

The Dental Industry Manifesto



Promoting innovation across
the dental community

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The British Dental Industry Association (BDIA), representing manufacturers and suppliers of dental products, services and technologies, is pleased to present its key priorities for future Government action in this Dental Industry Manifesto.

At a glance...

£950+ million

The value of the market for dental products, equipment and services.

32.5 million

The number of NHS Courses of Treatment delivered in 2022-23.

30 million

The number of dental patients seen in the past 24 months.

3,000+

The number of people employed by BDIA member companies.

Through the provision of high quality, reliable and innovative products, technologies and services the United Kingdom's dental industry supplies the £10.1bn dental sector, facilitating access to effective treatment in support of the nation's oral health.

The dental industry is a vital component in the UK's wider £34bn healthtech sector, representing some of the best that UK life sciences has to offer. As companies in this space contribute to improved oral health outcomes for the nation through investment bringing new and innovative products to market, it is essential for the Government to seize the opportunity to support the industry so that it can unlock its full potential.

This support is critical at a time when the industry finds itself faced with significant uncertainty. While some of these challenges are cross-sectoral, others – such as a longstanding lack of clarity on future medical device regulation – are more specific to our industry. We have already seen the deleterious effect that this uncertainty can have, with products being withdrawn from the market and faith in the UK as a favourable place to do business eroded.

If the delivery of quality care for patients is to thrive, businesses are to grow and the UK is to hold a global reputation for quality in the life sciences sector, Government must act to remove barriers and invest in the future.

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World class regulation of medical devices

The UK's medical devices regulatory framework should prioritise transparency and predictability, adopting a pragmatic and proportionate approach that advances patient safety while fostering innovation and supporting businesses.

- **Clarity for industry** – Uncertainty over future regulatory requirements risks jeopardising the attractiveness of the UK as a place to do business, and Government should ensure that businesses are offered clarity on future requirements in order to generate the right climate for investment and innovation.
- **A proportionate approach** – Device regulation should be evidence-based and in the public interest, avoiding the creation of barriers either to the introduction of innovative new technologies or the supply of tried and tested established products on the market.
- **International recognition** – The UK's regulatory framework should expedite greater access to safe and effective medical devices through recognition of certifications from trusted regulatory partners such as those of the EU, Australia, US and Canada.
- **A global regulator** – The MHRA is respected globally, playing a vital role in patient, medicines and devices safety and regulation and should be supported in taking a proactive approach to international engagement in order to advance regulatory harmonisation and alignment while adapting the best regulatory practices for the UK.



2 Improving the nation's oral health

Government should recognise the value in supporting the provision of both NHS and private dentistry as a means to ensuring significant advances in the nation's oral health.

- **Making it work! - Reforming NHS dentistry** - The dental industry calls on Government to commit to investment in a sustainable future for NHS dental services through a properly funded, prevention-oriented dental contract.
- **Private dental treatment** - Government must recognise the growing contribution of private dental treatment to improving the population's oral health outcomes and introduce measures to support private provision as a complement to a well-funded NHS dental system.
- **Dental contract reform** - a new patient and prevention centric dental contract supporting the interests of both patients and dental professionals alike is essential to improving access, facilitating quality treatment and offering a sustainable framework for growth.
- **Investing in the dental workforce** - Government should continue to unlock the full potential of the dental team, supporting the use of skill mix to expand access to patient care. In tandem, workforce capacity should be increased in line with the Dental Recovery Plan and NHS Long Term Workforce Plan with expansions to undergraduate training places.
- **Support for investment in dental practices** - We call on Government to introduce fiscal measures, such as tax incentives, to encourage dental practices to invest in their equipment and refurbish surgeries to improve efficiency, patient outcomes and the diversity of quality dental provision across the UK, whether delivery is through NHS contracts or via private treatment.

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A favourable healthtech environment

Creating a stable and attractive environment that fosters growth and innovation, while establishing the UK as a favourable place to invest and do business, should be prioritised by Government for the benefit of patients, industry and the wider economy.

- **Encouraging innovation** - Government should take steps to foster innovation by cutting red tape and implementing proportionate domestic legislation that ensures quality and safety without undue administrative burden. By ensuring that public sector procurement focuses on value above cost and investing in technical education and workforce development will secure a long-term future for the UK as a global leader in life sciences.
- **Export** - UK companies have a global reputation for quality and reliability, but a lack of Government support for exporters has limited their ability to compete on an international stage. Government should act to support business in expanding overseas, such as through reviving the Tradeshow Access Programme.
- **Financial assistance** - Government fiscal policy must support UK manufacturing, including SMEs, as well as incentivise innovation with mechanisms such as beneficial tax regimes for capital expenditure, research, and investment in workforce development.



About the British Dental Industry Association

www.bdia.org.uk

Established in 1923, the British Dental Industry Association (BDIA) represents and supports manufacturers and suppliers of dental products, services and technologies. BDIA members gain access to a range of services designed to benefit them and promote the well-being of the industry as a whole, and the profession gains the reassurance of dealing with like-minded individuals who are committed to providing a high quality standard of service.



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