



## Know IVD: Understanding the IVD Market

### Course Overview:

The In Vitro Diagnostics (IVD) market is a critical segment of healthcare, driving advancements in diagnostics and patient care. This course is designed to offer a comprehensive introduction to the IVD sector, making it ideal for professionals new to the field or those seeking to broaden their understanding of how IVDs influence healthcare outcomes.

Through this course, participants will learn about the various technologies, market dynamics, regulatory frameworks, and commercial aspects that make the IVD sector unique and essential in healthcare delivery.

### What You Will Learn:

- **Introduction to IVDs:** Understand what IVDs are, how they differ from other medical devices, and their essential role in diagnostics.
- **Technology in IVD:** Get an overview of the cutting-edge technologies used in pathology and specialty laboratories, including the wide range of tests that support human health testing.
- **Patient Journey and IVDs:** Explore how IVDs integrate into the patient journey, from diagnosis through ongoing disease management, and the evolving needs of patient care.
- **Market Dynamics:** Gain insights into the local and global IVD markets, including customer bases, market size, and the logistics and supply chain considerations specific to this sector.
- **Regulatory Landscape:** Get an introduction to the regulatory environment affecting IVDs, with a focus on the role of the Therapeutic Goods Administration (TGA) in ensuring compliance and quality.
- **Healthcare Funding Models:** Learn about the complex funding mechanisms in Australia that influence the use and reimbursement of IVD technologies, critical for anyone operating in this sector.
- **Government Involvement:** Understand how various government entities, beyond just health departments, impact the delivery of IVD diagnostics in Australia.
- **Business Models in IVD:** Discover the various business and commercial models used in the IVD market, including the sales cycles, tenders, and government supply agreements that shape industry operations.

### Learning Outcomes:

- Develop a clear understanding of the role and importance of IVDs within the healthcare system.
- Learn how IVDs are integrated into patient care pathways and how they impact patient outcomes.
- Gain a solid grasp of market dynamics and the global and local influences that drive IVD demand and innovation.
- Build awareness of the regulatory and funding environments that govern the IVD sector in Australia.
- Acquire knowledge of the commercial landscape, helping you navigate sales cycles, tenders, and government contracts more effectively.

### **Who Should Attend?**

This course is designed for professionals in healthcare sales, regulatory affairs, product development, and quality assurance, and those working within or alongside the IVD sector. It is particularly suited to those who wish to understand the commercial and regulatory aspects of the IVD market to enhance their professional knowledge or support strategic decision-making within their organisations.