

# IVD AUSTRALIA

## IVD Australia ...

is a focused, highly effective, flexible, industry association representing the collective interests of Australian sponsors and manufacturers of *in vitro* diagnostics (IVDs).

Our members supply pathology tests to all laboratories and to consumers via pharmacies.

Australia's leading manufacturers formed IVD Australia in July 2009 and we currently represent Australian manufacturers, multinational and local distributors of IVDs, as well as regulatory consultants working in the IVD sector. Our members currently supply products valued at over AUD 1.2 billion per annum and they employ over 2500 staff in multinationals, local distributors, local manufacturers and exporters and regulatory consultant companies; the majority of which are SMEs.

As IVD Australia has developed, institutions and organisation not currently part of the GDMS Program are increasingly wishing to participate. As a result we have established a non-member programme for organisations interested in accessing this vital information.

## IVD Australia Members:

- Are a stable core of large multinational membership companies including household names such as Siemens, Abbott and Roche;
- Comprising of local distributors and Australian manufacturers;
- Have strong relationships throughout the entire healthcare sector.

## What is the Purpose of IVD Australia?

To promote, and nurture the *in vitro* diagnostics industry by providing member services, advocacy, training and standards ensuring the delivery of high quality health care to all Australians.

Critical Health Information. Every day.



IVD  
AUSTRALIA



## What IVD Australia Achieves:

- growth and development of the pathology diagnostics industry in Australia by providing advocacy for the Industry, enabling access to information on *in vitro* diagnostics and providing education and training in relation to modern, innovative and reliable pathology tests;
- active involvement in regulatory, technical, reimbursement and industry development issues and representing the interests of Members to the Commonwealth, State and Territory governments and legislatures, and other institutions within Australia and overseas whose activities are of interest to Members;
- emphasis on the marketing of quality *in vitro* diagnostics;
- encouragement for the manufacture and export of Australian made *in vitro* diagnostics;
- support and encouragement of Australian research and development of *in vitro* diagnostics;
- community awareness and understanding of our pathology diagnostics industry;
- a forum to discuss issues related to improving patient and clinician access to *in vitro* Diagnostics;
- access to information and education relating to *in vitro* diagnostics.

## KNOW PATHOLOGY

## KNOW HEALTHCARE

IVD AUSTRALIA IS LEADING THE STRATEGIC INITIATIVE FOR IMPROVING THE AWARENESS OF PATHOLOGY.



Know Pathology Know Healthcare is an initiative to raise awareness of the value and high quality of Australian pathology services. It is run by Pathology Awareness Australia (PAAL), a group representing approximately 95% of the Australian pathology landscape. IVD Australia represents manufacturers and suppliers to industry on the PAAL board. With 70% of medical treatment decisions informed by pathology and 60% of Australians engaging with pathology each year, Know Pathology Know Healthcare aim to bridge the gap between the perceived and actual value of pathology by:

- Educating Australians about pathology on the value it represents to personal healthcare
- Showing elected officials that Australians care about their pathology services and they should be protected
- Showcasing the high quality services, skilled professionals behind the scenes and value to the national health budget

Please visit [knowpathology.com.au](http://knowpathology.com.au) for further information.

1300IVDAUS(483 287)

[www.ivd.org.au](http://www.ivd.org.au)

# AUSTRALIAN PATHOLOGY DIAGNOSTIC MARKET STATISTICS

## International Market Statistics Data Collection

Developed by EDMA, the **Global Diagnostic Market Statistics (GDMS)** programme provides a comprehensive overview of the latest market trends.

The European Diagnostic Manufacturers Association (EDMA) is an international, non-profit organisation representing the interests of the medical in vitro diagnostics (IVD) industry in Europe. Its mission is to promote the value of IVDs in delivering sustainable and effective public health systems, and provide technical, regulatory and market research information to its members.

The European IVD industry is a market worth around €11 billion. Driven by research and development, 95% of the industry is comprised of small and medium size enterprises and approximately €1 billion per year is reinvested in R&D. EDMA is a member of MedTech Europe, an alliance of European medical technology industry associations.

For more information, visit <http://www.medtecheurope.org/industry-themes/topic/113>

## Quantifying Australia's Place in International Trade

The IVD global market revenue was estimated at approximately USD 53 billion in 2013 and with a compound annual growth rate of 5.34%. By 2020 this will be in the vicinity of USD 75 billion. Australia is estimated to be comprise about 2% of the world market, putting Australian market revenue at close to USD 2 billion. The Global Diagnostic Market Statistics (GDMS) project being supported by IVD Australia is focused on determining a substantiated figure on the size of the Australian market.

The IVD Industry in Australia needs these figures to underpin its approaches to government for improved

reimbursement and to facilitate innovation in our sector.

One of the goals of IVD Australia is to 'drive industry development'. One of the ways in which we can focus better government attention and initiatives for our industry is to be able to quantify our contribution to the Australian economy. However, we can't achieve this without knowing the size of our industry. Therefore, IVD Australia has committed to funding member participation in the EDMA Global Market Statistics program. The outcomes are useful, not only for the industry as a whole, but also to your company.



## Together we are Stronger



## Subscription Fees

Fees are based on company turnover and are available on application

## How to Participate?

1. Complete the Application Form (<http://ivd.org.au/advocacy/australian-diagnostic-market-statistics/>)
2. Email to the CEO ([ceo@ivd.org.au](mailto:ceo@ivd.org.au))
3. Start collecting data

