

**An introduction to AXREM the Trade Association of
Healthcare Technology providers for Imaging,
Radiotherapy and care.**

Welcome

In recognition of the considerable attention the delivery of Healthcare is receiving in the UK, Alan Birks, Director of AXREM, outlines some of the organisations aims and plans.

I'm writing this introduction at a time when the UK Healthcare sector is undergoing major scrutiny. Lord Carter has advised Health Secretary Jeremy Hunt in his final report that Implementing its recommendations will help end variations in quality of care and finances that cost the NHS billions. The review also says hospitals must standardise procedures, be more transparent and work more closely with neighbouring NHS trusts.

Hand in glove with the Carter review has been the Accelerated Access Review Chaired by Sir Hugh Taylor in which his interim report sets out emerging thinking on speeding up access to transformative health technology that can help change the lives of NHS patients. It set out 5 propositions

- Putting the patient centre stage
- Getting ahead of the curve
- Galvanising the NHS
- Supporting all innovators
- Delivering change

It would be easy to think that the two reviews are at odds with each other when one talks of efficiencies and cost savings whilst the other supports innovation, delivering change and getting ahead of the curve. In fact the two are inextricably linked and if we want to deliver the savings required whilst galvanising the NHS into being a World Class organisation it is important that technology is at the heart of healthcare treatment.

Whilst it is recognised that NHS Trusts are under extreme cost pressure, AXREM members who provide Healthcare Technology for Imaging, Radiotherapy and Care, have taken steps to reduce their cost of manufacturing through the implementation of lean processes, optimisation of supply chains and the utilisation of standard operating platforms and components which has enabled them to drive down costs and reflect this in their respective selling price. These are World Class

principles that can also be applied to the Health service.

Members provide expert input into the AXREM Specialist Focus Groups covering Imaging, Radiotherapy and Service & Maintenance and these groups also work with Consultant Radiologists, Radiographers and Practitioners, Oncologists and a wide range of healthcare professionals in delivering healthcare to patients using our technologies.

Through its position papers, lobbying and editorial, AXREM will continue to highlight the need for increased investment in Healthcare Technology for Imaging, Radiotherapy and Care to stakeholders in the NHS, stressing the advantages of the higher throughput, higher quality and lower dose technologies available, as well as the reduced total cost of ownership offered by new modalities and technologies to assist the NHS in meeting their cost reduction targets. We believe that enabling NHS staff to offer the best diagnosis and treatment available will contribute to improving the patient experience and outcomes.

AXREM is also keen to improve the awareness of the benefits of Radiotherapy as one of the most effective treatments compared with other cancer treatments. Radiotherapy can cure cancer, it is cost effective and it is cutting edge technology.

AXREM was formed because it felt that other Trade Associations in the MedTech industry were unable to provide the specialist degree of focus required for its products & services and the emergence of its Specialist Focus Groups backed up by an effective Executive Committee makes it an important, and 'go to' association in the industry.

Much of the product & services supplied by AXREM members is subject to Capital Expenditure approval and our positive engagement with the Supply Chains regarding the development of effective Contracts and Terms & Conditions will continue to be an important focus.

Whether you wish to pass on your point of view, to engage or collaborate with us or to discuss membership please don't hesitate to get in touch.



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All about



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Although our members operate in a highly competitive commercial environment and in strict conformity with UK laws and regulations, certain issues require focus and resolution on an industry-wide basis.

Accordingly, the Association's primary role is to help promote and develop the industry by providing a collective interface to address the regulatory and technical needs of the UK Healthcare market - public and private.

Examples of the services undertaken by AXREM on behalf of its membership as a whole are:

- consultation with the Department of Health and other government bodies regarding regulatory and other issues
- negotiation of standard contract conditions with the NHS

- appointment of representatives to technical standards committees
- appointment of representatives to professional bodies of the diagnostic, radiotherapy and care sector, e.g. British Institute of Radiology, Royal College of Radiographers, Society and College of Radiographers, etc.
- appointment of representatives to the Radiology & Oncology Conference Board who manage and organize leading Scientific and Technical Meetings and Exhibitions (e.g. UK Radiology Conference (UKRC))
- representation in the activities of COCIR, the European sector committee for the industry

What does AXREM stand for?

Formed originally as the Association of X-ray Equipment Manufacturers, as technology advances have increased the scope of diagnostic imaging and treatment modalities, the Association is now represented by the strap-line:

Association of Healthcare Technology Providers for Imaging, Radiotherapy and Care

For many years, AXREM has enjoyed an enviable reputation as the respected and authoritative voice of its sector of the healthcare industry. The Association is proud to carry that heritage forward. Ongoing engagements include active membership in the Department of Health's Ministerial Medical Technology Strategy Group (MMTSG).

AXREM is particularly keen to encourage innovation and evaluation of new technologies to improve healthcare provision in the UK. The Association provides health economics data to the Department of Health, which illustrates how investments in Advanced Imaging Technology can streamline the patient pathway and in doing so be cost effective for the National Health Service

Our Mission

Through Trade Association best practice, AXREM's mission is to develop and deliver increasing value to our members:

- to represent and strengthen the position of the Imaging, Radiotherapy and Care industries in the UK;
- raise awareness of AXREM as the voice of the imaging and radiotherapy industry;
- to provide our members with a common platform for voicing their opinions and representing their common interests;
- to help influence and set best practices in order to create markets for improvements in healthcare;

Our Vision

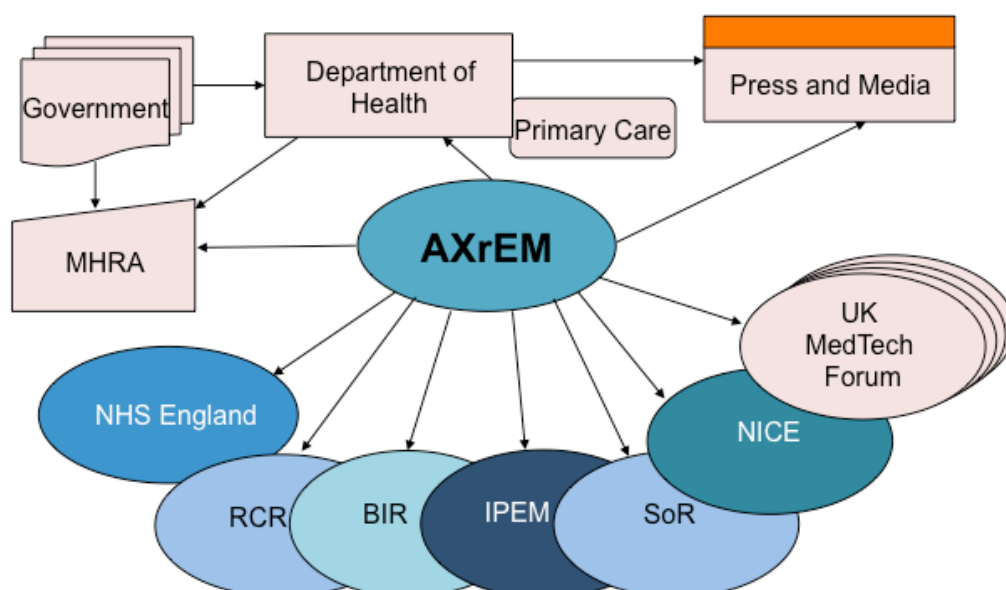
AXREM's vision is to be the most influential trade association for our industry sector.

AXREM will.....

- be the 'go to' organization for commercial, technical business information, added value services and influence for the Imaging, Radiotherapy and Care businesses;
- be regarded as indispensable and unbeatable value for money by industry decision makers;
- be an influential contributor to European affairs via its COCIR membership;
- be seen as equally relevant to SME's and multinationals in each of the sectors.

Activities

Political & Industry Representation	<ul style="list-style-type: none"> Government relations and representation Lobbying on behalf of the sector Regulatory monitoring and consultation Member of UK MedTech Forum Member NICE Medtech Industry group Member of MHRA MedTech Devices Industry Liaison Group Working relationship with SCOR Supporting Radiotherapy Awareness Programme (RAP)
Specialist Focus Groups	<ul style="list-style-type: none"> Radiotherapy Specialist Focus Group PACS / RIS / VAN Specialist Focus Group Ultrasound Specialist Focus Group Service Managers Specialist Focus Group Marketing Specialist Focus Group Statistics Specialist Focus Groups
Market & Economic Data	<ul style="list-style-type: none"> Accurate, detailed product specific market data and trends on a quarterly basis Market size and non member analysis Economic trends and forecasting Sector specific salary and benefits survey
Communications and Media	<ul style="list-style-type: none"> Press campaigns and targeted articles Conferences, seminars and training Regular briefings on industry issues and news Networking events
Other Services	<ul style="list-style-type: none"> Sponsors of UKRC 2016





Who's who

Executive Committee Representation

Mark Hitchman AXREM Chairman and MD of Toshiba Medical Systems
Peter Harrison Vice Chairman and MD of Siemens Healthcare

Specialist Focus Group Convenors

John Victor PACS/RIS
Geof Pick Ultrasound
 Radiotherapy
Rick Cumberbatch Service Managers

AXREM Staff

Alan Birks AXREM Director
Sarah Wicks Administrator / Office Manager
Sonia Dougall Association Group Coordinator
Helena Robinson Statistics Administration

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