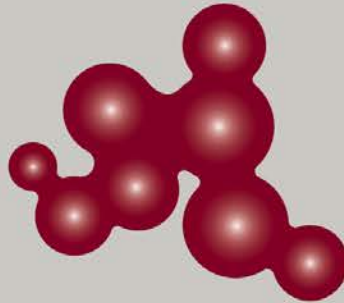




IVD
AUSTRALIA



Value Proposition

Together, IVD Australia and our Members can...

Influence industry direction

Access reliable company and industry statistics through the GDMS

Be involved in the KPKH initiative to promote the Value of Pathology

Prevent your Staff and Management being isolated from industry



Influence industry direction

We speak on behalf of the IVD Industry with Government and Key Stakeholders to improve the operating environment for IVD Companies

You can actively participate in these discussions and **influence industry direction**



Access reliable company & industry statistics through the GDMS

You will have **reliable company and industry statistics** through the Global Diagnostic Market Statistics (GDMS) Program



Be involved in the KPKH initiative to promote the Value of Pathology

We are actively involved on the Board of Pathology Awareness Australia. We ensure your voice is heard and also provide opportunity for active participation in the KPKH (Know Pathology Know Healthcare) initiative to promote the Value of Pathology to the general public, government and other relevant stakeholders

All this to **create a sustainable pathology industry** for the long term. If it is valued then there is a better chance this increases the opportunities for investment and appropriate resourcing



Prevent your Staff & Management being isolated from industry

You can prevent your Staff and Management being isolated from industry, by keeping you **up-to-date with industry changes** that will impact you and your company's success and future growth potential

