

# ABHI

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## 2024 REVIEW ABHI'S IMPACT

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# FOREWORD

Regulation remains a critical issue. If not addressed, it risks limiting patient choice and stifling innovation. At the IMDRF meeting in Washington D.C., ABHI championed international regulatory harmonisation, advocating for streamlined processes that benefit both UK businesses and patients. Domestically, our sustained engagement with the MHRA and government reinforced the urgent need for a pragmatic regulatory framework that fosters innovation and investment. Progress has been slower than we would like, but our collective voice has never been stronger, and there are signs that our message is breaking through.

Our work on NHS engagement demonstrated the power of partnership. Challenged by our Board to foster closer collaboration across the NHS, we made significant progress in strengthening these vital relationships. Collaborations with Imperial College Healthcare NHS Trust and Sheffield Teaching Hospitals NHS Foundation Trust, alongside events in Nottingham and Leeds, created crucial platforms to connect HealthTech innovators with NHS leaders, scaling best practices nationwide. These efforts underscore the tangible impact of aligning industry expertise with NHS priorities and driving better patient outcomes.

They also reflect the strength of ABHI's network and influence. Combined with our contributions to the Life Sciences Sector Plan, Industrial Strategy, 10-Year Health Plan, and the NHS Innovation and Adoption Strategy, ABHI's input is recognised at the highest levels as constructive, evidence-based, and instrumental in shaping practical solutions to key challenges.

Hosting over 30 events throughout the year, our programme of conferences, seminars, and webinars provided members with valuable opportunities to gain

insights, share expertise, and address key challenges in the UK HealthTech sector.

We continued to strongly support our diverse and growing membership, ensuring that companies of all sizes, especially SMEs, have the guidance and opportunities they need to thrive. We remain focused on breaking down barriers, providing intelligence, and enabling SMEs to scale, innovate, and enter new markets.

I am pleased, therefore, that our work on exports continued to deliver significant achievements. We expanded opportunities for UK HealthTech businesses through our partnership with Informa Markets, now hosting UK Pavilions at 13 expos - double our previous offering. Building on the success of our US Accelerator programme, we also launched our Middle East Accelerator, creating an unparalleled opportunity for companies looking to grow their footprint in one of the world's most dynamic markets.

The Board and our working groups remain committed to tackling health inequalities, with a key milestone in 2024 being the launch of our work on women's health. This is a global challenge where HealthTech can play a transformative role. To strengthen our efforts, we welcomed Dr. Nina Wilson as ABHI's Clinical Advisor. Her expertise will help bridge the gap between innovation and clinical practice, ensuring tangible impact.

I am proud of ABHI's achievements in making substantive progress against the priorities that our Board has set us. As we look to 2025, our focus remains on delivering impact for our members and ensuring HealthTech's role in shaping a healthier, more prosperous future. Thank you for your continued support.

**Peter Ellingworth**, Chief Executive, ABHI

# IN 2024 ABHI



Ran 72 member group meetings



Hosted 32 events for members



Issued 274 member communications

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It is an honour to serve as Chair of ABHI at such a pivotal time for the HealthTech sector. ABHI's work is critical in driving regulatory reform, advancing sustainability, and fostering collaboration across industry, government, and healthcare leaders. These efforts are not only shaping the future of HealthTech but also supporting economic growth, job creation, and healthier lives for all.

I am proud of ABHI's ability to focus on what matters most, delivering real impact in a sector that faces significant challenges. Building on the strong foundations we have laid together, I look forward to continuing this vital work and ensuring ABHI remains a driving force for progress.

**Phil Kennedy**,  
Chair, ABHI

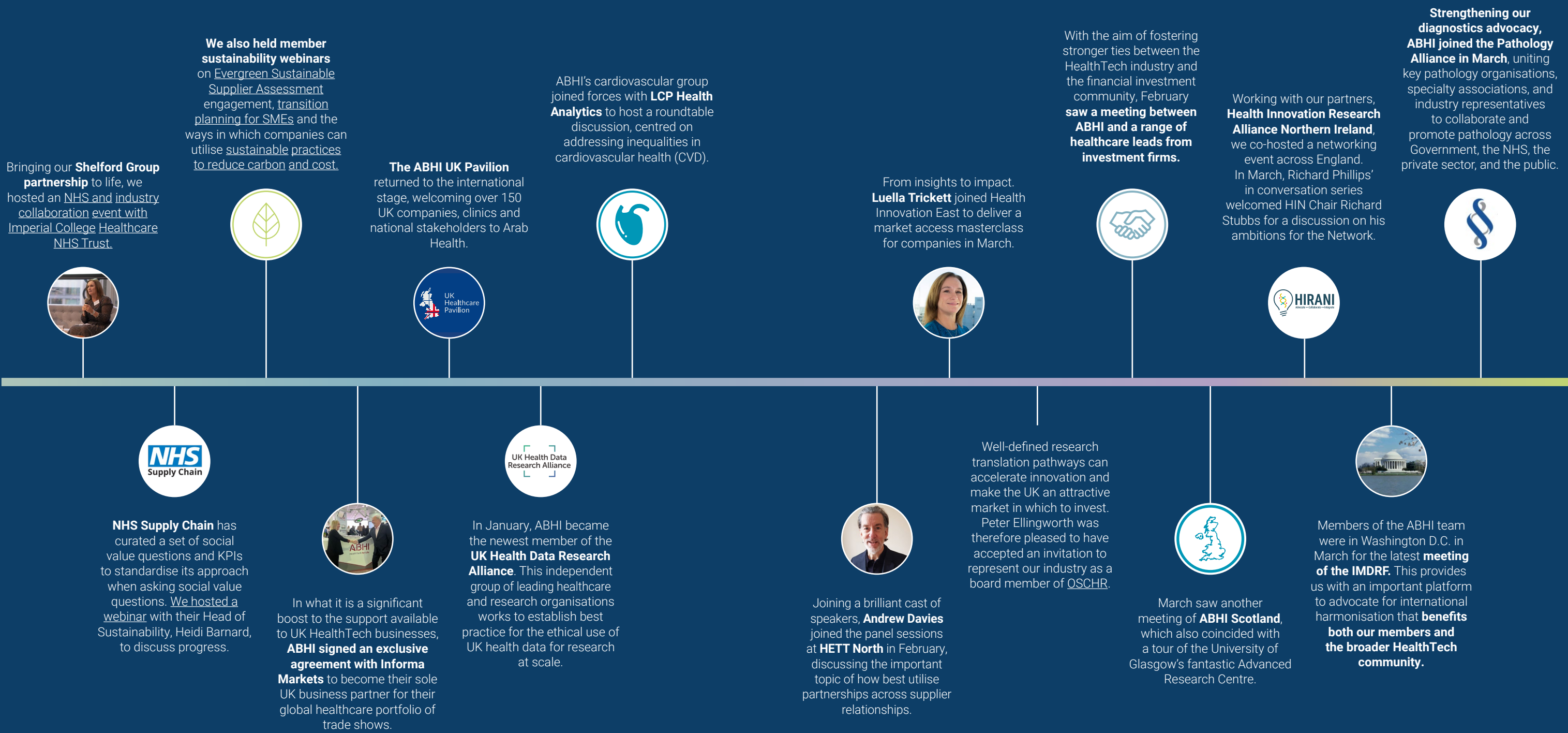
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"I am incredibly pleased to support ABHI's work, which is driving positive change across the HealthTech sector. From facilitating meaningful member engagement to influencing national and regional policies, the value ABHI provides to our industry is unparalleled. Personally, I have gained so much from being part of this community, and I am proud to help ABHI continue delivering its critical mission of fostering innovation and improving healthcare for all."

**Suzanne Holden**,  
Vice Chair, ABHI

# A YEAR IN REVIEW

## January - March



# A YEAR IN REVIEW

## April - June

April saw the **ABHI UK Healthcare Pavilion** head to China for the latest CMEF exhibition in Shanghai, where we were pleased to support several UK businesses looking to broker new trading opportunities in the region.



**Nishan Sunthres** was pleased to present and lead discussion on how to boost adoption of IVD innovations at the inaugural Royal college of Pathologists Industry Partnership Event.



**Addie MacGregor** produced our latest sustainability report in May. The paper details the challenges that industry is facing and makes a number of recommendations for the health system, government and MHRA to implement, to support the HealthTech industry in making a positive change and reducing its environmental impact.



May saw the publication of our annual **Gender Equality in HealthTech report**, which provides a valuable snapshot of gender parity in our industry. The report was launched at our latest Women in HealthTech event, where we were joined by a brilliant cast of industry leaders, who shared their experiences and reflections on how we can continue to advance this critical issue.



For the second year running, we conducted our **Gender Equality in HealthTech survey**, and with insights from 156 industry professionals, the response rate was double that of 2023.



The UK Government launched its **Critical Imports and Supply Chains Strategy** this year, which addresses access to goods amid global challenges like climate change, geopolitical tensions, and technological advances. ABHI was invited to represent the HealthTech sector on this forum and attended its inaugural meeting in April.



May saw a group of ABHI members meet with **Nottingham's academic and healthcare leaders**, in a session designed to further support the development of the region as an emerging HealthTech hub.



At **NHS ConfedExpo**, Luella Trickett spoke to delegates about the pivotal role that HealthTech plays in improving NHS productivity and patient and clinician experience.



ABHI launched the **Plan for HealthTech**. [This Manifesto](#) represents the steps to follow in order to make the UK a HealthTech global leader.



We were pleased to support the authorship of Global Counsel's latest healthcare report: **Unleashing Innovation in the NHS**, which focussed on the barriers and opportunities for the adoption and uptake of HealthTech.



**ABHI Scotland** visited the University of Dundee, where members enjoyed a tour of the Tayside Innovation MedTech Ecosystem, including the Image Guided Therapy Research Facility.



The **ABHI US Accelerator's** class of 2024 were back on the road again in June, with a busy trade visit across the state of Florida.



June saw another sustainability support webinar, this time with our colleagues from **IEMA**, who provide a valuable update on key environmental policies occurring across parts of government, beyond the NHS.



In June, we were delighted to announce the appointment of **Dr. Nina Wilson**, who joins ABHI as a Clinical Advisor, and who brings a unique breadth of clinical expertise and system knowledge to help guide our work.



With Amsterdam playing host to the first European edition of HLTH in June, we were delighted to host the first ever ABHI UK Healthcare Pavilion at the event.



Spotlighting healthcare opportunities in Saudi Arabia, June saw the latest **ABHI International Exporters meeting**, with over 100 attendees joining our briefing and networking event.



# A YEAR IN REVIEW

## July - September

Strengthening the collaboration between industry and the health and social care system is central to ABHI's strategy, and so we were delighted that **Peter Ellingworth** was appointed as the new Chair of **Health Innovation Oxford and Thames Valley**.



Achieving a **record response rate**, we ran the 2024 edition of the HealthTech Business Survey this quarter.



Members of the ABHI leadership team supported an expert briefing session with **Health Innovation Yorkshire & Humber** in July. Aimed at SMEs, the session focussed on the requirements for HealthTech adoption, with Phil Brown and Luella Trickett detailing to attendees key policies relating to regulation, procurement and sustainability.



With **Steve Lee** delivering a regulatory masterclass at their September event, ABHI was delighted to support **Origin Sciences** and to celebrate how collaborations have assisted them to develop a novel diagnostic test for the early detection of colorectal cancer.



Welcoming leads from across the NHS, surgeons in the field, ABHI members and our colleagues in Europe, we held our annual **Sustainability Conference** in September.



Representing the collective views of members, ABHI responded to a number of industry consultations this quarter. This included submissions on **UK REACH, the Rules Based Pathway and the Principles of Better Patient Safety**.



This month, **Judith Mellis** brought together the Chairs and Vice Chairs of our member groups to share updates on their work areas and exchange best practices.



With the UK Government consulting on changes to reducing costs to businesses moving from the EU REACH regime to UK REACH, we held two expert briefing webinars on the subject with colleagues from **TSG Consulting** and **McDermott Will & Emery**.



With an objective of further developing one of the UK's most cohesive healthcare ecosystems, we signed a refreshed **Memorandum of Understanding** with the West Yorkshire HealthTech Cluster in July.



**The Procurement Act 2023**, which received Royal Assent last year, is designed to update the way in which the public sector buys goods and services. To detail what this will mean for ABHI members, we were pleased to host a webinar with colleagues from **Burges Salmon** in September.



Following confirmation of ABHI's Board of Directors results, we were pleased to share the outcome of the Chair and Vice Chair voting process. Congratulations to ABHI Chair, **Phil Kennedy, Eschmann Technologies**, and ABHI's Vice Chairs, **Suzanne Holden, Thermo Fisher Scientific** and **Matt Press, Kimal**.



Detailing the **transformative impact of HealthTech** across the patient pathway, we were pleased to share our **latest industry report** in July.



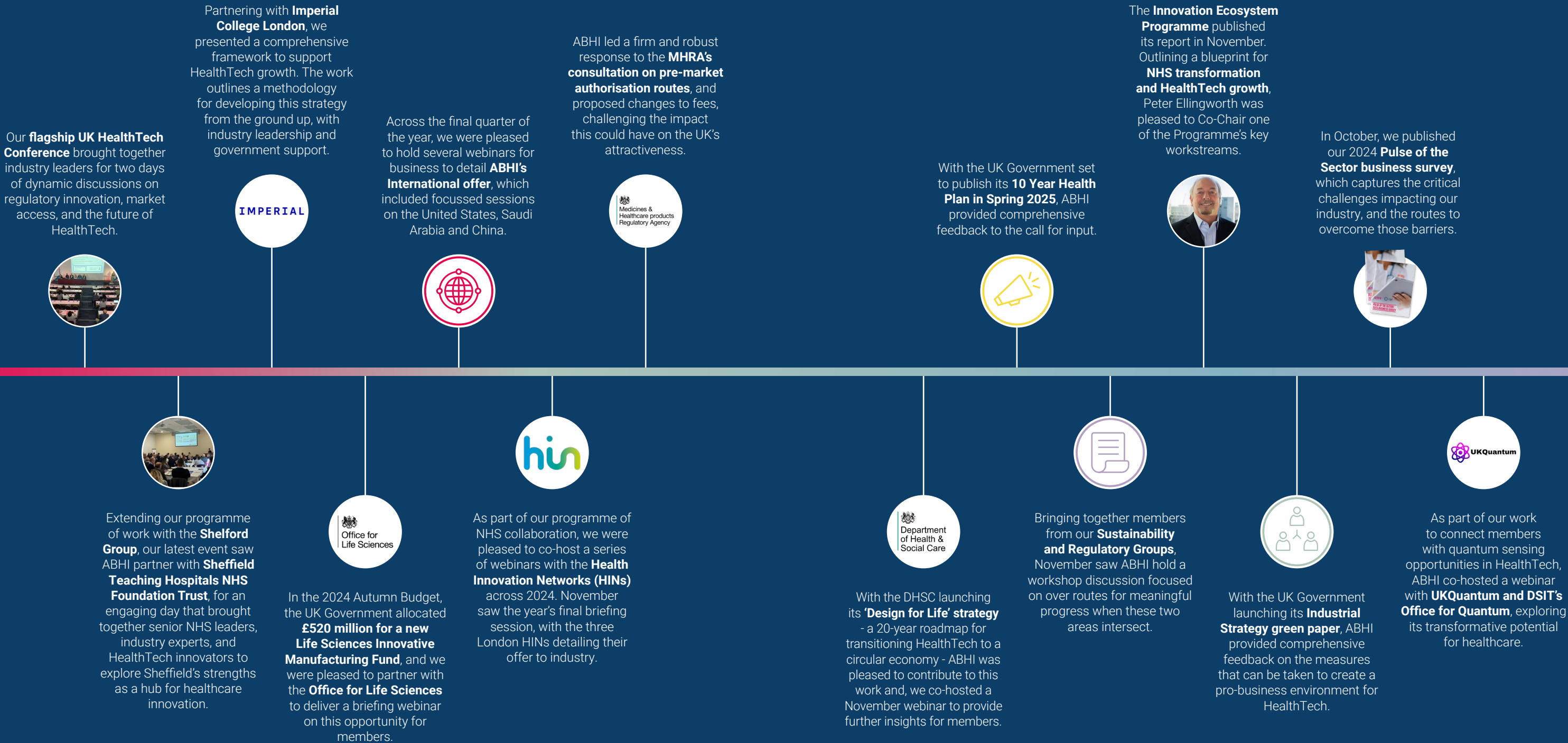
The summer period saw Peter Ellingworth participate in **Lord Darzi's Expert Reference Group**, which was convened to assist him in conducting the Secretary of State's commissioned Independent Investigation into NHS Performance.





# A YEAR IN REVIEW

## October - December



# A YEAR IN REVIEW

## October - December

We were delighted that **Ellie Charsley** was selected for the **Department for Science, Innovation and Technology's Expert Exchange scheme**, which embeds sector experts into policy teams to strengthen ties between government, academia, and industry. This also meant we had the pleasure of announcing Roger Greer of PLMR Healthcomms as our Interim Director of Government Affairs.



With a focus on best practice in HealthTech marketing, November saw ABHI and **Highland Marketing** partner once again for an engaging discussion on how to ensure you get the right messages across to NHS chief information officers and chief nursing information officers.



Nishan was delighted to host the **NHS England Diagnostics Transformation Team**, to provide feedback into their 2025 – 30 vision.



Recognising ABHI's role in advancing diagnostics, **Nishan Sunthares** was invited to vet early diagnostic research applications as part of his role on NHS England's Cancer Innovation Expert Advisory Group.



Building on the incredible success of ABHI's US Accelerator Programme, we took the exciting step of announcing our second accelerator initiative – this time focussing on the dynamic **Middle East market**.



Working with the **Office for Life Sciences**, members of ABHI's leadership team were pleased to support the task and finish groups convened to support the **10 Year Health Plan, Life Sciences Sector Plan and NHS Innovation and Adoption Strategy**.



# THE LOOK AHEAD

As we enter the new year, ABHI remains focused on three core priorities: growth, regulation, and ESG (Environmental, Social, and Governance). Growth encompasses the success of your companies, the wider HealthTech industry, and its contribution to the nation’s health and wealth. Regulation, including devices, IVDs, and digital health products, is central to our work and a critical enabler of growth. ESG reflects our commitment to meeting societal and environmental needs, advancing equality, diversity, and inclusion, and leaving a meaningful legacy.

Underneath these overarching priorities sit 10 key work areas, each playing a vital role in achieving success for the industry.

## UK Regulation



We continue working to achieve a proportionate regulatory framework that supports economic growth and protects HealthTech supply to NHS patients. To maintain the UK’s competitiveness, the MHRA must enable innovation and early access, indefinitely recognise CE marking to ease market access, and streamline reliance on approvals from trusted jurisdictions. The Regulator must also be well-resourced and industry-informed to remain responsive.

## Digital Health



ABHI Digital is supporting the shift from analogue to digital in health and wellness across the UK. We bring together innovators, businesses, health system and policymakers to make healthcare smarter, more accessible, and focused on better outcomes for everyone.

## Sustainability



Supporting the sustainability drive remains central to our work and ABHI will continue to provide educational resources and practical support for members to align with sustainability goals. Internationally, we are advocating for harmonised requirements to ensure NHS demands are realistic, enabling sustainable product supply without disruption.

## UK Market Access



We are working to ensure that the NHS takes a value-based approach to the assessment, adoption, and procurement of health technologies across the system. Our advocacy calls for pathways that deliver maximum benefit to patients and the health system alike.

## NHS Collaboration



Our partnerships with the Shelford Group, regional NHS collaborations and the Health Innovation Network helps foster industry and healthcare system collaboration. Through regular engagement with senior NHS leaders, ABHI drives industry input into key strategies to align HealthTech with NHS priorities.

## Innovation & Investment



ABHI is driving HealthTech priorities through strategic contributions to the Life Sciences Sector Plan. We will continue to build support for ‘The Plan for HealthTech’ with a cohort of MPs, and work will see strong HealthTech input into the spending review.

## Health Equity, Equality, Diversity & Inclusion



Promoting diversity in leadership and tackling health inequalities is central to our this agenda, particularly in women’s health. ABHI will deliver events and initiatives that ensure the industry reflects the communities it serves, creating tangible outcomes that improve health equity.

## UK Business Development



ABHI will leverage its partnership with the CPI HealthTech Council and key stakeholders to shape policies that drive HealthTech growth. We will strengthen ties with the investment community and maximise opportunities in the Life Sciences Sector Plan and 10-Year Health Plan to secure long-term impact for UK HealthTech.

## Diagnostics



ABHI will bring together stakeholders to advance early diagnosis models, ensuring comprehensive patient care. ABHI Diagnostics will lead strategic industry engagement to enhance UK diagnostics capabilities, influencing policies and delivering leadership across this critical area.

## International



Our US and Middle East Accelerators, and UK Pavilions at global trade shows, will provide platforms for international engagement. ABHI will also utilise member expertise to help shape international trade policies to support seamless cross-border operations and expand member opportunities.

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It is a privilege to support ABHI’s efforts in championing the HealthTech sector and ensuring that companies of all sizes have a voice. The value I have gained as a member - from expert guidance to the creation of new opportunities - is a testament to ABHI’s deep understanding of our sector and its extensive network. I am particularly passionate about helping ABHI tackle critical challenges faced by British businesses like my own, such as unlocking export opportunities, securing appropriate support for R&D and navigating the complex and changing regulatory landscape. Together, we can ensure our industry thrives.”

**Matt Press,**  
Vice Chair, ABHI





# ABHI'S 2025 PRIORITIES

Key Work Areas



Strategic leadership provided by the ABHI Board, delivered through our network of member groups

Working across the full spectrum of HealthTech.

Single use

Capital

Surgical

Digital

Diagnostics (IVD, Imaging, Genomics)

Robot-Assisted Surgery



# WELCOME TO ABHI

In 2024, we were pleased to welcome the following new members to ABHI:



Adaptix Limited



Air Liquide Healthcare



Andersenlab Ltd



Artera, Inc



Big Health Ltd



Brabners LLP



Cisema (Hong Kong) Ltd



Costello Medical



Darwinist



Device-Link



Embecta UKI Limited



Enteromed Limited



Eurofins E&E UK Ltd



Europlaz Technologies Ltd



Eyoto Group Limited



GBUK Group Ltd



Genedrive Diagnostics Ltd



Genetic Digital



HistoSonics, Inc.



IdealMed Ltd



IQ Endoscopes Ltd



IHSS Ltd



LifeArc



The MedBoard Company Limited



Medical Industry Ltd (MIA)



Mercian Surgical Supply Co. Ltd



Mewburn Ellis LLP



miha bodytec ems UK ltd



Naq Cyber UK Ltd



Novamed Europe Ltd

# WELCOME TO ABHI

In 2024, we were pleased to welcome the following new members to ABHI:



Nye Health Ltd



Ortho Solutions UK Ltd



PARI Medical Ltd



PinPoint Data Science Limited



Platts & Nisbett Ltd



Pulsario UK Ltd



Real Digital International Ltd



RPP Group UK Ltd



Royal Mail Group Ltd



Silicon & Software Systems Ltd T/A S3  
Connected Health



Squire Patton Boggs



Surgery International



Travelers Insurance Company Limited



Vantive Limited



Veeva Systems



Walker Resource Management Ltd



Wrangler Instruments Ltd



Xim Limited t/a Lifelight



Zühlke Engineering Ltd





# EXPERIENCED LEADERSHIP

With direct and relevant experience in the HealthTech sector, ABHI’s staff boast a highly developed network, allowing for engagements with key players across healthcare and industry.

**Peter Ellingworth**  
Chief Executive Officer



40 years’ experience in sales, marketing and general management in the UK and Europe and as a non-executive director of early-stage companies. Peter leads senior cross-government and NHS management engagement.

**Andrew Davies**  
Executive Director, Digital Health



30 years’ experience in sales, marketing and market access with household names such as Philips and Bristol-Myers Squibb. Andrew is responsible for ABHI’s digital health agenda, including data, regulation and market access work streams, as well as links to the investment community.

**Jane Lewis**  
Chief Operating Officer and Chief Financial Officer



25 years’ experience in the healthcare industry and is a fellow of the Institute of Management Accountants. Jane is responsible for management of ABHI’s financial processes and risk management procedures.

**Richard Phillips**  
Executive Director, Policy and Partnerships



30 years’ experience in sales, government affairs and healthcare policy. Richard is responsible for ABHI’s strategy, communications, and policy development on healthcare, trade and parliamentary activity.

**Nishan Sunthares**  
Executive Director, Diagnostics



20 years’ experience, with roles in finance, market access and sales. Nishan leads ABHI’s diagnostics strategy, to make high quality diagnostic technologies accessible to all who need them.

**Paul Benton**  
Managing Director, International



20 years’ experience in a variety of marketing and commercial roles having previously set up, managed and sold on a UK SME. Paul’s work is designed to support UK businesses to grow in international markets.

**Steve Lee**  
Director, Diagnostics and Digital Regulation



20+ years of government experience from the MHRA. Steve leads ABHI’s engagements on diagnostics and digital health regulatory strategy.

**Roger Greer**  
Interim Director of Government Affairs



12 years’ experience in policy, public affairs, and communications across HealthTech, life sciences, and the NHS. Roger leads ABHI’s engagement with policymakers, government departments, and stakeholders to shape a policy environment that supports the growth of the UK HealthTech industry.

**Phil Brown**  
Director, Regulatory & Compliance



30 years’ experience in regulatory affairs, with an education in chemistry. Phil is responsible for present and future medical device regulatory policy, legal, compliance, ethics and credentialing.

**Luella Trickett**  
Executive Director, Medical Devices, Value and Access



25 years’ experience in the pharmaceutical and HealthTech industries. Luella leads on embedding value-based procurement, the adoption and spread of technologies across innovation pathways, and the sustainability agenda.

**Jonathan Evans**  
Director of Communications



15 years’ experience across communications, PR and marketing. Jonathan is responsible for setting and implementing ABHI’s communications strategy and UK events programme.

**Suzie Ali-Hassan**  
International Business Director



15 years’ experience in the UK health innovation ecosystem. Suzie leads ABHI’s Middle East Accelerator development, supporting UK HealthTech companies in expanding their presence in the region.







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**ABHI**