



Corporate Representative's Report

IFCC Council Meeting, Durban, 2017-10-22

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Corporate Representative at the IFCC Executive Board

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Full Members: 171.700,55 (39.6%)

Affiliate Members : 3.136,50 (0.7 %)

Corporate Members: 258.507,10 (59.7%)

TOTAL CHF 433 344,15

In addition, Corporate Members are sponsoring
**IFCC scientific projects, conferences, workgroups,
scientific awards, e-learning programs and travel
scholarships**

Members of IFCC Executive Committees



The following corporate representatives are members of the Executive Committees of IFCC's operational units:

- **Scientific Division:**
James Pierson-Perry (Siemens)
(1st term 2015-2017)
- **Education & Management Division:**
André Ziegler (Roche)
(1st term 2017-2019)
- **Communications & Publications Division:**
Peter Bialk (Roche)
(1st term 2017-2019)
- **Congresses & Conferences Committee:**
Peng Yin (Abbott)
(2nd term 2015-2017)



Members of the Congress Organizing Committee



The following persons were / are Corporate Members of the Congress Organizing Committee (COC):

- **IFCC / EuroMedLab 2017, Athens, Greece:**
Angelos Evangelopoulos (Roche) and Thomas Brinkmann (Sonic Healthcare)
- **IFCC / WorldLab 2017, Durban, South Africa:**
Beth Slavic (Ortho Clinical Diagnostics)
- **IFCC / EuroMedLab 2017, Barcelona, Spain:**
Jaime Vives (Roche)





Who are the current IFCC Corporate Members?



Abbott (USA)
ADx Neurosciences (Belgium)
Agappe Diagnostics Ltd (India)
Analisis R&D Diag (Belgium)
Asahi Kasei Pharma Corporation (Japan)
Axis Shield Point of Care Division (Norway)
BD Diagnostics (UK)
Beckman Coulter, Inc. (France)
Beijing Dream Diagnostic Medicine Technology Co. Ltd. (China)
The Binding Site Group, Ltd. (UK)
Bio-Rad Laboratories (France)
C.P.M. Diagnostic Research SAS (Italy)
Diasys (Germany)
Diatron (Hungary)
ELGA LabWater (UK)
Fujirebio Europe (Belgium)
Gentian AS (Norway)
Guangzhou Wondfo Biotech Co. Ltd. (China)
Helena Biosciences Europe (UK)
HyTest Ltd. (Finland)
Instrumentation Laboratory (USA)
A. Menarini Diagnostics (Italy)
Mindray – Shenzhen Mindray Bio-Medical Electronics Co. Ltd. (China)
Mitsubishi Chemical Europe GmbH (Germany)

47 in total

Ningbo MedicalSystem Biotechnology (China)
Nova Biomedical Corporation (USA)
Oneworld Accuracy Collaboration (Canada)
Ortho-Clinical Diagnostics, Inc. (UK)
Philips (The Netherlands)
PPD Inc. (USA)
Radiometer Medical ApS (Denmark)
Randox Laboratories Ltd. (UK)
Roche Diagnostics GmbH (Switzerland)
Sebia S.A. (France)
Sekisui Diagnostics (UK) Ltd. (UK)
Sentinel CH SpA (Italy)
Shanghai Kehua Bio-Engineering Co., Ltd. (China)
Shanghai Zhicheng Biological Technology Co., Ltd. (China)
Sichuan Maker Biotechnology Co., Ltd. (China)
Siemens Healthcare Diagnostics (USA)
Snibe Co., Ltd (China)
Sonic Healthcare Europe (Germany)
Sysmex Europe GmbH (Germany)
Thermo Fisher Scientific (Finland)
Unilabs (Switzerland)
Wako Pure Chemical Industries, Ltd. / Wako (Japan)
Wisplinghoff Laboratoriumsmedizin Köln (Germany)



IFCC Corporate Members



IFCC Corporate Membership changes since last Council Meeting



New Corporate Members (4)

- Helena Biosciences Europe – 2015
- Ningbo MedicalsysteM Biotechnology – 2015
- KHB Shanghai Kehua Bioengineering Co – 2016
- Beijing Dream Diagnostic Medicine (BDDC) – 2017

Cancellations (15)

- Perkin Elmer – 2014
- Innotrac Diagnostic – 2014
- Immunodiagnostic Systems – 2014
- BG Medicine – 2014
- Dako – 2015
- Wiener – 2015
- Drew Scientific – 2015
- Labquality – 2015
- Care – 2015
- Scipac – 2015
- Biocrates – 2016
- Millipore – 2016
- Response Biomedical – 2017
- Sonic Healthcare Europe – 2018
- Philips – 2018



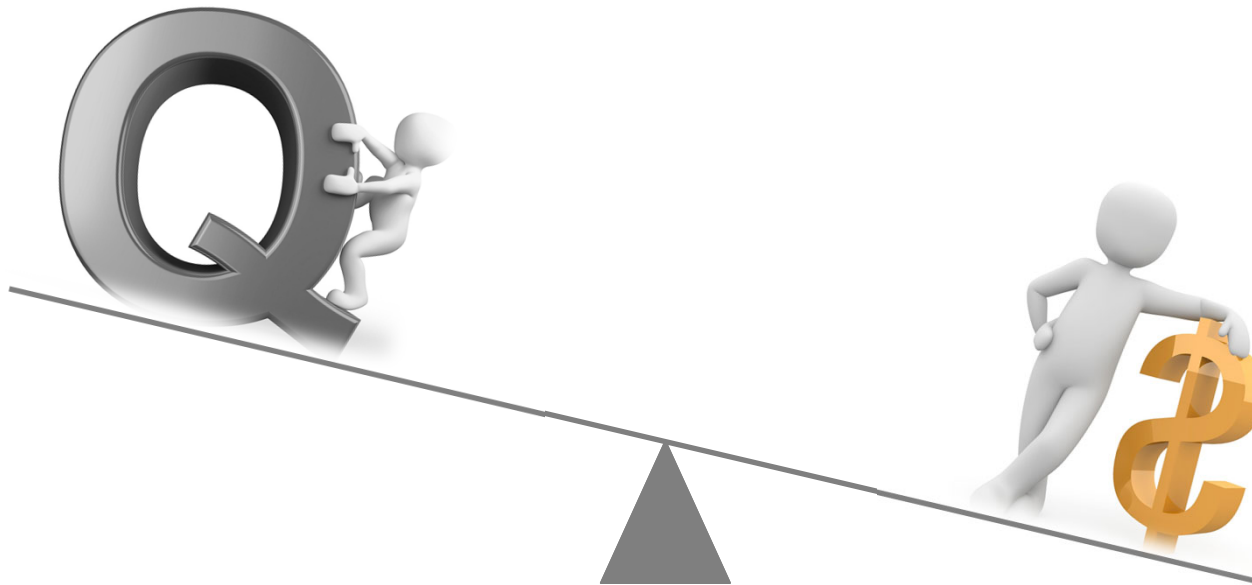
Challenges and opportunities for the IVD industry

- Making the medical value associated with new tests / products available to patients and HCPs at adequate reimbursement in reasonable time.



Challenges and opportunities for the IVD industry

- Decision making is shifted from lab professionals to budget controllers
→ price often 'eats' quality.



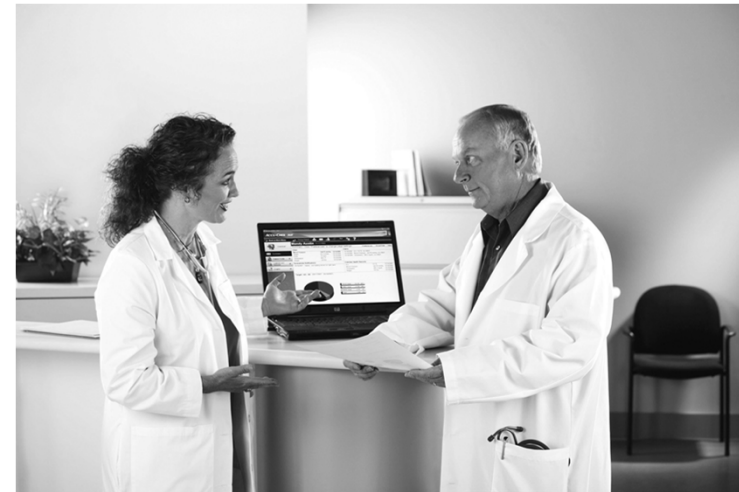
Challenges and opportunities for the IVD industry

- Regulatory submissions are becoming more complex; local regulatory requirements are increasing.



Challenges and opportunities for the IVD industry

- Testing and interpretation strategies have become more complex and are not always understood by physicians:
 - Right patient
 - Right indication
 - Right time
 - Right combination of tests
 - Right cut-off values
 - Right reflex testing
 - Right clinical consequences



**Education &
Training**



Challenges and opportunities for the IVD industry

- More people get access to healthcare.
- Economic growth often goes along with better access to healthcare for a large proportion of the population.
- 'Middle-class' people are becoming more health-conscious.









Challenges and opportunities for the IVD industry

- Data analytics ('Big Data') provides entirely new opportunities
 - for personalized health care
 - partly substituting clinical trials
 - developing new medical hypotheses...
- Diagnostic manufacturers are competing against / collaborating with other players in the field.



How can IFCC become more attractive for Corporate Members?



- By **increasing awareness for the importance of lab testing** in general and providing education with focus on countries with limited resources. 
- By **supporting**, together with clinical societies, **medical claims leading to reimbursement**. 
- By emphasizing the **importance of quality and of standardization / harmonization** of testing, clinical pathways, reporting, result interpretation... 
- By **co-operating intensely** with others (CLSI, FDA, regional federations, clinical societies, etc.) to get **alignment of guidelines and recommendations**. 
- By providing **opportunities for exhibitions, industry symposia and networking** with lab professionals at high-level academic conferences. 
- By increasing **participation** of Corporate Members at all levels. 

SWOT – A situation analysis

January 2016



Key issues identified



- Financial security and sustainability for IFCC
- Membership
- Increasing efficiency and outcome of the activities of the IFCC Functional Units
- Establishing closer links between IFCC and its member societies
- Lack of strategies to fulfil needs of all member societies
- Ensuring quality and importance of lab medicine is recognized globally
- Distant education, e-learning, accreditation
- Opening up the membership by changing statutes
- Communication to members especially at the grass root
- Effective collaboration with like-minded international clinical societies
- Language barriers
- Need to improve flexibility and responsiveness in decision-making processes

Agenda of CM symposium at the last IFCC General Conference

- Introduction (*Rolf Hinzmann*)
- Strengthening partnership between IFCC and its Corporate Members
(*Graham Beastall, IFCC Past President*)
- Serving patients, physicians and payers – Challenges for the IVD industry in a rapidly changing environment
(*Patrick Bugeon, Bio-Rad Laboratories*)
- **Request for inspiring and innovative ideas**

NOTES

***This is how
to foster the
relationship
between
IFCC and its
Corporate
Members...***

Respondents categories

National Representatives:	34 suggestions
Corporate Members:	10 suggestions
IFCC officers:	31 suggestions
Anonymous:	3 suggestions
Speaker at General Conference	3 suggestions

81 altogether !

Some examples

➔ **Make commitments with societies for diabetes, cancer, thyroid, cardiovascular disease and nephrology to mutually discuss (diagnostic parts of) guidelines.**

➔ **Create a joint guideline task force together with CLSI.**

➔ **Create working group (division?) dealing with health-economic benefits of lab testing.**

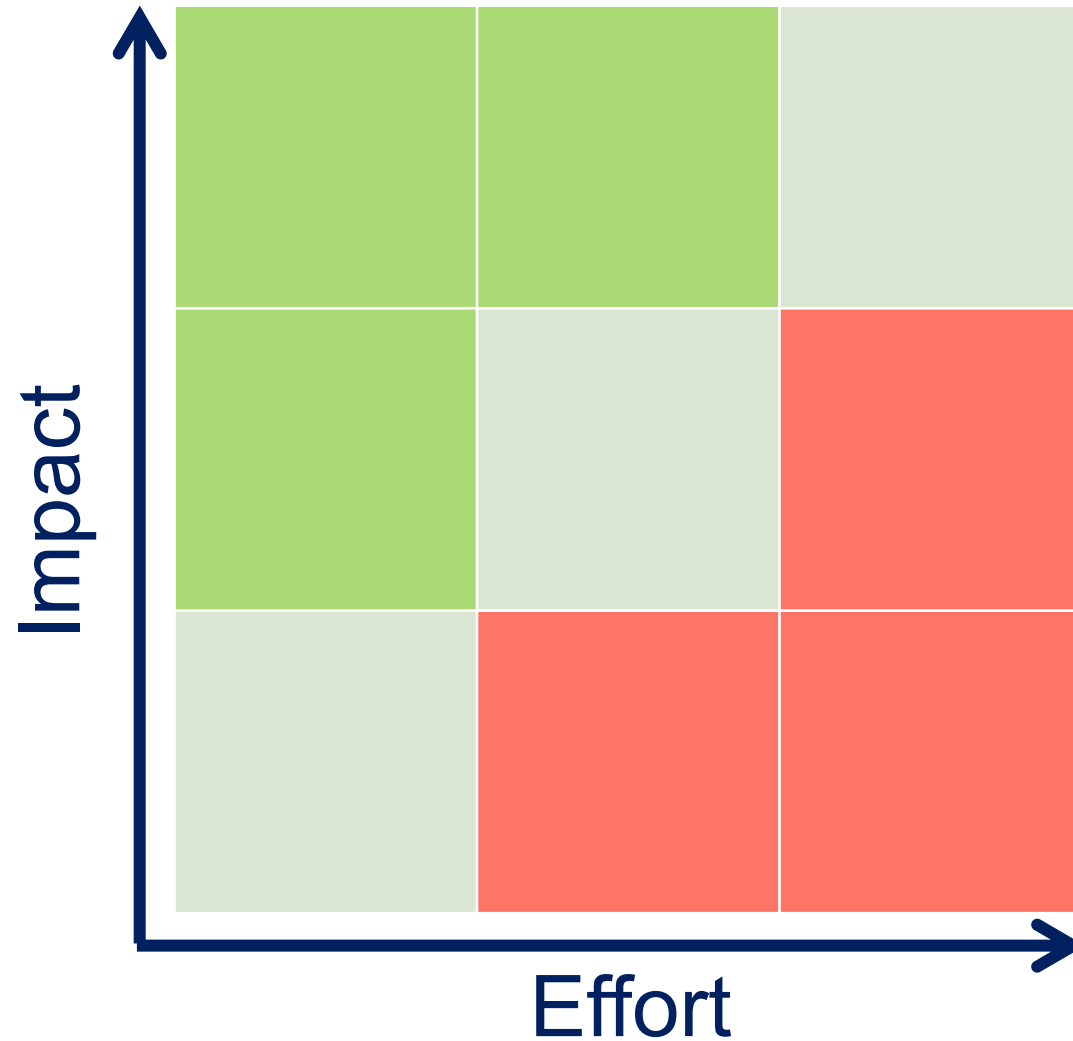
➔ **Invite 25% clinicians to lectures at the next IFCC conferences.**

Proposals could be classified in groups



- Group A** Extend role of CM and communication
- Group B** Increase IFCC support in regulatory procedures
- Group C** Focus on guidelines and standardisation
- Group D** Involve clinicians (pharma, laboratory informatics)
- Group E** Broaden membership
- Group F** Implement new education projects
- Group G** Anticipate new trends and issues
- Group H** Reinforce transparency and determine conflicts
- Group I** Create new forms of cooperation
- Group J** Focus on economic benefits of tests

Impact-Effort Matrix



Proposals that found most attention of the IFCC Executive Board



- Group A** Extend role of CM and communication
- Group B** Increase IFCC support in regulatory procedures
- Group C** Focus on guidelines and standardisation
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- Group E** Broaden membership
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Where are we more than 1 ½ years after the first SWOT meeting?



What have we been able to realize
for Corporate Members?

No so much...

What are the main financial
challenges for IFCC?

1. Corporate Members leaving IFCC
2. Less industry sponsorship under the new MedTech Europe Code

What do we need
to change that?

1. Your creative ideas... !!!
2. Your enduring support

Implications of the MedTech Europe Code for future conferences



- **MedTech Europe** has developed a new **Code of Ethical Business Practice**, setting mandatory rules for the interaction between industry and healthcare professionals / healthcare organizations.
- The code was passed in December 2015 and became effective in January 2017. **Update December 2016.**
- The part describing sponsorship of conferences will become effective in January 2018.



**The new code will impact
all medical conferences
substantially !**



Implications of the MedTech Europe Code for future conferences



What the phase out of direct sponsorship will mean in practice:

- **Third-party organized conferences** (main program):
Companies may not directly support an HCP, neither as a delegate, nor as a speaker.
- **Company-organized events in the framework of third-party organized conferences** (e.g. satellite symposia):
Companies may directly support speakers (i.e. their consultants) but not delegates.
- **Third-party organized procedure / hands-on trainings:**
Companies may support delegates but not speakers, the latter being independent.
- **Company-organized product / procedure trainings / educational events:**
Companies may directly support an HCP either as a delegate and/or as a speaker.

Implications of the MedTech Europe Code for future conferences



How the rules for educational grants will change:

- Grants will be **publicly disclosed**, ensuring **increased transparency** of the funds allocated to medical education.
- Grants can only **be provided to legal entities but never individuals** and will require a **written contract** & other related documentation.
- Companies will be able to define the **type of recipients** which should be eligible for the grant **but not individual recipients**.
- Companies must have an **internal & independent process** based on objective criteria to assess the grant requests.
- Conferences will still need to **comply with specific requirements** and with the **Conference Vetting System**.

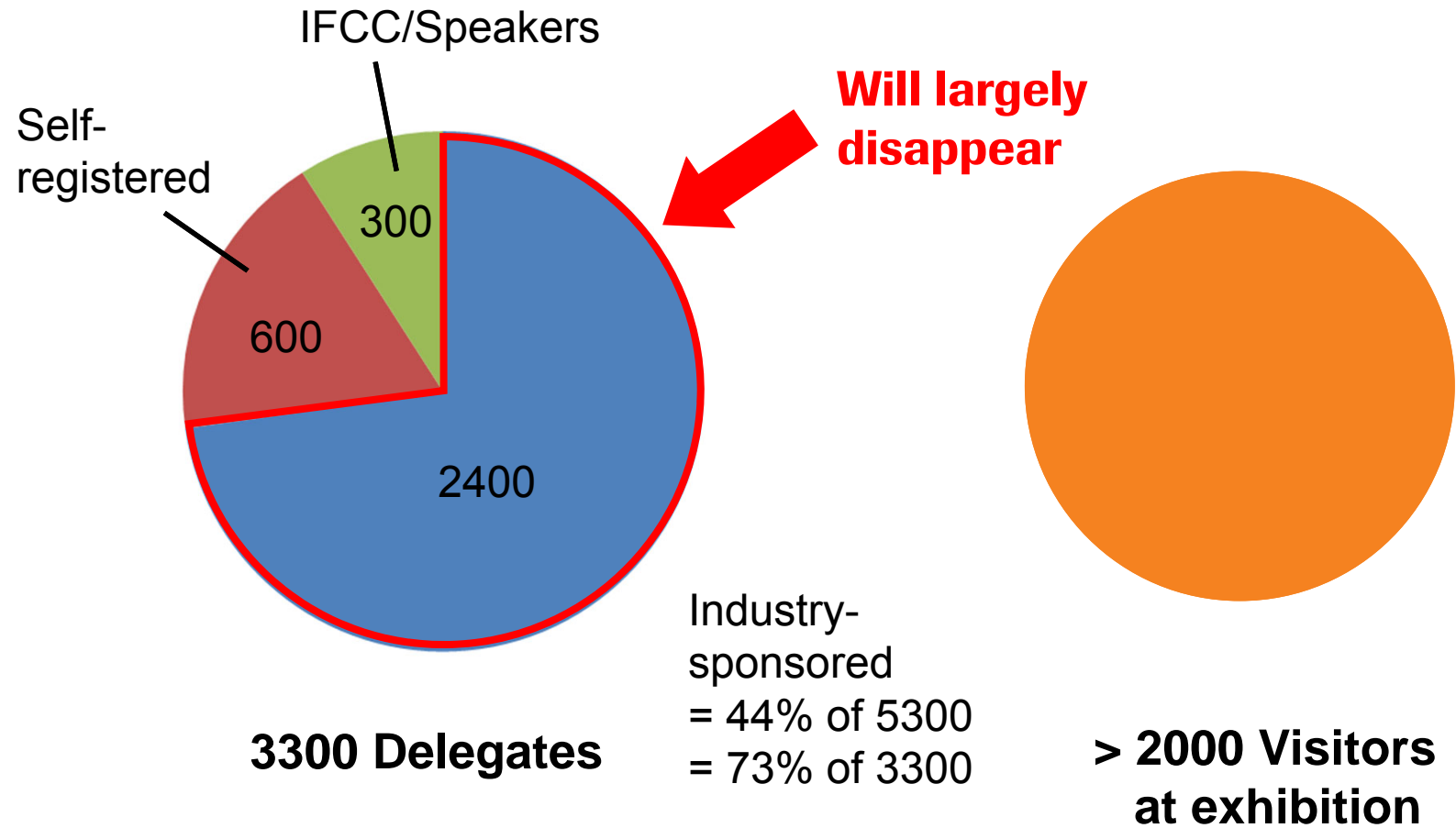
Conferences in 2017: EuroMedLab Athens



- Two conferences in one year (2017): companies need to focus their resources
- Companies showed strong interest in Greece (space completely sold)
- **Exhibition space was very unfavorable for the exhibiting companies!**



EuroMedLab Athens 2017 (Estimation Monday evening)

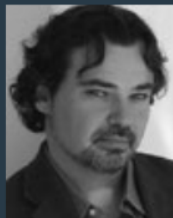


Plenary session on last conference day, 1/2 h after start



THURSDAY MORNING

PLENARY SESSION



Whole genome sequencing in health and disease

Nicholas Katsanis (USA, GR)

CHAIR: Christos Kroupis (GR)

09.00 - 10.00

ROOM: LAMBRAKIS HALL

Conferences in 2017: WoldLab Durban



- Initially limited interest for South Africa. Exhibition space was reduced. Then sponsorship has caught on. Costs are already covered.



Some questions for discussion about future conferences



The industry has the opinion that medical education is important !

- Do we need all conferences? If not, what are the priorities?
- Will company exhibitions / satellite symposia still play a major role when the number of conference delegates is declining?
- How to make sure that conferences are priced appropriately and that the perceived value is so large that many delegates choose to pay by themselves? Can overhead cost / non-education-related cost be reduced?
- How to make sure that education reaches the appropriate target group and that delegates attend most of the lectures during the conference?
- Conferences do not only have an educational aspect but also constitute a business model (source of income) for professional societies. This adds to the cost. Does the business model have to be adapted?

Here we expect good ideas / proposals from the professional societies !



IFCC's new vision



Corporate Members fully support IFCC's new vision:

**We advance excellence
in laboratory medicine
for better healthcare worldwide.**

Let's do it together !



Thank you very much !

