

YOU ARE  
INVITED

# IVD Australia Roadshow 2017: NSW Member Forum

Wednesday May 17  
3:00pm

Hosted by: Becton Dickinson  
and

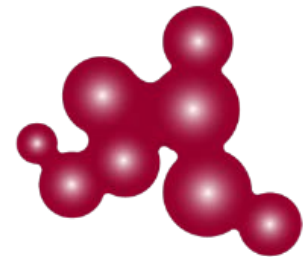
Event  
Overview

Hosts

Agenda



IVD  
AUSTRALIA



RSVP



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Wednesday May 17 at 3:00pm, Becton Dickinson,  
4 Research Park Drive, North Ryde, NSW

Every year, IVD Australia looks to add value by achieving outcomes as an organisation that our Members cannot achieve on their own, and this past year, we have improved the business conditions for IVD businesses, increased the advocacy power of the industry and have commenced projects that will improve market access. We would like to make sure that all our Members are able to have input into our advocacy and other focussed activities we undertake.

Round-table presentations will allow for in-depth interaction with industry peers, where discussions will delve into participant-directed topics of immediate concern.



## IVD Australia Keeping our Members Up-to-Date

IVD Australia Strategic Plan – progress on our short, medium and long term goals

Regulatory and Political Issues – Keeping you up-to-date

IVD Australia Activities 2017 -2018



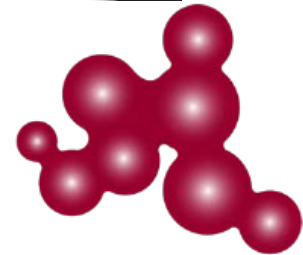
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Host

**Mr David Basseal**

David is the Business Director, Australia & New Zealand, BD Diagnostics

David Basseal has over 20 years industry experience in Life Sciences with 10 years specifically in In-Vitro Diagnostics. David commenced his career as a scientific researcher in the field of proteomics. He entered the commercial arena with Bio-Rad Laboratories ANZ and held positions of increasing responsibility over a 7 year period. Today David is the Business Director for Diagnostics for ANZ at Becton Dickinson (BD). This involves the management of two business segments within BD – Pre-Analytical Systems (PAS) and Diagnostics Systems (DS)

David holds a Master of Business Administration (Australian Graduate School of Management), a Master of Commerce (University of Sydney) and a Bachelor of Medical Science (Honours) (University of Sydney).



Host

**Dr Wendy-Jane Morrow**

CEO of IVD Australia

Wendy-Jane Morrow was appointed as Chief Executive Officer of IVD Australia Limited in July 2014. This appointment follows a career of some 17+ years as a CEO in Health, including health education. Australia has a responsible and highly engaged IVD industry, supplying world leading diagnostics to the pathology sector and Wendy-Jane believes her career and experience to date puts her in an excellent position to lead IVD Australia into its next chapter of growth.



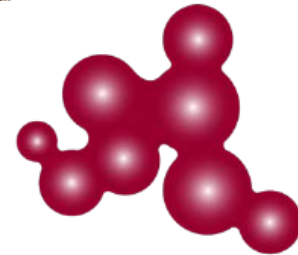
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## AGENDA

3:00 – 3:10pm	Welcome and Introductions
3:10 – 3:30pm	IVD Australia Strategic Plan – the short, medium and long term goals Spotlight on the Know Pathology Know Healthcare Campaign
3:30 – 4:00pm	Regulatory and Political What's happening around our Industry; What we think about it; and What we're doing about it - a 2-way conversation
4:00 – 4:10pm	IVD Australia Activities 2017 -2018
4:10 – 5:00pm	How we can capitalise on the work of our industry association to achieve the business environment we want



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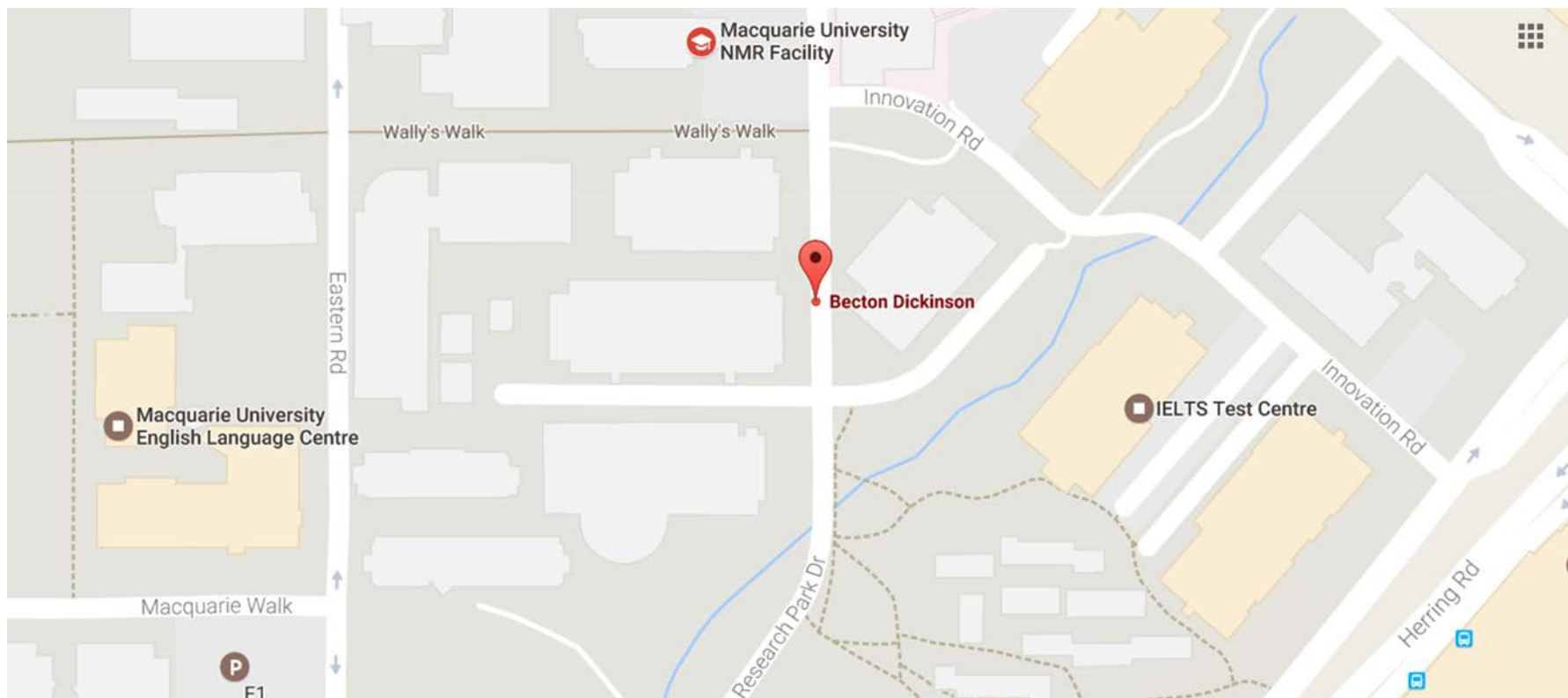
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