involve a different approach to traditional trade body activity as we pivot to being a partner, an enabler and facilitator to our network and utilise our unique position as an independent organisation with unrivalled access to knowledge, technology, ideas and expertise within our secretariat team and massive membership base.

Members will continue to be supported and informed to our usual high standards on issues affecting their participation in the UK and international health systems, in areas such as market access, training, legislative guidance and operational support across community and acute settings, core laboratory and point of care diagnostics.

Our key areas of focus are Antimicrobial Resistance and Infectious Disease, Near Patient Testing and pathway innovation and Genomics in Cancer, Infection, and both rare and common diseases. But this will not be at the expense of our core activities, and we will continue to welcome – and support – all organisations in our diverse sector.

Our 2024-2027 strategy sets out how we will deliver this, and we welcome you on the journey.

Helen Dent
Chief Executive

INSPIRE

Medical diagnostics are a key part of a functioning health system. But, like the oil in your car, or the farmer growing your food, the vital role they play often goes unnoticed.



BIVDA will act as the voice of the industry to inspire, inform, and explain the opportunities that medical diagnostics offer. We will work with the UK government to ensure that diagnostics are a key component of their health and life science plans.

We will set out the economic benefits of our sector, both directly (diagnostics are worth £3.5 billion a year to the UK) and indirectly (the value of better health outcomes, a more active workforce, and lives improved). This will drive improved government focus and encourage new and existing market entrants.

We will ensure that scientists and academics look to enter and remain in the sector. We will inspire them to focus their research, development and skills on developing and refining diagnostics, to retain the UK's status as the centre of mass for life sciences globally.

Patients are at the heart of every diagnostic process. We will work with patient associations and the media to inspire the public to realise that a diagnostic test is a key part of their treatment – and that a diagnostic test ruling out a prescription is just as important as being given medicine, including antibiotics.

INFLUENCE

BIVDA's access to government, politicians, and the National Health Service means we are uniquely placed to lead conversations and influence the future of medical diagnostics.

With our staff having held roles at very senior levels in the NHS and UK government, we have the credibility and access to ensure that diagnostics are, and remain, a key part of the UK health system.

We will exert our influence to ensure that the UK's regulatory regime remains safe, proportionate, and does not stifle innovation, by working with the MHRA and approved bodies.

We will champion British diagnostic companies in Europe, ensuring fair market access in both directions, leveraging our relationships with MedTech Europe and the UK government.

We appreciate the barriers to supplying the NHS, and will look to create better market access for all, ensuring the NHS adopts diagnostics where appropriate, reducing blockers to supply, and supporting members to meet NHS tender criteria. Our new market access working party will provide solutions and leadership to meet member needs.

We will advocate for the NHS and UK government to properly review and record the economic health benefits of the usage of medical diagnostics, particularly in the fields of antimicrobial stewardship, genomics, and precision medicine.



INNOVATE

The UK has a rich history of developing innovative scientific solutions to the benefit of the world.



But innovation must go far further than simply new product design.



BIVDA will continue to support Britain's heritage of scientific innovation. But we will also look to create an ecosystem where innovation can flourish throughout.

We will work with the NHS to ensure that there are clear demand signals to allow innovation to be targeted to clinical need. Whether target product profiles, or better understanding of what's on the horizon, we will support new and innovative ways of doing business.

We will ensure that regulators are equipped and able to deal with new technologies and applications. Regulation can never be a blocker to innovation.

And we will continue to support designers, manufacturers, and suppliers to research, develop, and monetise their products to create the economic stimulus for genuine innovation.

INVEST

Investment is the golden thread running through the medical diagnostics sector. But our strategy to deliver investment goes beyond the purely financial.



Despite being a world leader in the development of diagnostics, Britain needs investment across the sector to retain and improve our position. Access to the NHS can be challenging and provide low margins. Recent changes and future uncertainties around regulation are further barriers to commercial success and market entry.

Financially, BIVDA will continue to work with the UK government to create the best possible funding models for UK-based suppliers and manufacturers. We will advocate for enhanced government funding, and seek to link members into investors. We will support better monetisation for members – from more efficient UK market access to removing barriers to trade internationally via our foreign partnerships and links to the Department for Business and Trade.

The UK is a world leader in research and development of medical technology. We will use our influence with government to ensure this continues, and we will grow and deepen our relationships with UK academia to support their increasing focus on diagnostics.

Behind science lies people. And BIVDA will lead investment in those people. Through our EDI initiatives and by acting as a champion for diversity, we will ensure that our industry attracts and retains the best people. We will partner with academia to ensure there is a pipeline of future scientific talent entering the diagnostic sector. And we will look to educate everyone, everywhere, to recognise the unique opportunities that investment in medical diagnostics delivers to people's lives.

Our Vision

To advance the vital role of Diagnostics in shaping the future of healthcare.

Our Mission

To use our voice to drive innovation, collaboration, and investment in the diagnostics sector to help advance healthcare.

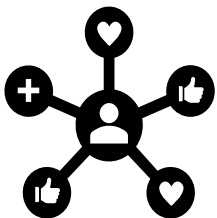
Our Delivery

We will inspire...



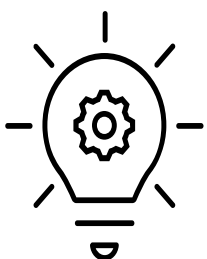
- The UK government to place diagnostics at the heart of health and life science plans
- The next generation of scientists and academics, keeping the UK at the centre of world life science
- Manufacturers to enter and remain within the UK market
- Patients to change their views and behaviours towards diagnostics, seeing them as a key benefit of a health interaction
- Academia, to ensure the UK's universities remain at the forefront of diagnostic development and spin-outs

We will influence...



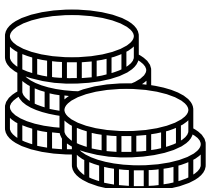
- The UK government's investment, regulatory, and life science policies and strategies
- The NHS, to ensure that diagnostics remain a priority, that there is equitable market access, and that they use the diagnostic products available
- Regulatory bodies, to ensure proportionate, timely, and cost-effective regulation of medical diagnostics
- The UK government's economic and health benefit assessment for diagnostics
- European policy, via our relationship with MedTech Europe and others

We will innovate...



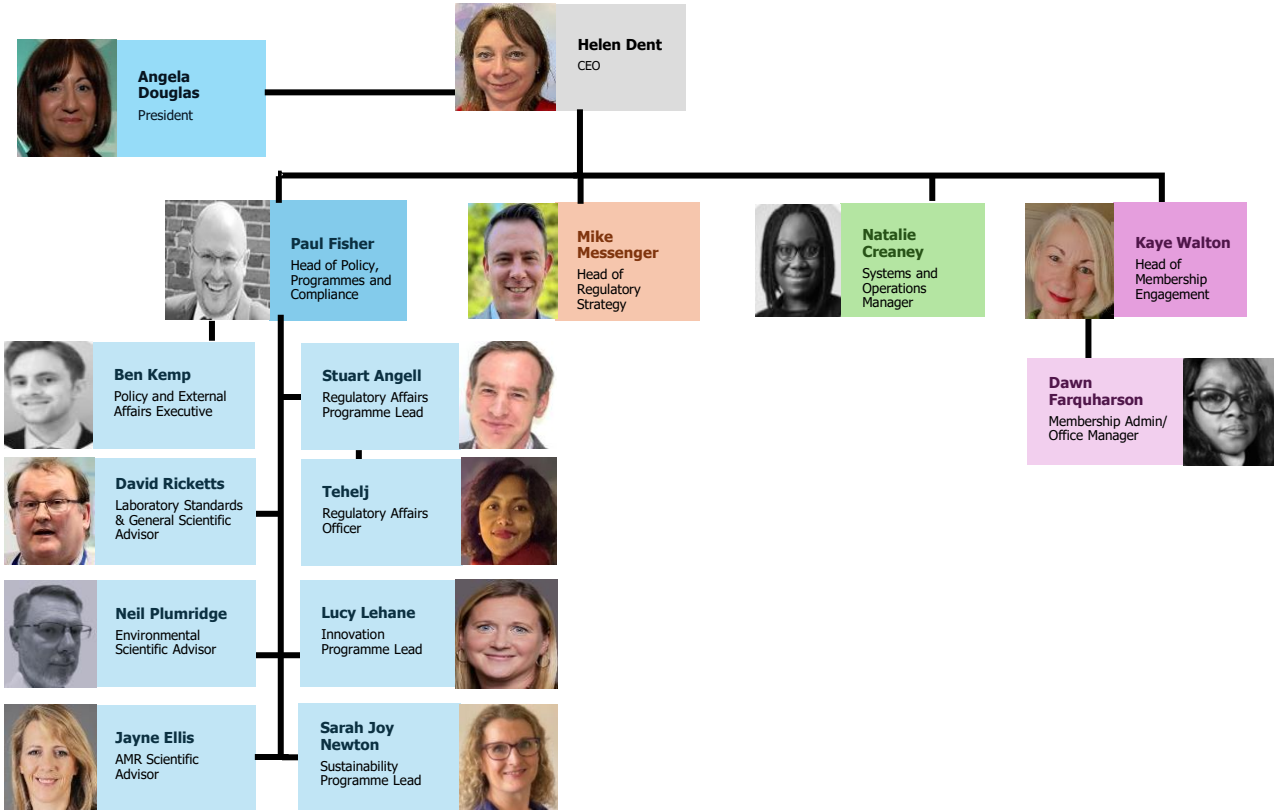
- New diagnostic tests and applications to meet current and future healthcare challenges facing the UK, and internationally
- Better procurement and market access processes, to support SMEs and larger companies to enter the UK market more efficiently
- Suitable regulatory regimes for innovative and novel products, particularly companion diagnostics and precision medicine
- Support innovative products throughout their entire product life cycle
- More accurate health economic benefit processes, including driving the NHS to look at lifetime health cost/benefit ratios

We will ensure investment...



- In the industry, from VC/PE funding to the UK government
- In R&D, by advocating, informing, and signposting for relevant financial R&D support
- In people, by leading EDI activities in the sector, by championing diagnostics as a career, and by education
- In the UK economy, by supporting members to sell worldwide and attracting inward investment

Our Structure and Staff



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