



Department  
of Health &  
Social Care

# **Now or Never**

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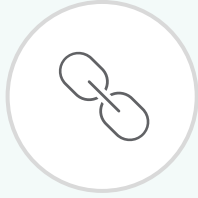
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# Medical Technology Strategy

*Right Product*  
*Right Price*  
*Right Place*



# New Med Tech Strategy: *Four areas of focus*



## **Priority One** Resilience and Continuity of Supply

Working with industry to achieve our shared goal of greater resilience will help to ensure the delivery of safe, high quality care to patients



## **Priority Two** Innovative and Dynamic Markets

Creating clear, streamlined pathways to market will support industry in turning innovative ideas into widely adopted best in class MedTech products with tangible benefits for patients



## **Priority Three** Enabling Infrastructure

Establishing and expanding our enabling infrastructure across data and industry partnership will increase the visibility of information and create channels for industry and government to engage in an open and collaborative way on joint priorities



## **Priority Four** Specific Market Focusses

Specific market focusses that recognise the complexity of the MedTech landscape will allow us to work closely with industry on specific topics within the sector, in a bespoke, tailored way.

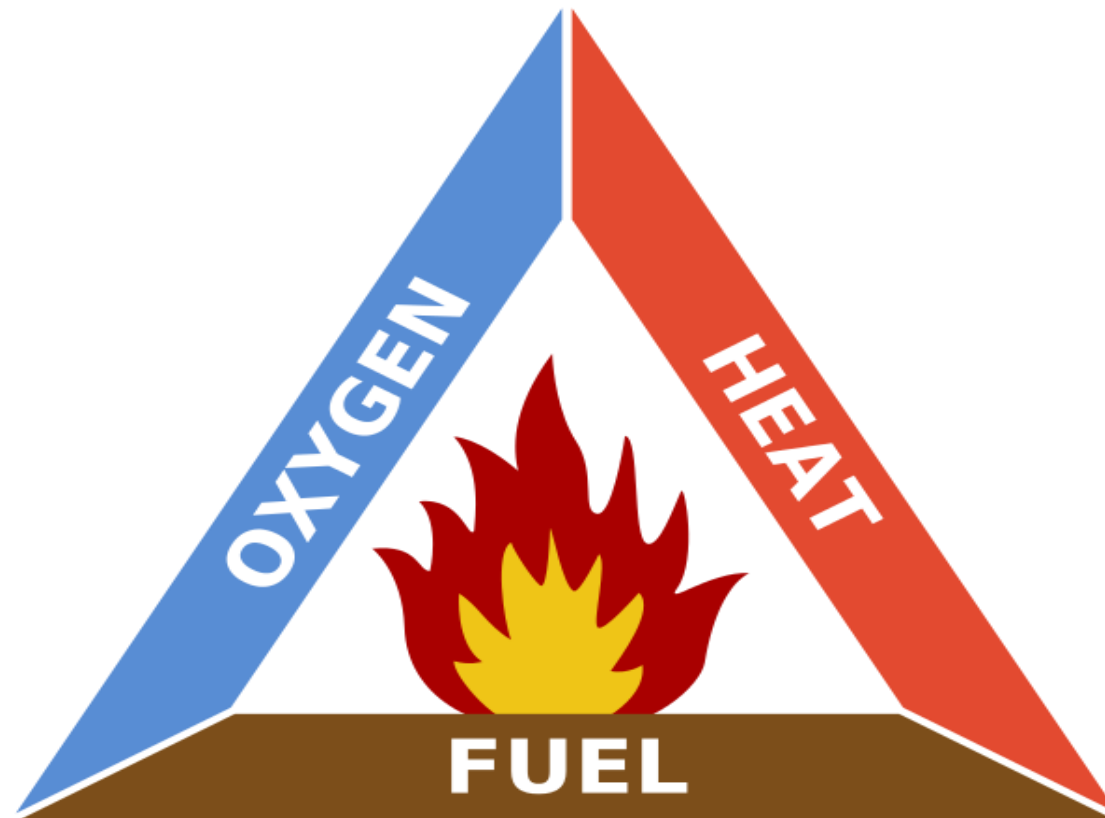


# We will support a dynamic, innovative medtech market



## Priority Two Innovative and Dynamic Markets

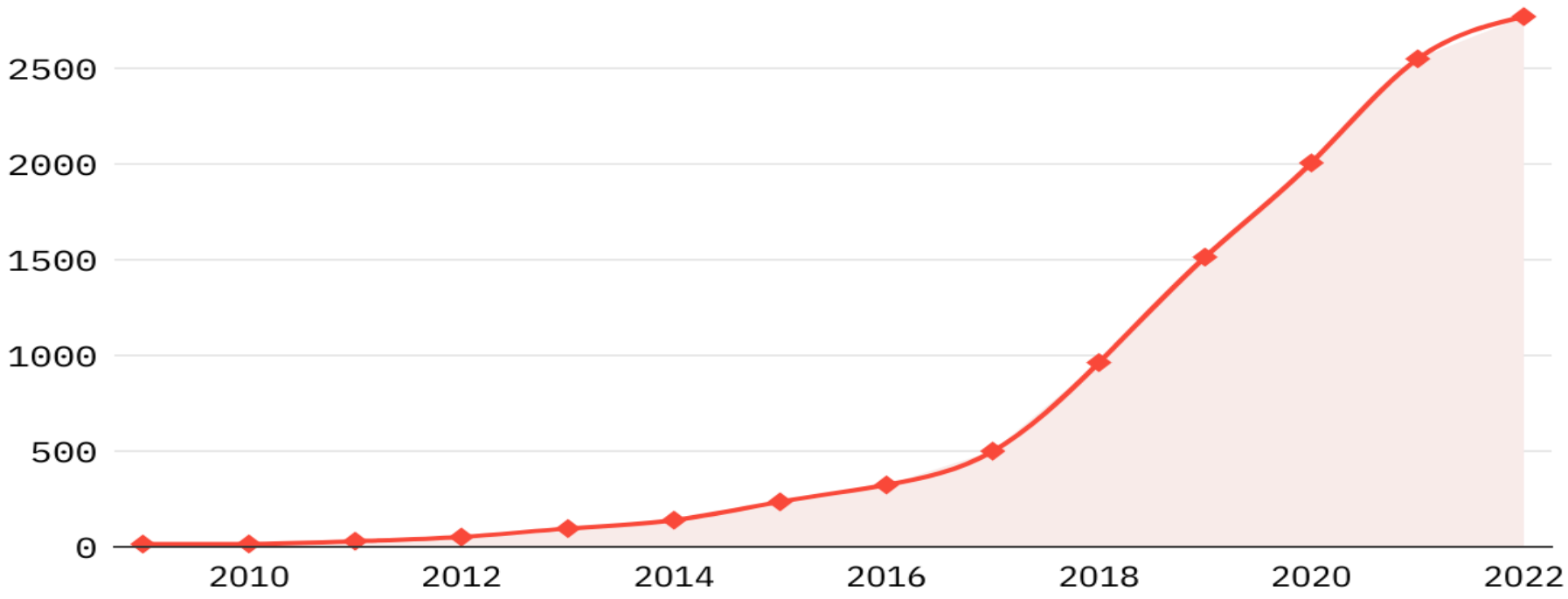
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## Growth of mental health apps on iOS & Android stores

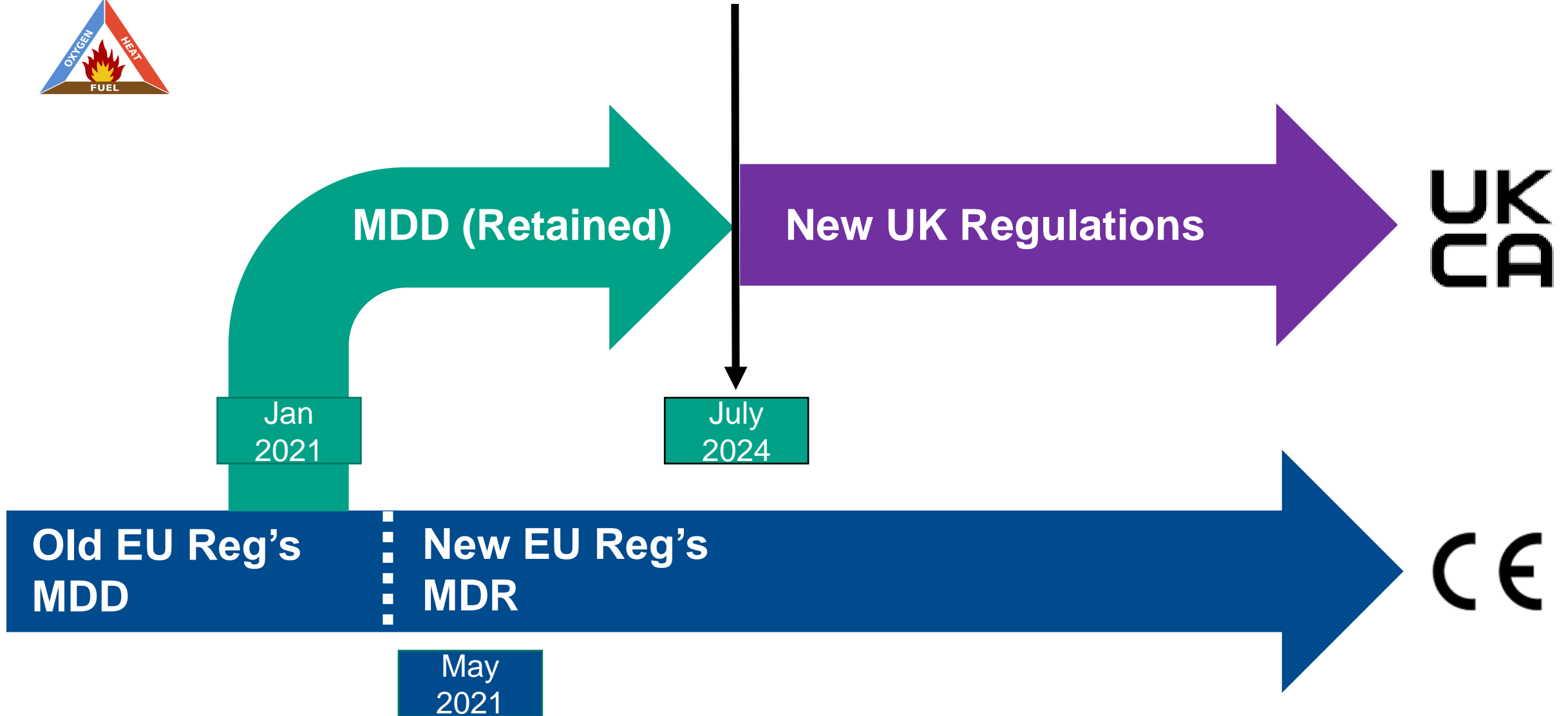
Cumulative volume of apps, 2009–2022



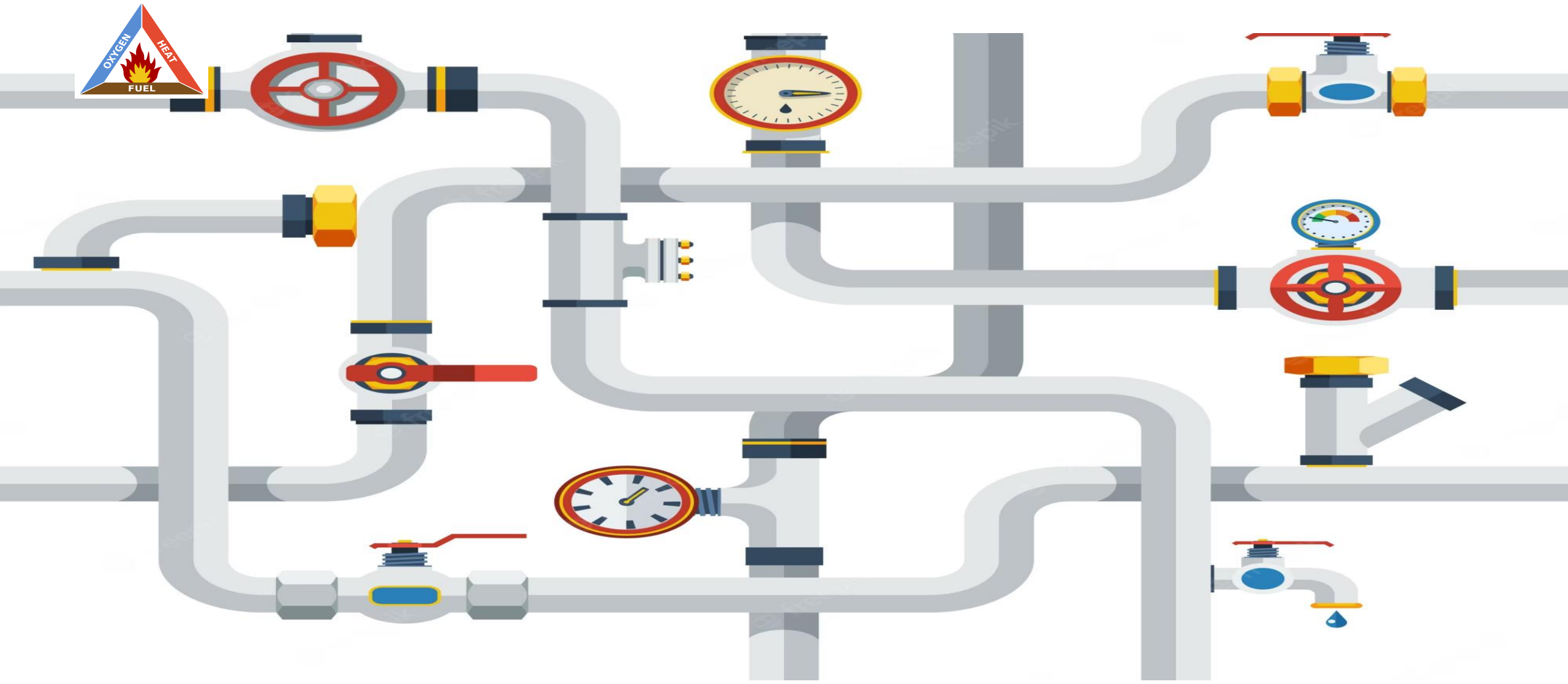
Source: ORCHA Health

MEDICAL DEVICE NETWORK

# Oxygen Regulation



# Heat Adoption





# What we must do



## Priority Two Innovative and Dynamic Markets

Creating clear, streamlined pathways to market will support industry in turning innovative ideas into widely adopted best in class medtech products with tangible benefits for patients

- Be clear on what innovation we want
- Ensure new regulatory framework is open
- Focus on the adoption challenge and fix it
- Establish a end-to-end innovation pipeline



# Now or Never

- In 2023/24, we update the Medical Devices Regulation and Implement the Governments first ever Strategy for MedTech.
- The key challenge to address is “adoption” of innovation.
- We have no option but to solve it.