

AXREM

ASSOCIATION OF HEALTHCARE TECHNOLOGY
PROVIDERS FOR IMAGING, RADIOTHERAPY & CARE



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

Welcome

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

I'm writing this introduction at a time when the UK Healthcare sector along with the UK government and NHS England are facing its biggest challenge in our lifetime with the covid-19 pandemic.

This also comes at a time when following Lord Carters report the industry is also assisting with the upgrade of UK imaging equipment with Boris's £200 million investment.

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 continues 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 these 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.



AXREM is the trade association representing the suppliers of diagnostic medical imaging, radiotherapy, healthcare IT and care equipment in the UK.

AXREM members supply most of the diagnostic medical imaging and radiotherapy equipment installed in UK hospitals. In doing so, our member companies and their employees work side by side with Consultant Radiologists, Radiographers and Practitioners, Oncologists and a wide range of healthcare professionals in delivering healthcare to patients using our technologies



Sally Edgington – AXREM Director

All about AXREM

AXREM is the trade association representing the suppliers of diagnostic medical imaging, radiotherapy, healthcare IT and care equipment in the UK.

AXREM members supply most of the diagnostic medical imaging and radiotherapy equipment installed in UK hospitals. In doing so, our member companies and their employees work side by side with Consultant Radiologists, Radiographers and Practitioners, Oncologists and a wide range of healthcare professionals in delivering healthcare to patients using our technologies. Our members therefore have unique knowledge, experience and insight into the workflow and challenges faced by healthcare professionals on a day-to-day basis, which enables us to develop and offer innovative solutions to improve the speed and quality of diagnostic procedures and treatments with the ultimate aim of improving patient care.

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

- appointment of representatives to technical standards committees
- negotiation of standard contract conditions with the NHS
- 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 Imaging & Oncology Congress Board who manage and organise leading Scientific and Technical Meetings and Exhibitions.
- 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 strapline:

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 and Social Care's Industry Forum.

AXREM is particularly keen to encourage innovation and evaluation of new technologies to improve healthcare provision in the UK and we have been actively involved in the Health Tech Connect Innovators project run by NICE.



Our Mission

'To bring our industry leading expertise and technology together to improve the effectiveness of healthcare delivery and ultimately the health of the nation.'

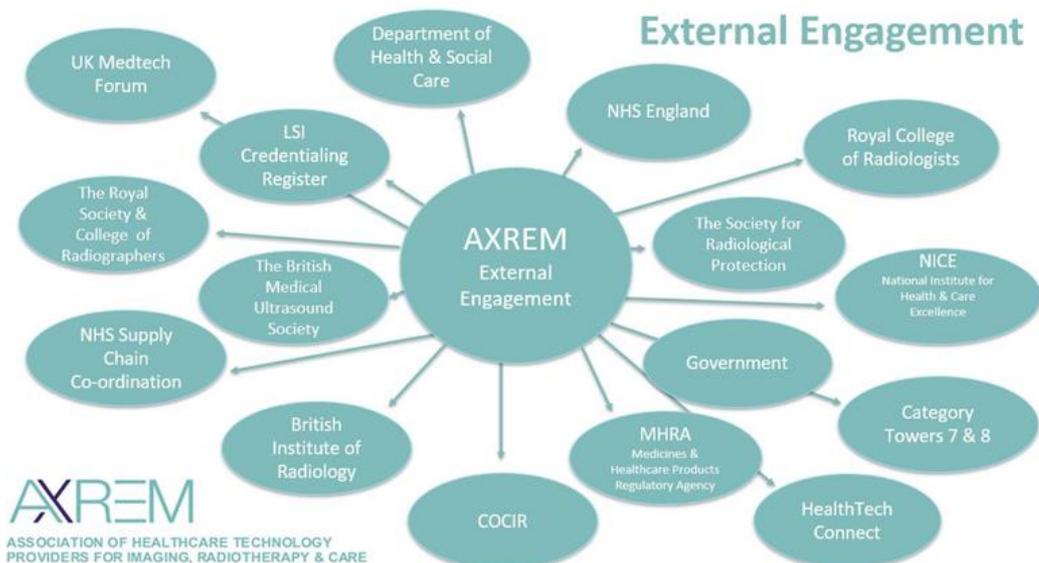
Our Vision

'To be the leading authority representing manufacturers of diagnostic imaging, radiotherapy and associated digital innovations.'



Activities:

<p>Political & Industry Representation</p>	<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)
<p>Specialist Focus Groups</p>	<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 • Artificial Intelligence Special Focus Group • Statistics Specialist Focus Groups
<p>Market & Economic Data</p>	<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
<p>Communications and Media</p>	<ul style="list-style-type: none"> • Press campaigns and targeted articles • Conferences, seminars and training • Regular briefings on industry issues and news • Networking events





Who's who

Executive Committee Representation

Ila Dobson AXREM Chairman & Director Strategic Accounts, NHS Supply Chain GE HC
Adrian Waller Vice Chairman and General Manager, Medical Systems at Fujifilm UK Ltd

Specialist Focus Group Convenors

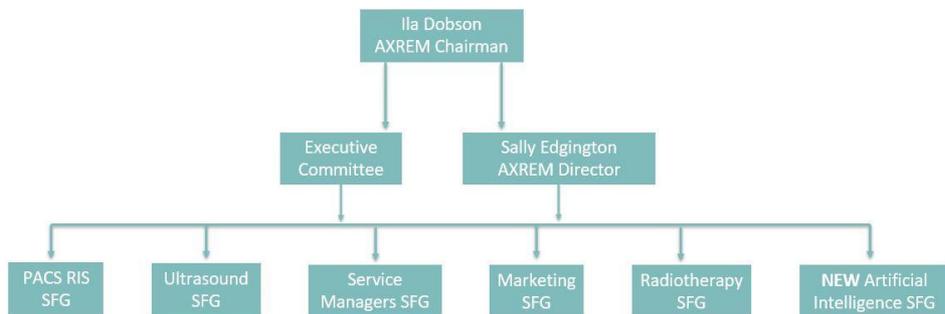
Bob Childe PACS/RIS
Roy Tappin Ultrasound
TBC Radiotherapy
Rick Cumberbatch Service Managers
TBC Artificial Intelligence (AI)

AXREM Staff

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

Phone: 020 7642 8087
Email: sally.edgington@axrem.org.uk
Web: www.axrem.org.uk

Structure





ASSOCIATION OF HEALTHCARE TECHNOLOGY
PROVIDERS FOR IMAGING, RADIOLOGY & CARE

AXREM Members:

Agfa Healthcare
Bracco
Brainlab
Canon Medical Systems
Change Healthcare
Elekta
Esaote
FujiFilm UK Medical Systems Division
GE Healthcare
Hitachi Medical Systems
Hyland Healthcare
IBM Watson Health Imaging
Insignia Medical Systems
Med Imaging Healthcare
Medray UK
Philips Healthcare
Siemens Healthineers
Soliton IT
Varian Medical Systems
Wellbeing Software
Xograph Healthcare

What do our members say?

AXREM is a vital part of the Imaging and Radiotherapy ecosystem, they provide a collective voice for the industry, advocating for innovation in the sector to improve patient outcomes and ensure standards are relevant and uniformly achieved. They consult with a wide range of influential audiences including clinicians and government bringing vital insights to manufacturers like GE. We could not achieve this efficiently if we worked alone.

**Simon McGuire, Regional General Manager
Northern Europe at GE Healthcare**

AXREM is our 'go to' for latest updates and information for our industry. It provides reassurance on important healthcare matters and keeps us up to date with the latest information on current topics. It operates in a non-competitive environment and supports and promotes industry in a positive way.

Nickv Mills. Country Manager UK at Esaote

Follow us:



@_AXREM



Search AXREM

AXREM
Rotherwick House
3 Thomas More Street
London
E1W 1YZ
Tel: +44 (0)20 7642 8087
www.axrem.org.uk