

CZEDMA 2007 – 2009 STRATEGY

VISION

IVD laboratory diagnostics has been shown to be an important diagnostic tool for the prevention of various diseases, for the determination of early diagnosis and for the treatment monitoring. At the same time, it contributes to the optimization of health care costs.

MISSION

Actively increase the interest in IVD problems in the Czech Republic and form awareness supporting the key role of IVD in the health service.

PRINCIPLES

Responsibility to the society

– aspiration of all activities of CZEDMA and its member companies is the optimization of patient care and public health

Moral impeccability

– all activities of CZEDMA and its member companies are pursued in accordance with high ethical standards defined in EDMA Code of Ethics

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Popularize IVD laboratory diagnostics advantages with the general public through efficient external communication

Main Principles of Communication Policy Related to: the patient

- mediate information to patient organizations about the benefits of laboratory testing for their members' health
- present the CZEDMA association website as well as other patient-oriented websites
- use a survey of a patient group

laboratory specialists

- participate in or possibly instigate recommendations of expert associations to carry out tests of particular groups of diseases
- communicate news in diagnostics
- present CZEDMA as a guarantor of quality

physicians

- inform about new ways in diagnostics

politicians, decision makers, hospital managements

- eliminate useless and additional costs of treatment of a patient (late diagnostics, insufficient treatment, retreatment, side effects of treatment)
- eliminate useless and additional expenses of the whole society – screening of risk groups, etc. and preventive measures

Public matters

- monitor health activities in CR and put stress on prevention and diagnostics while communicating concrete suggestions concerning IVD use
- identify common interests with other associations while promoting them

Support and influence legal regulative environment with respect to IVD

Legislative Framework

- proactively monitor and influence IVD-related legislation
- evaluate impact of other than IVD legislation on IVD market
- monitor activities of unauthorized importers as well as adherence to local legislation applicable to IVD including the impact on vigilance and inform customers of possible problems tied in with it
- participate in discussion forums organized for key areas related to IVD
- cooperate with other associations in interpreting legislation in other than IVD areas (insolvency, MD legislation, health system reform, electric waste, infectious devices, etc.)
- cooperate with EDMA by way of comments, ideas and opinions to standards and directives put forward
- cooperate with expert organizations in advocating legislative rules and improvement of quality of work
- cooperate on the legislative and regulatory framework for health insurance companies

Inform CZEDMA members about development of IVD market in CR and other aspects of economic environment

Business and Trade Affairs

- monitor payments of insurance companies and health establishments
- assess debts
- regularly monitor delayed payments
- protect economic interests of the members

Market Research

- take part in a market research organized on EU level
- monitor information about the general size of IVD market in CR as well as about the share of particular parameters (analytes) in the market
- assess collected data in connection with economy

Awareness of Members

- respond to current development of taxation and legal issues
- transfer to the members relevant information including appropriate recommendations

Continuously improve the Association's internal environment

Internal Communication

- improve internal communication towards leading representatives of the society and actively support the feedback
- update the Website, use it as an internal communication space
- supervise cash accounting and budget

Improve Involvement of Members

- support internal communication between particular representatives of companies and the Association management
- introduce a project system of work and involve all members

Increase Number of Participants in Market Research

- attract other CZEDMA members for market research in CR and so secure a higher validity of the market size

Enlarge CZEDMA Membership

- use common experiences
- share acquired experience with application of the directive and other legislations
- organize common solution of delayed payments
- gain support of the majority background for negotiations with local authorities, state supervision bodies, etc.
- use jointly acquired legal opinions of legislation not specific for but still related to IVD
- use results of discussions with third parties at congresses, workshops, etc.
- become a party in the market research organized on EU level that provides information about the IVD market size, participants' shares as well as shares of particular parameters in the market

Utilize membership in EDMA for adaptation of selected issues and problems that are globally dealt with to the local level

- collaborate with EDMA on harmonized standards
- utilize global information in order to enhance the members' business activities
- extend promotion of CE mark outside Europe
- exploit EDMA information about discussions with competent authorities out of Europe
- start cooperation with other NAM members, learn from their experience