

Executive Summary



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At a crucial time – in the midst of NHS recovery, social care integration, a rapidly developing medical devices landscape, and a need for economic growth – there has never been a more important moment for the nation to forge a collaborative relationship with our healthcare product-makers, innovators, and suppliers.

The seriousness of these challenges is recognised by Government, the NHS, and industry bodies. The UK’s manufacturers, distributors, and retailers of Health Technology (Health Tech) for Health and Social Care (H&SC) are already key contributors to the UK economy. They provide goods and services worth £4bn per year and are a critical part of the broader H&SC sector. Without a vibrant and healthy H&SC sector, the UK will flounder and will not be able to deliver the reforms to health and social care that are urgently needed to ensure it is fit for purpose.



The BHTA believes that collaboration and partnership among industry stakeholders, policymakers, healthcare professionals, and patients is essential to achieve the shared goal of advancing healthcare excellence. This report is a clarion call for collaboration among stakeholders, policymakers, healthcare professionals and patients. Our shared goal is to revolutionise the way this important industry delivers healthcare excellence across the country. Through its manifesto, the BHTA outlines a comprehensive vision encompassing key areas that require attention and transformation to shape a brighter future for UK Health Tech and H&SC.

The prize for getting this right includes a boost to NHS capacity, and a medical device regulatory landscape that supports businesses and ensures innovations are quickly adopted to benefit patients. UK Health Tech is poised and eager to lend its expertise, yet often finds itself relegated to the sidelines. Historically, this has led to frustration as pragmatic solutions to regulatory challenges and supply chain problems proposed by industry are not taken up.

Despite the Health Tech sector brimming with a collaborative spirit and innovations that could greatly benefit the NHS, industry’s contributions frequently fail to gain traction. This is particularly challenging for smaller businesses whose groundbreaking innovations risk fading into obscurity due to systemic issues. The untapped potential of these ideas, hindered by existing barriers, highlights the urgency for a collaborative approach. It’s time to bridge the gap, fostering a partnership that empowers UK Health Tech industry to bring forward its transformative solutions, catalysing positive change within the healthcare landscape.

BHTA Manifesto 2023-24: Executive Summary

At the heart of this manifesto are **five key recommendations** which, if implemented, would empower the vital H&SC sector to help with key challenges in the NHS, social care and support a thriving UK Health Tech sector:



1. Release NHS Capacity – Industry

Partnership for Effective H&SC Delivery:

By bringing all stakeholders together – including industry partners – significant progress could be made to release additional NHS capacity and reduce hospital admissions. We urge the establishment of a National H&SC Stakeholder Forum where scalable solutions and practices can be quickly identified and rolled out.

2. Regulate for Safe, Effective UK Medical

Devices: To ensure access to safe, effective medical devices – and a domestic industry that delivers patient innovations – the UK needs a world-leading medical device regime.

3. Rethink Innovation Adoption &

Procurement: The UK needs a unified innovation office (a “single front door”) led by DHSC. This must include reform to H&SC procurement processes, making better use of value-based procurement principles to ensure adoption of the right products at the right time and deliver the best patient outcome at the best value.

4. Regularise Sustainability & Social Value:

Government must empower NHSE Central Commercial Function (CCF) with budget, resource, and authority to drive consistency in sustainability and social value across departments and commissioning bodies.

5. Reduce Export Barriers:

The UK needs consistent, frictionless trade, yet export barriers threaten UK Health Tech’s global potential. In close partnership with industry, Government should ensure clear, consistent application of the 2025 UK Border Strategy, UK Export Strategy, and UK Single-Trade Window.

BHTA aims to inspire action and ignite a collective effort to drive positive change within UK Health Tech and H&SC. By aligning stakeholders and working towards a shared vision, BHTA seeks to create an environment where innovation, inclusivity, ethical practices, and sustainability thrive – and ultimately lead to improved patient care, enhanced outcomes, and a stronger H&SC system in the United Kingdom.

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The BHTA is a trade association with members in healthcare and assistive technology, all of whom commit to the **BHTA Code of Practice, the only one in this industry to be approved by The Chartered Trading Standards Institute.** BHTA member companies operate to higher standards of customer protection than the law requires.



Better health, better care, better value