Who is the customer?
How government can support industry?
Changing the landscape / The Changing Landscape

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2009 - Progress?
The Innovation Landscape - POCT Market Access

- NICE
- NHS Supply Chain
- Collaborative Procurement Hubs
- PASA
- Adoption Hub
- CEP
- HTA
- MHRA
- Horizon Scanning
- NIC
- R&D

- ADOPTION
  - Procurement
  - Benefits demonstrated
  - CE Mark
  - Design
  - Concept
  - Need
An alternative guide to the new NHS

www.kingsfund.org.uk/newnhs
Who is the customer?

Depends where you...
Citizen (Patient)

Where do you access the system?

- Internet
- Telephone 111
- Patient Associations
- Alternative Practitioner
- High St. Retailer
- A&E
- Pharmacy
- Walk in Clinic
- GP
Changing the landscape of Adoption

How government can support industry

- Help SME’s!
- Help LE’s
- Simplify the landscape
- Remove/Reduce the barriers
Help SME’s

- IP (Patent Box)
- Funding (HICF, TSB, NIHR, AMSCI, EU)
- R&D Climate (Precision Medicine Catapult)
- Competitive tax rates
- DECS
LE’s

- Competitive tax rates
- Educated and competent workforce
- Positive attitude to industry (Are we partners or adversaries?)
- Good transport infrastructure
- Work with DEC’s across product lifecycle
1. AHSNs
2. DEC’s
3. Commission intelligently at scale (Commission by evaluation)
4. Procure intelligently at scale
5. Remove competition law barriers to NHS reconfiguration
Remove/Reduce the barriers (17 years)

- Think > 1 year
- Mandate more (“guidance” versus localism)
- Join 1° and 2° care into one organisation/one budget (ACO’s)
- Commission around the patient journey – outcomes, patient experience
- Provider/Payer split
Remove/Reduce the barriers (17 years)

- Base all incentives/levers on outcomes
- Sort out IG issues
  - Data belongs to the patient not the NHS
  - Data must be shared (Data traps)
- Evidence - diagnostics are not therapeutics ---- but
- Incentivise adoption (innovation budget for AHSNs)
- Better clinical education regarding Pathology and IVD’s
Industry needs to change too!

- Transparency (pricing, HCP funding)
- Evidence (Clinical outcomes/Health Economics)
- Learn to partner (joint leadership development, More secondment)
- More seminars like this
- Above all demonstrate value not price!
If you don’t like where you are, move on.

You are not a tree.
1. As transactional adversaries we will not make it work
2. Together we can change the landscape and begin to address the barriers

Thank you - Any Questions?