



Incisive Health
An Ashfield Health Company

Opportunities in the UK.

POLICY UPDATE FOR AMDM MEMBERS – APRIL 2022



Introduction

- Incisive Health is the UK's largest healthcare policy and communications consultancy. We deliver the results that matter for our clients and – ultimately – for the patients they serve
- Toby is a Director at Incisive Health and has spent the last decade working in health policy. He has extensive experience of delivering impactful lobbying campaigns for both US and UK based biotech, diagnostics and medical device companies
- Prior to working at Incisive Health, Toby worked for the Science and Innovation Minister, George Freeman MP



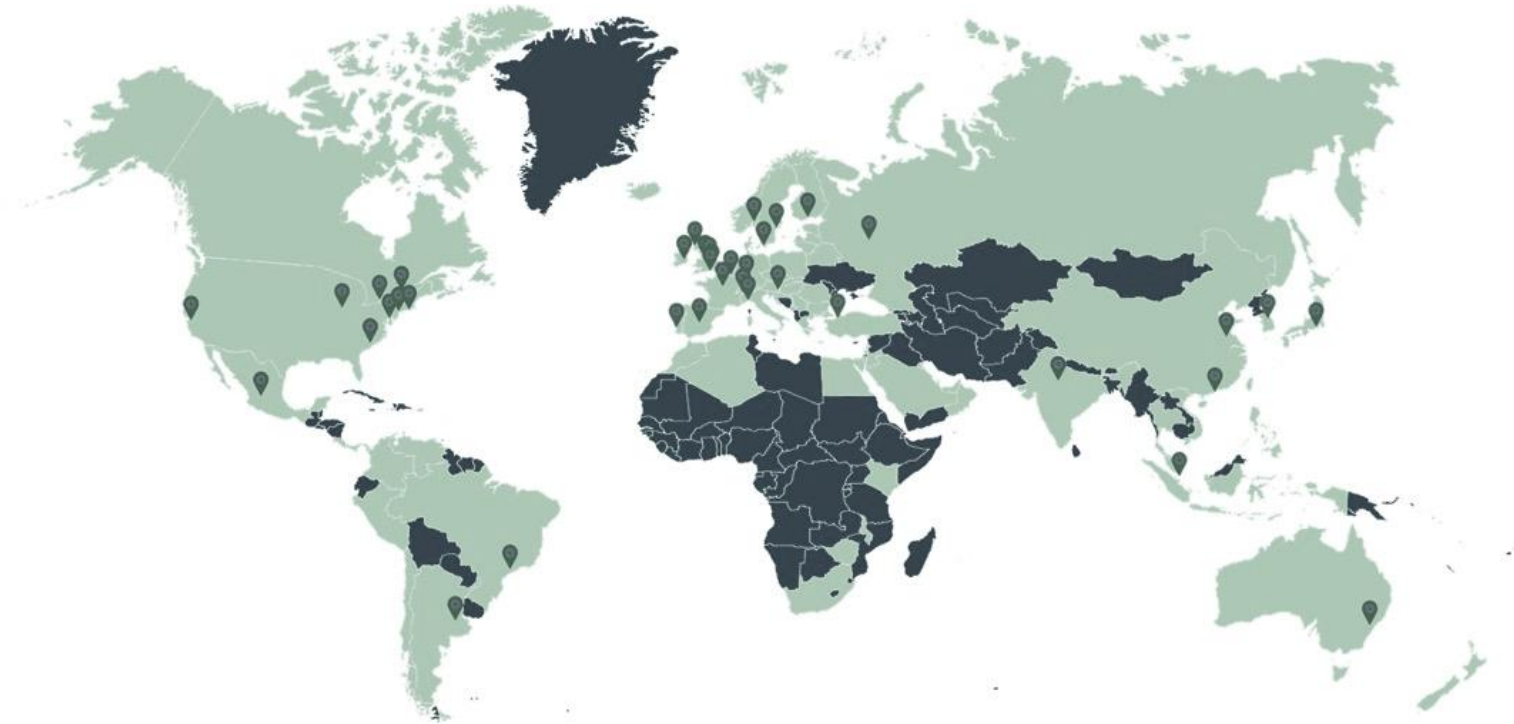


Our 40+ strong team in London and Brussels has helped numerous medical device companies launch products and expedite adoption





We have a global footprint to support our clients



Incisive Health is part of the Ashfield Health + Evoke + Huntsworth family



Today we will cover



The context for UK
policy making



The UK Government's
policy ambitions



The opportunities
for AMDM members



Questions



The context for UK policy making.

Making a success of Brexit



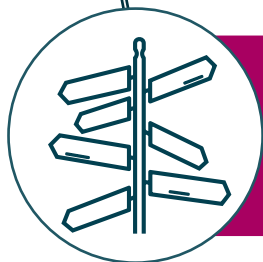
Building back better from the pandemic



The UK Government is seeking to:



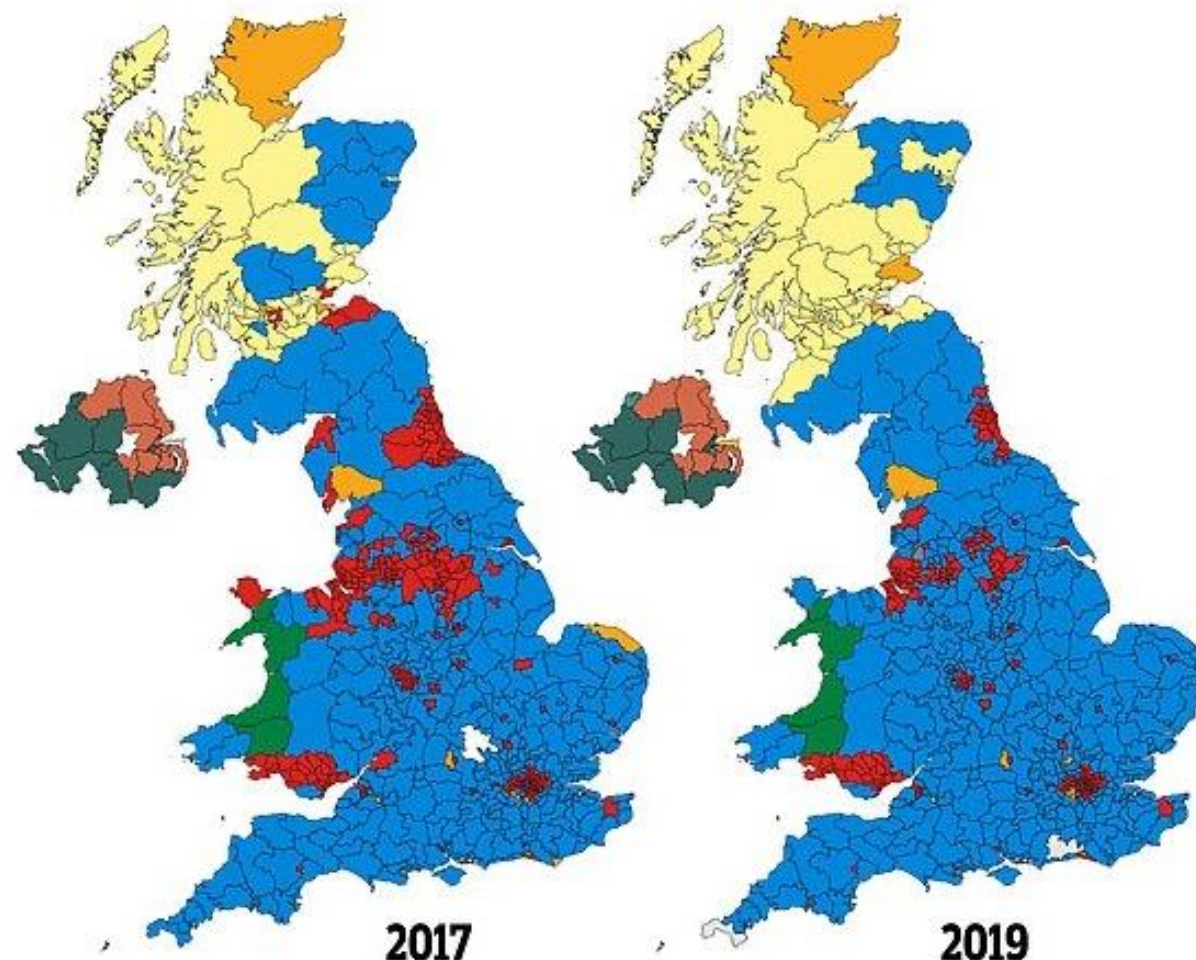
Secure investment in manufacturing and R&D particularly within the 'Red Wall' seats



Realise national ambitions to 'level-up' the economy



Apply learnings from the role digital and diagnostics played in supporting the NHS during the pandemic

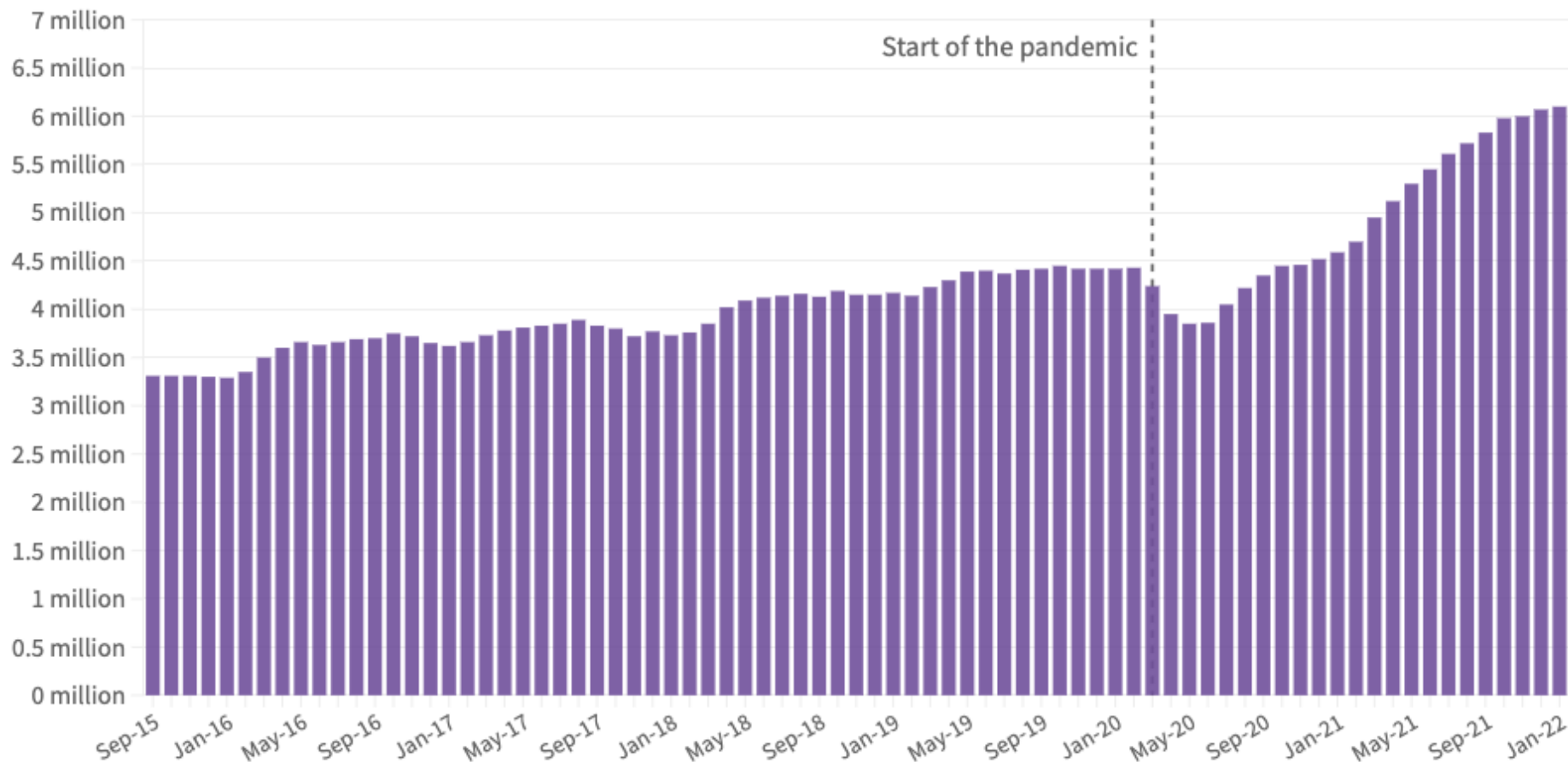


Addressing the NHS backlog



Number of people on NHS waiting lists for consultant-led elective care

September 2015 to January 2022



Source: [BMA analysis of NHS England Consultant-led Referral to Treatment Waiting Times statistics](#)





The UK Government's ambitions.



Developing a 'world-leading' regulatory framework for medical devices

Creating new access pathways to support innovations

Reforming IVD regulation to update classification and include an extended patient risk review

A new framework for regulating software and artificial intelligence as medical devices

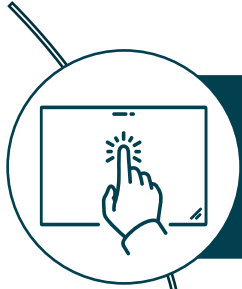
Becoming a sustainability pioneer through the safe re-use and re-manufacture of medical devices

Consultation on the future regulation of medical devices in the United Kingdom

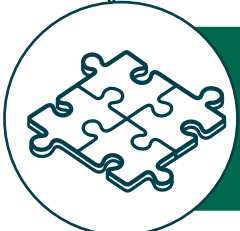




Learning from COVID



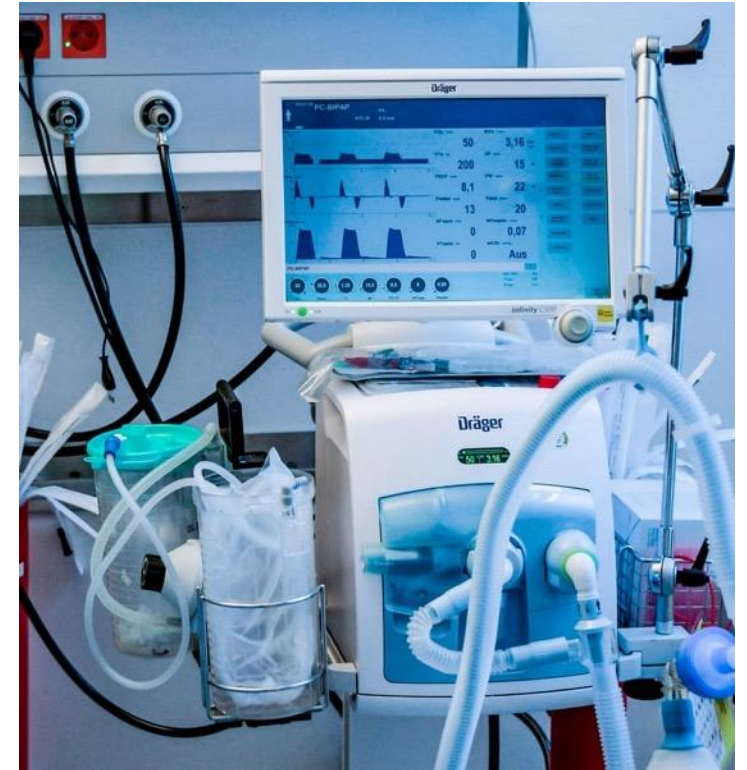
More digital technology and solutions across the NHS



Greater focus on diagnostics and MedTech

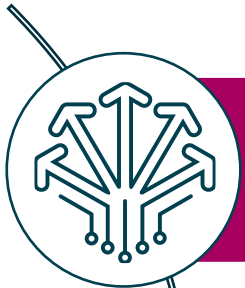


Working in partnership with industry to deliver technology (ie ventilators)





Becoming the 'global hub' for life sciences by



Evolving the MHRA into a world-leading, agile and responsive regulator that 'enables innovation'



Encouraging more investment and manufacturing into the UK



Supporting more research (including in genomics)



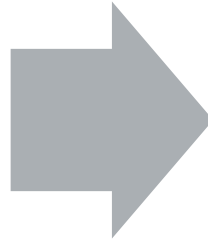


The opportunities for AMDM members.



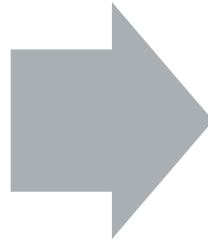
The opportunities

Looking to launch a product?



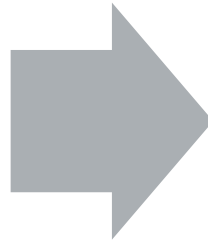
Innovation Hub

Looking to expedite adoption?



Accelerated Access Collaborative

Looking to invest in the UK?



Grant schemes



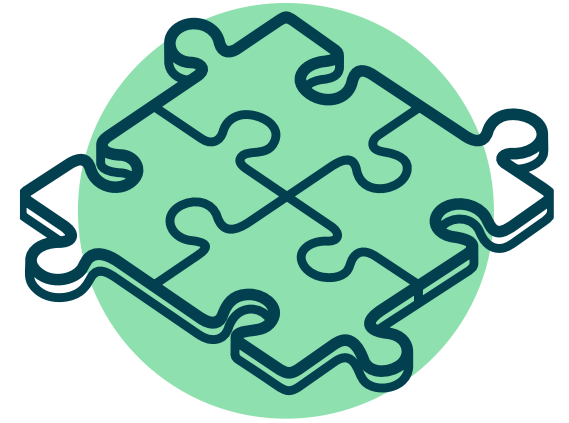
How to realise these opportunities



Know **who** to
engage



Understand
how best to
engage



Align offer to
Government
and NHS focus

Any 
questions?

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