



UNIVERSITY OF
BIRMINGHAM

Clinical Immunology
Services

West Midlands IVD Innovation and Adoption Conference

Welcome!

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Precision Health
Technologies Accelerator



Diagnostics – a moment in time



More demand, rapidly expanding and increasingly complex

DTCT explosion
Demand for self care



Huge opportunity to
maximise diagnostic
results protentional
and accelerate
reporting

Self- testing

Precision
medicine – ↑
drugs to market

AI & data
integration

Omic testing

- Expensive and toxic therapeutics
- Need to select the right patients



- Clinical utility not well understood
- Difficult to implement in routine diagnostics

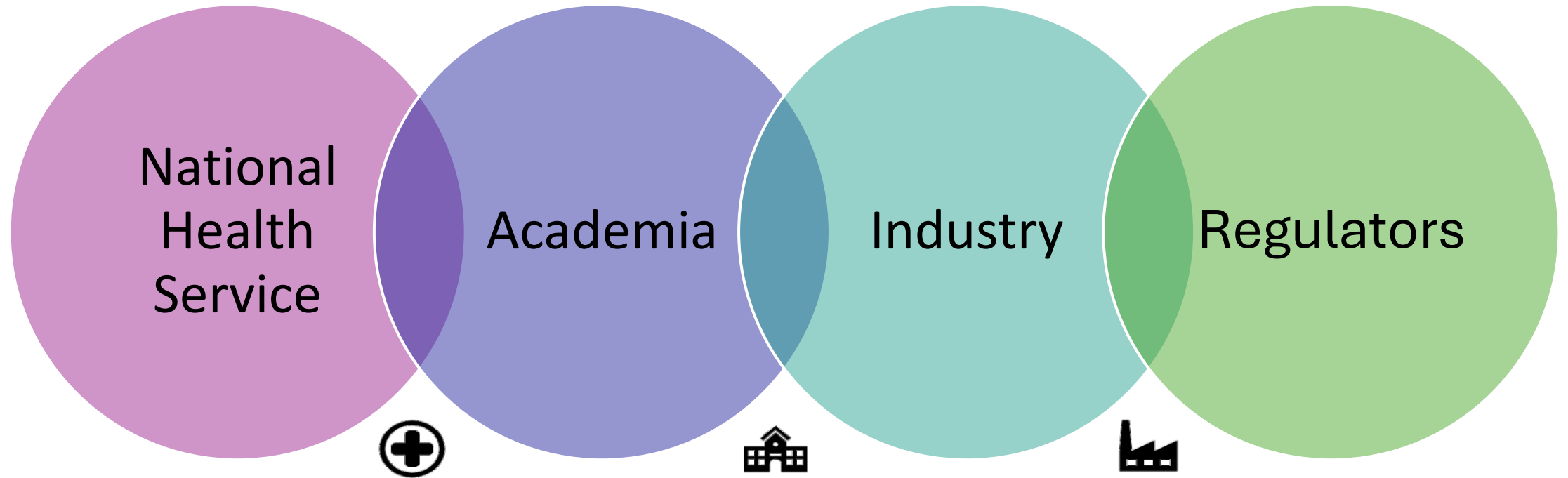
Aim of the conference:

To accelerate the journey of high-potential IVD innovations from academic idea to real-world adoption — supporting innovators to develop robust, market-ready business models and positioning the West Midlands as the UK's leading hub for diagnostics innovation.

Key themes

- **Idea Generation:** Encouraging academics to explore unmet needs, co-create with clinicians, and imagine scalable diagnostic solutions.
- **Translation Support:** Helping teams move from “interesting science” to **fundable, adoptable products**.
- **Adoption Focus:** Equipping ventures with the tools to overcome UK-specific hurdles — including NHS integration, NICE evaluation, and evidence generation.
- **Regional Strength:** Showcasing the West Midlands as a test bed and launch pad for diagnostics — leveraging its NHS networks, universities, and industry champions.

Working together we accelerate and modernise IVD



Understanding sector requirements, cultures and expertise essential

✓ Delegates from across sectors

The conference

- **Day 1: Academic Focus**

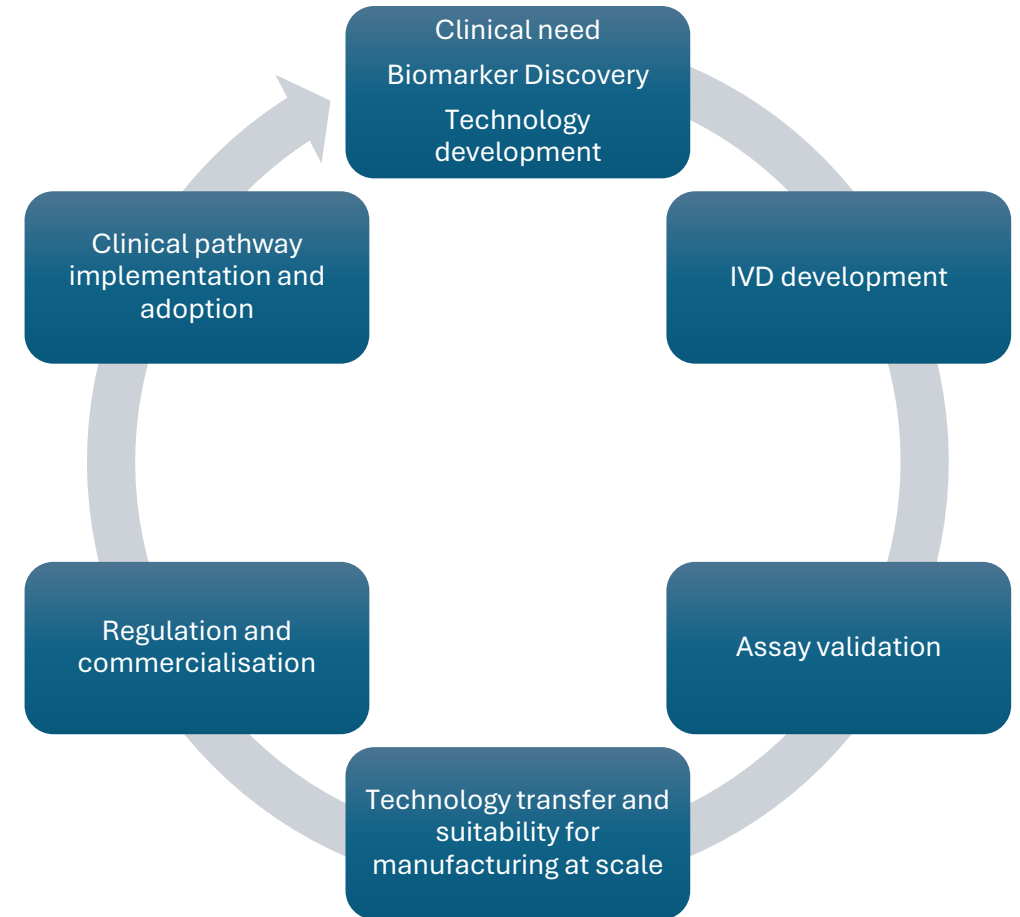
- Explore biomarker and technology research and innovation in diagnostic science,
- Success and challenges in IVD development and translation including national funding position.

Day 2: Strategy & Collaboration

- Updates on regulation, market impact and adoption
- Working towards a regional strategy for advancing diagnostics and identifying need.

Mapping the diagnostic life cycle

- **Sector challenges in diagnostic development and translation**
- **Business Valuation and Securing Funding**
 - Panel discussion
- **Learning from experience**
 - Experience of success
 - Case studies



Working together to find solutions

- Business Model Canvas
 - A way of structuring planning to make sure thinking ahead and have all the right expertise, networks and funding for success
 - We will discuss cases in mixed stakeholder groups and then bring these together and summarise learning points in 3 panel discussion with experts in their field.

Get your thinking hats on!

