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# IVD - EVOLVING BUSINESS ENVIRONMENT AND PRACTICES

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A MedTech Europe event

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bringing HealthTech stakeholders together

IVD - EVOLVING BUSINESS ENVIRONMENT AND PRACTICES

# IVD Industry Evolution

1950 → 2018 → what's next?

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# IVD Industry Evolution

- 1950 - 1980: instrument technology, chemistry and biochemistry experts
- 1980 - 2018: integrated systems; software; workflow; productivity; immunology; molecular and genetic diagnostics; etc.  
→ National reimbursement systems, time-to-market for innovation, financing models, silo mentality in healthcare systems, regulatory barriers, HTA barriers, other market entry barriers, etc.
- What's next ... here are some key words: Next Generation Sequencing (NGS); Big Data; CDx; AMR (antimicrobial resistance); new markers; new clinical value; preventive screening and early diagnosis; lab-on-chip; more B2C diagnostics; and many more ...

# IVD Industry Evolution

The IVD innovation will be a challenge for our social security healthcare systems:

- The national healthcare systems are neither able nor prepared to manage the next innovation wave!
  - Financial problems (perception: threat for sustainability of system)
  - Silo mentality within the systems (low outcome orientation)
  - Regulatory and other market entry barriers (many issues)

**The IVD industry is shaping the advancement in healthcare. And we must create and implement the required new market entry models!!!**