

**HealthTech**  
ALLIANCE

# ANNUAL REPORT

Prepared By :  
HealthTech Alliance

**JANUARY 2026**  
*2025 in review*

# FOREWORD

*from our chair*

2025 has been a year of growth for the Health Tech Alliance. Our membership has expanded across industry, the NHS and the wider health and policy community, and we have welcomed new partners who share our commitment to collaboration across the entire health ecosystem. At the same time, our voice has become more established in policy debates in a year of significant change for the health and care system.

Collectively, the Government's Elective Reform Plan, the 10 Year Health Plan and the Life Sciences Sector Plan set an ambitious direction that places technology and innovation at the centre of NHS reform. The shift towards value-based procurement, closer MHRA and NICE collaboration, and clearer adoption routes through the Rules Based Pathway and innovator passport are all areas in which the HTA has been closely engaged.

I have been especially encouraged by the way members have helped shape our agenda in 2025. Through member meetings, workshops and our Parliament & HealthTech series, you have shared your experiences with real candour. This insight has informed our policy positions and strengthened our dialogue with decision makers. Our expanded partnership programme and increased media profile, with more coverage, mentions and targeted briefings than ever before, mean that journalists and commentators now seek out the HTA perspective on key milestones.

Looking ahead to 2026, we will build on this momentum. Our programme of member meetings and Parliament & HealthTech events will continue to bring together industry, the NHS, parliamentarians and other stakeholders to focus on practical issues in the NHS.

I am very grateful to all our members, partners and associates for your continued support and engagement. Your willingness to share insight, challenge constructively and collaborate has made 2025 a strong year for the Health Tech Alliance, and I look forward to working with you in 2026.

*Dame Barbara Hakin*  
Chair, Health Tech Alliance

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# NEW MEMBERS & PARTNERS

In 2025, the Alliance has continued to strengthen and diversify, reflecting the sector's shared commitment to accelerating innovation across the health system and improving outcomes for patients.

We launched a new partnership programme designed to offer senior-level engagement with the sector, bringing together healthtech organisations seeking deeper involvement through speaking opportunities and thought leadership, alongside professional services firms such as law practices and consultancies looking to connect more meaningfully with the wider healthtech community.

This year, we welcomed new industry members and partners across software engineering, diagnostics, and robotics, as well as increased our presence across UK health events through a number of media partnerships.



The growing engagement from partners beyond our traditional membership base underscores both the relevance of our work and the appetite for greater collaboration across the sector.

As we look ahead, we are committed to expanding the alliance further in 2026, bringing together the most forward-thinking organisations in healthtech and continuing to champion the innovations that can transform care for patients across the UK.

***In particular, we would like to spotlight  
the following organisations:***

## New industry members:

**Blüm.**



**Medtronic**

## New associate members:

**NHS**

**Cheshire and Merseyside**

**NHS**

**Chelsea and Westminster Hospital**

NHS Foundation Trust

**NIHR** | National Institute for  
Health and Care Research

## New partners:



**BD**

**Johnson&Johnson  
MedTech**

## New media partners:

**The  
King's  
Fund**

Bold thinking for better health

**healthtechX**

**AI HEALTH+  
AI TECH SHOW**

**Giant**

global innovation  
and new technology  
health event

**SEHTA**

Media partnerships are essential in extending reach, building credibility, and ensuring consistent visibility across the sector. With the Health Tech Alliance attending more events than ever this year, representing the organisation at major conferences and significantly increasing its profile – strong media partnerships help translate this growing presence into sustained awareness and influence.

## ***A few of the events we attended:***



Attending and exhibiting at **The King's Fund**'s Digital Health and Care Conference, focused on how we can collectively shape a digitally mature NHS that improves patient outcomes and puts people and communities at the heart of transformation.



Attending **The King's Fund**'s 10 Year Health Plan Conference, where a surprise keynote from Health Secretary The Rt. Hon. Wes Streeting MP underlined the government's ambitions for greater accountability, locally driven neighbourhood models, and a stronger focus on prevention.



Our chair Dame Barbara speaking at **HealthTech X** on the adoption of AI tools in the NHS and the future possibilities of AI.

# 2025 EVENTS

Over the course of the year, the HTA convened ten member meetings, bringing together organisations from across the healthtech ecosystem to discuss a wide range of priority issues for the coalition – from commercial skills, to regulation, net zero and specialised commissioning.

These sessions provided members with direct insight into the evolving policy and NHS landscape, opportunities to share intelligence and best practice, and a trusted forum to shape joint positions. As a result, the Alliance has been able to respond more quickly and credibly to emerging developments, ensuring our collective voice remains both timely and influential.

## MEMBER MEETINGS

Jan

Member meeting with the Office for Life Sciences on the Life Sciences Innovative Manufacturing Fund

*Sean McMahon and Roberto Robles*



Member focus group with NHS England on Commercial Skills

*Lauren Van Der Valk, Joel Iveson, Lois Shield*

Mar

Member meeting with Dame Barbara Hakin – Implications of NHSE Abolition

Member meeting on Ensuring tenders meet the criteria for Net Zero, Social Value and Modern Slavery

Apr

*Nick Allen FCIPS (Industry Procurement Adviser, Health Innovation Manchester), Simon Clarke (Procurement Lead, Birmingham & Solihull ICS)*

Member meeting with the Health Innovation Network

*Nuala Foley, Piers Ricketts*

May

Member meeting with DHSC on Medtech Value Based Procurement

Jul

*Subodh Tailor*

Member meeting on Specialised Commissioning

*John Stewart (National Director of Specialised Commissioning, NHSE), Kate Turner (Programme Director, Specialised Services Devices Programme, NHSE), David Furness (Managing Director of the Shelford Group), Felicity Cox (Chief Executive of Bedfordshire, Luton and Milton Keynes ICB)*

Sep

## Member meeting with MHRA and NICE

Oct

*James Pound (Interim Executive Director of Innovation and Compliance, MHRA), Tom Slater (Director of Health Technology and Advice, NICE)*

## HTA Winter Member Forum

*Ayub Bhayat (Director of Data and Analytics and Deputy Chief Data and Analytics Officer, NHSE)*

Nov

Member focus group with DHSC on the Compass Programme

Dec

*Jason Nolan*



# PARLIAMENT & HEALTHTECH SERIES

In addition to our regular member meetings, this year we continued our successful Parliament & HealthTech event series, bringing together industry professionals, representatives of the UK health bodies, parliamentarians and other key decision-makers within the sector.

*Feb*

## Parliament & HealthTech Conference

Our flagship Parliament & HealthTech Conference took place on 4th February 2025. The Conference was kindly hosted by Kevin McKenna MP, frontline nurse and former member of the NHSE strategy team, and chaired by Dame Barbara Hakin. The afternoon featured lively panel sessions on healthtech and the route to market, and how new technologies can help the NHS. It concluded with a keynote speech from Baroness Merron, Parliamentary Under-Secretary for Patient Safety, Women's Health and Mental Health.

## Cardiogenic Shock Roundtable with Abiomed

*May*

This parliamentary roundtable, held in collaboration with Abiomed, discussed improving clinical outcomes for patients with cardiogenic shock. It set out the current state of play around cardiogenic shock, and discussed progress made towards getting innovative technologies into the health system more efficiently.



*Jun*

## Parliament & HealthTech Summer Reception

sponsored by:

**Johnson & Johnson  
MedTech**

Our summer networking reception returned in June and was hosted by Cat Eccles MP, former Senior Operating Department Practitioner in the NHS. Chair of NHS England Dr Penny Dash provided the keynote speech, with Dame Barbara Hakin, HTA Founder Nick Lansman and Johnson & Johnson MedTech Managing Director, Ricardo Martin, providing additional remarks.



## Cyber x Health Dinner with HTA

*Sep*

In September, we co-hosted a roundtable with Cybersecurity Business Network at this year's Labour Party Conference. This roundtable brought together health leaders, cyber experts and policymakers to discuss how we can work together to improve security across our health system, and how the government can most effectively capitalise on the depth and breadth of knowledge available within the UK's cyber industry.



# 2025 ENGAGEMENT

## STAKEHOLDERS

### ***Joining NHS Trade Association Meetings***

The HTA has continued to participate in joint trade association engagement sessions. These in-person sessions provide valuable updates from key bodies including NHSE, DHSC, NHS Supply Chain and the Health Innovation Network on ongoing policy initiatives and workstreams. Attending these forums ensures the HTA can represent members' views and concerns alongside other major organisations in the sector.

### **DHSC**

The HTA maintains a close relationship with DHSC and holds quarterly meetings with departmental contacts to feed back members' concerns and hear about DHSC priorities. The Department remains highly receptive to feedback, so we continue to welcome members' inputs and queries.

Through this engagement:



**Showcasing member technologies:** HTA members were given the opportunity to showcase their technologies through "Tech in Action" visits from DHSC officials to hospitals where member technology is used. We will look to resume organising these visits in 2026.



**Project Compass:** DHSC has been keen to engage members on Project Compass, which aims to provide evaluative data for medtech to enable more informed decision-making. This engagement has included a focus group session, individual feedback sessions, and a callout to associate members to participate in research sessions. The Department remains eager to receive further feedback from members on this programme.

## NHSE

The Secretariat meets monthly with Sarah Tyers at NHSE to discuss workstreams including the new Rules-Based Pathway (RBP). These calls provide an opportunity for the Secretariat to share industry concerns and explore how NHSE can best communicate with industry.

## Health APPG

The HTA remains in close contact with Policy Connect, which serves as the Secretariat for the Health All-Party Parliamentary Group. We meet with the team regularly throughout the year to share updates on each organisation's workstreams and events and to identify opportunities for collaboration.

## Health Innovation Network

The Secretariat meets on an ad-hoc basis with representatives from the Health Innovation Network to understand their upcoming priorities and explore potential opportunities for collaboration on media content and events.

## POLICY

### ***Publication of procurement report***

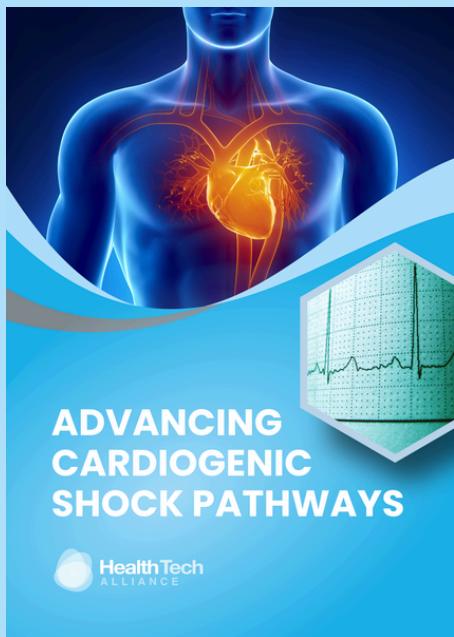
In July, we published [Unlocking Innovation: Recommendations for transforming NHS health tech procurement](#), a report responding to long-standing concerns from industry and NHS leaders that a fragmented, complex and slow procurement landscape is preventing proven health innovations from reaching patients at scale, particularly for SMEs.



Drawing on insights from three in-person workshops held between July 2024 and February 2025, the report concludes that the current procurement system, shaped by inconsistent pathways and overlapping regulations, is undermining value-based procurement. It recommends more streamlined and transparent central processes, clearer routes and signposting for industry, better coordination and shared learning across ICSs and trusts, a stronger focus on long-term value, and dedicated local innovation budgets.

Following publication, the report was shared widely with stakeholders across Government, the NHS, Parliament, and other health bodies, where it received positive feedback and strong engagement.

## Publication of cardiogenic shock report



Building on discussions at the Parliament & HealthTech Cardiogenic Shock Roundtable, which brought together clinicians and NHS leaders, the Secretariat developed a report in **July** on advancing cardiogenic shock pathways.

The report highlights that cardiogenic shock is frequently missed or late-diagnosed, with uneven access to specialist support, no national pathways, fragmented data systems, and financial pressures that limit effective care. It calls for earlier recognition and training, guaranteed rapid access to echo and specialised networks, and more strategic commissioning of advanced support devices.

## Support around major political developments

Throughout the year, the HTA supported members around major political developments by providing timely briefings and updates, sharing opportunities to input into policy, passing on member feedback to decision-makers, and following up on individual queries to ensure concerns were heard and addressed.

The Prime Minister announced a new Elective Reform Plan in January, under which the NHS will aim to treat 65% of elective patients within 18 weeks by 2026 and 92% by 2029. Measures included expanded CDCs and surgical hubs, greater use of digital and remote care, and shifting more care into the community.

In March the Government announced that NHSE would be abolished and integrated into DHSC over two years, with a new transformation team led by Sir Jim Mackey and Dr Penny Dash. The move is intended to cut duplication and bureaucracy, free up local leaders and deliver better value for taxpayers.

The May Spring Statement, although light on health sector updates, committed to delivering 2 million extra NHS appointments, the abolition of NHS England, and reform of the welfare system.

*July* saw the publication of the long-awaited 10 Year Health Plan, placing technology, prevention and neighbourhood care at the centre of reform. Major healthtech and procurement measures include a shift to value-based procurement, a new joint MHRA-NICE regulatory team, expansion of NICE appraisals and an “Innovator Passport” system to fast-track adoption. Funding incentives will increasingly favour non-acute settings and providers that can demonstrate productivity gains and the adoption of effective digital tools. The HTA’s position and recommendations on the plan were shared with key stakeholders and featured in multiple sector outlets covering its release.

The Life Sciences Sector plan, also published in *July*, complemented the 10 Year Health Plan and set out a long-term strategy to make the UK a leading life sciences economy by 2030. It aligns NHS reform and regulation to speed up innovation and patient access, including faster, more joined-up regulations and trials, better use of health data, clearer adoption routes through the RBP and innovator passport system, and targeted support for medtech as a “frontier industry”. We have welcomed this plan as a step towards a more innovation-friendly environment.

In *September* the Government announced the rollout of VBP across the NHS, marking a shift from a “cheapest-first” to “patient-first” approach to purchasing medical technologies. Following successful early trials and industry engagement, 13 NHS trusts have begun piloting the guidance. A nationwide rollout across the NHS is expected by early 2026, and we will continue to keep members informed into 2026.

In *November*, the Chancellor’s Autumn Budget committed an additional £300 million for NHS technologies to accelerate the shift from analogue to digital, with a focus on improved productivity, NHS APP navigation and full access to digital health records. The Budget also announced the building of 250 new Neighbourhood Health Centres, with 120 expected to be open by 2030, to be delivered through the Neighbourhood Rebuild Programme using a new public-private partnership model.

## Consultation responses

In *May*, the Secretariat submitted a joint response to the Government's Get Britain Working Green Paper in collaboration with the Internet Services' Providers' Association (ISPA). The response was informed by discussion at a roundtable hosted at the 2024 Labour Party Conference with the Minister for Social Security and Disability Sir Stephens Timms MP. The HTA argued that the Government, the NHS and employers should better harness digital and health technologies to support people with long-term conditions and disabilities to stay in, or return to, work. Recommendations included boosting digital literacy, improving access to assistive technologies, aligning ICS incentives with employment outcomes, and widening access to obesity treatments via digital services, to deliver both health and economic benefits.

In *September*, the Secretariat responded to the MHRA's call for evidence on the operation and structure of the UK's medical devices legislation. After consulting members, the HTA argued that while the current regulatory framework provides an important foundation for patient safety, it is fragmented, administratively burdensome and unclear in areas such as UKCA marking, labelling and guidance. Members supported streamlining regulations, providing better-aligned and more practical guidance, increasing international reliance, and ensuring clearer advance communication on new regulations, particularly where changes have financial implications.



# MEDIA HIGHLIGHTS

In 2025, the Health Tech Alliance firmly established itself as a go-to voice on healthtech and policy, with 27 pieces of earned media coverage (up from 7 in 2024), 34 organic mentions, 5 media briefings, 1 podcast recording and 4 thought leadership articles from our leaders. Our commentary and analysis featured across leading health and tech titles, significantly strengthening recognition of the HTA brand and the priorities of our members.

A major focus this year was ensuring our leaders' perspectives shaped the media conversation on key national policy milestones. We delivered 13 pieces of reactive commentary across influential health tech, health and procurement outlets focusing on the Spending Review, 10 Year Health Plan, Life Sciences Sector Plan and Autumn Budget. Alongside this, our procurement report and work on Value-Based Procurement were referenced 6 times in the media, underlining the Alliance's role in championing smarter outcomes-focused use of MedTech.



Thought leadership from our Chair Dame Barbara and CEO/Founder Nick Lansman – including pieces on taxonomy, Value-Based Procurement, collaboration for innovation and the UK's global health tech potential (joint with the former HINs chair Richard Stubbs) – further cemented the Alliance as a constructive, solutions-driven partner. Dame Barbara's podcast episode with Digital Health Unplugged on what the 10 Year Plan means for HealthTech also helped to reach NHS leaders, policymakers and innovators through new formats.

Behind the headlines, we invested in deepening relationships with influential journalists. We held 5 tailored media briefings with key national and trade reporters from news outlets such The Guardian, Politico, Healthcare Today, Digital Health and Pulse Today. We also secured media attendance and subsequent write-ups at our flagship Conference and networking events.

Looking ahead, our 2026 communications strategy builds on this momentum. We will be focusing on expanding into broader tech publications and sustaining engagement with national health journalists. We will continue to position the Alliance at the heart of debates on workforce, procurement, payment, data and regulation – ensuring that, as policy and funding decisions evolve, the voice of our members is heard clearly and consistently.

# PLANS FOR 2026

## MEMBER MEETINGS

We will continue to run our member meetings throughout the year, exploring the following topics:

- January (tbc) - Member Meeting on MedTech Commercial Strategy
- March (tbc) - Member Meeting on Rules-Based Pathway
- April/May (tbc) - Member Meeting with NIHR on Evidence and Adoption for MedTech
- June (tbc) - Meeting Meeting with the Health Innovation Network and the Accelerated Access Collaborative
- September (tbc) - Member Meeting on R&D in the NHS

## PARLIAMENT & HEALTHTECH

We will continue to organise our Parliament & HealthTech event series in 2026:

- Our flagship Parliament & HealthTech Conference will take place in Portcullis House in February. Keynote speakers for the event are Dr Zubir Ahmed, Parliamentary Under-Secretary of State for Health Innovation and Safety, and Frances O'Callaghan, CEO of North West London ICB.

Panel sessions will cover:

Value-Based Procurement – Investing in outcomes

Bringing MedTech to patients – Accelerating local adoption

- We will be holding a Summer and Winter HTA Member Forum (location tbc).

We appreciate and encourage members to give feedback on our events programme, as well as their experience as a member of the Health Tech Alliance. Please give your feedback directly to **[secretariat@healthtechalliance.uk](mailto:secretariat@healthtechalliance.uk)**



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# GET IN TOUCH:

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