

ABHI

QUARTERLY COMMUNICATIONS UPDATE

Q2 2025

The background of the slide features a series of diagonal stripes in shades of pink, blue, and grey, creating a modern and dynamic visual effect.



JONATHAN EVANS

DIRECTOR OF COMMUNICATIONS

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Dear Member,

These updates are designed to provide you with a snapshot of ABHI's recent activities, as well as highlighting what we have coming up across our programme of meetings and events.

As a member of ABHI, all staff within your company are entitled to receive our communications and they can subscribe to these via the homepage of our [website](#). We have four mailing lists they can join, covering our regular updates, our fortnightly newsletter, ABHI's UK events and our international programme.

Every update that we send to the membership is recorded in the [members' area](#) of our website, with access only available to members. Here, you will also find the minutes from previous group meetings, as well recordings from recent webinars.

To ensure your colleagues are kept up to date with the work of ABHI, and the opportunities to get involved, please do pass these updates on to your teams in the UK and across other markets.

As ever, we thank you for your continued support.

Jonathan Evans, Director of Communications, ABHI | Jonathan.evans@abhi.org.uk

As business leaders, we all recognise the importance of clear strategic direction. Without a shared vision, we risk being rudderless, especially in a sector as critical and dynamic as HealthTech.

In this context, the recent publication of several long-awaited government plans, including the Industrial Strategy, Trade Strategy and the NHS 10 Year Health Plan, are welcome developments. The Life Sciences Sector Strategy is also expected this July. Unlike many sectors, we will have a dedicated plan, and we should take confidence in the fact that government is genuinely committed to supporting our industry. HealthTech has been recognised as a sector with strong potential to deliver both economic growth and health system transformation.

Of course, strategies alone are not enough. Delivery is what truly matters. The success of these ambitions will be measured by the outcomes they generate for patients, the NHS, and businesses across our community. We know that achieving the three shifts the NHS is pursuing will rely heavily on the effective use of HealthTech.

But to realise this, we must continue to confront the persistent barriers to adoption, particularly around regulation, procurement, and the need for clear sustainability guidance.

That is why it was especially encouraging to recently hold the first meeting of ABHI's SME Subcommittee, an important new connection between the businesses that make up most of our membership, and the ABHI Board of Directors. This forum will help ensure that the voice of small and medium-sized companies shapes our strategic direction, with a focus on practical tools and an increased share of voice with government. I look forward to supporting the ABHI team to develop targeted SME activity in the months ahead and would encourage you to connect with ABHI colleagues if you would like to contribute.

As ever, thank you for your continued support. Together, we can help ensure that HealthTech is not only recognised as a strategic priority, but that the right business conditions are in place to enable technologies to reach patients more swiftly, improve outcomes, and support a more sustainable health system.

Phil Kennedy, 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
- Robot-Assisted Surgery

ACTIVITY SNAPSHOT: APRIL - JUNE 2025



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This quarter saw ABHI's response to the UK-US trade tariff issue, which included a member briefing with risk intelligence expert Justin Crump, and the publication of a joint policy statement with our US counterpart AdvaMed, calling for the removal of tariffs on HealthTech products.

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The month of May saw us hit the road with Imperial College London, hosting events in Manchester, Edinburgh, Cardiff and Oxford. The roadshow provided an opportunity to connect directly with HealthTech innovators across the UK, share insights from our joint report with Imperial and the Centre for Economic Sectoral Performance, and discuss how the recommendations can help small and medium-sized enterprises scale, attract investment, and deliver impact for patients and the wider economy.

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It was all eyes on Florida this June, as ABHI led the UK HealthTech presence at WHX Miami, with a dedicated ABHI UK Pavilion showcasing cutting-edge innovation. For our US Accelerator cohort, it was a busy week of engagement across the cities of Miami, Orlando, and Jacksonville, where they connected with health systems, investors, and partners, all designed to support long-term US market success.



ABHI announced a new strategic partnership with Birmingham Health Partners (BHP) as part of our strategy to work with local partners across the UK. BHP will act as a coordinated front door to Birmingham's health and life sciences ecosystem, supporting industry access and collaboration to drive impact, reduce health inequalities, and improve population health.



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Steve Lee spoke at the MedTech Summit in Berlin, presenting on the evolving UK regulatory landscape for IVDs. His session highlighted the importance of international alignment and how the UK's future model can support innovation, patient safety, and market access.

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In June, we were pleased to see DHSC launch a call for evidence on pathology managed service contracts, following sustained engagement to improve standards and drive innovation. We will be submitting an industry response and welcome member input to shape our submission.

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At a reception hosted by the High Commissioner, Richard Phillips met with companies from an Australian Trade and Investment Commission delegation, where he also joined an expert panel to share insights on the UK HealthTech policy landscape and opportunities for international collaboration.

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Dissecting its HealthTech implications, we were pleased to host a member webinar on the 2025 Spending Review, analysing what the Chancellor's announcements mean for the NHS.

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ACTIVITY SNAPSHOT: APRIL - JUNE 2025



With thanks to ABHI member MTRC, we hosted a focused webinar on European market access, offering members practical insights on reimbursement, HTA, and payer systems across Europe to support their growth strategies.



At a packed-out NHS ConfedExpo, Peter Ellingworth joined high-profile panels to explore how innovation can deliver both health and wealth. In sessions alongside health system leaders, Peter highlighted the need for faster adoption and value-based models to unlock the full potential of HealthTech. The discussions reinforced HealthTech's central role in supporting the 10-Year Health Plan and the UK's Life Sciences Sector Strategy.



ABHI hosted the latest instalment of our Women in HealthTech series, bringing together over 80 leaders to celebrate female leadership and advance urgent conversations around women's health. Highlights included findings from our third Gender Equality in HealthTech Survey and powerful contributions from speakers at RCOG, Hologic, Baxter, and McDermott Will & Emery.



ABHI joined the Wellbeing of Women Employer Membership Programme and signed the Menopause Workplace Pledge, reaffirming our commitment to supporting women's health and wellbeing in the workplace. Members interested in joining the programme can quote 'ABHI Member' to receive 10% off membership.



ABHI hosted its latest Scotland meeting in Edinburgh, welcoming Richard Lochhead, Minister for Business and Innovation. Discussions centred on our Innovation in Scotland paper, highlighting the vital role of HealthTech in driving economic growth and tackling sector challenges.



Ensuring regulatory clarity remains a key priority for ABHI, and in May we convened parliamentarians and members at the House of Lords for a focused discussion on this topic. The event underscored the vital role of regulation in realising the UK's health and wealth ambitions.



As part of the ABHI US Accelerator trade mission to New Jersey, our delegation of UK HealthTech companies were pleased to visit BD's global headquarters, taking part in strategic discussions on innovation, US market access, and partnership opportunities.

ACTIVITY SNAPSHOT: APRIL - JUNE 2025



In June, ABHI partnered with IQVIA to host an event focused on the UK's evolving post-market surveillance (PMS) requirements, offering HealthTech companies practical guidance on compliance with the new MHRA framework.



ABHI had a strong presence at this year's MedTech Forum in Lisbon, contributing to several high-impact sessions on sustainability, women's health, and UK-EU market access. Addie MacGregor joined a global panel on sustainability, sharing the UK HealthTech perspective and highlighting ABHI's work to support members on their environmental journeys. Steve Lee chaired a powerful session on reimagining healthcare for women, addressing long-standing inequalities and calling for systemic change. Jonathan Evans joined a timely discussion on resetting UK-EU relations, focusing on mutual recognition, regulatory alignment, and improving patient access across borders.



ABHI signed a strategic collaboration agreement with Ascend Solutions to support UK companies engaging with Saudi Arabia, as part of the new ABHI Middle East Accelerator. Signed during the Accelerator's first trade mission to the Kingdom, the agreement will provide companies with structured access to key stakeholders through Ascend's Co Creation Lab, strengthening ABHI's growing partnerships in the region.

NIHR | National Institute for Health and Care Research

As part of ABHI's 'In Conversation' series, Richard Phillips spoke with leaders from the NIHR HealthTech Research Centre in Emergency and Acute Care, based in Manchester. [The discussion](#) explored how the Centre is accelerating innovation, supporting NHS adoption with robust evidence, and embedding patient and public involvement throughout its research.



June was a busy month for Luella Trickett, who continued to champion the role of HealthTech in driving better care and supporting the health system. She spoke at the MediWales Connects Conference, sharing insights on the value of HealthTech, and chaired a panel discussion exploring practical routes to market access. Later in the month, she convened a Parliamentary Roundtable on Procurement, contributing to discussions on how procurement processes can better support the adoption of effective, value-based technologies.



In Manchester, we were pleased to partner with ABHI member Brabners, to co-host 'Medical Devices: Navigating the Evolving Landscape', bringing together industry leaders, regulatory experts, and legal specialists to explore the future of UK medical device regulation.



ABHI was pleased to support HIRANI's HealthTech Spring event in Belfast, celebrating innovation, investment, and collaboration across Northern Ireland's health and life sciences sector. The two-day event offered a valuable opportunity to engage with local companies and showcase the support ABHI provides to the HealthTech community.

ACTIVITY SNAPSHOT: APRIL - JUNE 2025



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In June, a third Statutory Instrument came into effect, temporarily exempting HealthTech from POPs restrictions on UV-328 and Dechlorane Plus - preventing disruption to vital patient care. This follows sustained ABHI engagement with DHSC, Defra and members, demonstrating the power of collective advocacy.



This year's London Tech Week saw ABHI out in force, with Suzie Ali-Hassan joining the speaker lineup to highlight our international support for UK HealthTech companies expanding into global markets. The session showcased ABHI's work in helping businesses scale internationally through our global exhibition programme and regional Accelerator initiatives. Meanwhile, Andrew Davies chaired a panel exploring how technology is driving the next phase of personalised healthcare.

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Peter Ellingworth joined senior leaders at a key engagement on the 10-Year Health Plan, discussing how to build a preventative, community-based, and tech-enabled health system. ABHI is in active discussion with the Plan team on industry engagement in future commissioning and partnership opportunities at neighbourhood level.

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ABHI featured in The Guardian's Future of AI spotlight campaign, with Andrew Davies [sharing insights](#) on the transformative impact of AI in HealthTech. The campaign highlighted key trends, innovations, and challenges shaping the future of AI across sectors.



CHAMPIONING YOUR INTERESTS THROUGH OUR NETWORK

ABHI engages widely across government departments, NHS leaders, regulators, devolved administrations, Parliament, international trade bodies, and research organisations to champion HealthTech innovation and adoption.

This quarter, our work spanned the Department of Health and Social Care, NHS England, the Medicines and Healthcare products Regulatory Agency, HM Treasury, the Department for Business and Trade, the Department for Business, Energy & Industrial Strategy, the Scottish and Welsh Governments, the House of Lords, NIHR HealthTech Research Centres, and global partners including AdvaMed and MedTech Europe.

Interested to understand how we are representing your interests at the highest level?
Get in touch: enquiries@abhi.org.uk



ABHI’S GROUPS:

July – September Meetings 2025

JULY	SEPTEMBER
15 th ABHI Digital Health	2 nd ABHI Scotland
22 nd ABHI Legal Issues	4 th ABHI IVD Regulatory
	8 th ABHI Value & Access
	9 th ABHI Diagnostics
	10 th ABHI Government Affairs
	16 th ABHI Cardiovascular
	16 th ABHI Robotic Assisted Surgery
	16 th ABHI International
	17 th ABHI HR
	18 th ABHI Diabetes
	23 rd ABHI Digital Health
	25 th ABHI Wound Care
	TBC ABHI International Trade

To join any of our group meetings, contact enquiries@abhi.org.uk



ABHI’S 2025 Conferences, Webinars and Events : Dates for Your Diary

- 10th September Nottingham Partnership Event. [Register here.](#)
- 23rd September ABHI Sustainability Conference. [Register here.](#)
- 11th - 12th November ABHI UK HealthTech Conference. [Register here.](#)



Join ABHI around the globe

Event	Date	Location	Venue
WHX Dubai (formerly Arab Health)	February	Dubai, UAE	Dubai Exhibition Centre
MedLab Middle East	February	Dubai, UAE	Dubai Exhibition Centre
CMEF	April	Shanghai, China	The National Convention and Exhibition Center
Hospitalar	May	São Paulo, Brazil	São Paulo Expo
WHX Lagos (formerly Medic West Africa)	June	Lagos, Nigeria	Landmark Centre
HLTH Europe	June	Amsterdam, Netherlands	RAI Convention Centre
WHX Miami (formerly FIME)	June	Miami, United States	Miami Beach Convention Center
WHX Osaka (formerly FIME)	June	Osaka, Japan	INTEX OSAKA
WHX New Delhi (formerly FIME)	July	New Delhi, India	Pragati Maidan
WHX Labs Kuala Lumpur (formerly ASIA Health)	July	Kuala Lumpur, Malaysia	Malaysia International Trade and Exhibition Centre
WHX Cape Town (formerly Africa Health)	September	Cape Town, South Africa	Cape Town International Convention Centre
WHX Tech in partnership with HIMSS	September	Dubai, UAE	Dubai World Trade Centre
WHX Nairobi (formerly Medic East Africa)	October	Nairobi, Kenya	Kenyatta International Convention Centre
Healthcare Innovation Show	October	São Paulo, Brazil	São Paulo Expo
Global Health Exhibition	October	Riyadh, Saudi Arabia	Riyadh Convention & Exhibition Centre, Malham
MEDICA	November	Düsseldorf, Germany	Messe Dusseldorf

Contact michelle.michelucci@abhi.org.uk or visit www.abhi.org.uk/international

US Accelerator	Year-Round	USA	Nationwide
Contact USAccelerator@abhi.org.uk or visit www.abhi.org.uk/international			
Middle East Accelerator	Year-Round	UAE & Saudi Arabia	Nationwide
Contact MEAccelerator@abhi.org.uk or visit www.abhi.org.uk/international			

WELCOME TO ABHI

This quarter, we were pleased to welcome the following new members to ABHI:



Brightbeam AI



Cripps LLP



Creed Medical Ltd



EMQN CIC



Ossiform Limited



Paige.AI



Penumbra Interventional Therapies UK Ltd



SPM Plastics LTD t/a UPG International LLC



TruMed Medical UK Ltd



Oura Health Oy

PROFESSIONAL ASSOCIATE MEMBER SPOTLIGHT

The ABHI membership includes a rich pool of professional service companies who offer expertise across a range of areas. In this feature, we highlight offers that the wider membership are invited to take advantage of, as well as sharing events and thought leadership activity from this thriving community.

If you have an offer, or helpful information that you would like to extend to the ABHI membership, please write to: communications@abhi.org.uk

ABHI Member, the University of York, is delivering the Statistical Methods in Economic Evaluation for Health Technology Assessment (HTA) Advanced Course via its Centre for Health Economics (CHE), in September 2025. This three-day advanced-level course focuses on the use of statistical methods for the analysis of individual patient-level cost, effects and other types of data used in cost-effectiveness analysis. The course includes a mixture of presentations from members of CHE at the University of York, plus external speakers together with practical computer-based exercises using Stata. [Find out more.](#)

ABHI Member, Highland Marketing, in partnership with Insight and Synergy Digital Health Innovation, has developed a new initiative in response to feedback about the challenges of connecting with NHS contacts through traditional exhibitions. The team is launching a new offer focused on local HealthTech showcases hosted at NHS Trust sites - specifically targeting Trusts that are reassessing their digital strategies. With limited capacity for external engagement, these roadshows offer a timely opportunity to present innovations on-site, gain insights into Trust-specific needs, and receive tailored support before, during, and after the events. You can register your interest for this programme [here](#), or by contacting Highland Marketing directly at info@highland-marketing.com.

As digital risks grow more sophisticated, so must our defences. In the face of AI-driven fraud, deepfake media, and ‘zero-day’ vulnerabilities, cyber threats continue to evolve at pace. In a new article for ABHI members, James Doswell, Senior Risk Management Consultant at Travelers Europe, explores the key cybersecurity trends shaping 2025.

[Read the full article.](#)

Travelers Europe has also released their latest Cyber Threats Report, offering vital insights for brokers and businesses working to manage fast-evolving cyber risks. From rising ransomware tactics to growing regulatory pressure, the report provides a clear overview of the current threat landscape - and how to prepare for what is next. [Explore the full report.](#)



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