

InGeNA – A Strategy Refresh

23 June 2023

*Making personalised healthcare
accessible to all Australians
by harnessing the collective skills
and expertise of industry to
accelerate the adoption of genomics*

About InGeNA

Established in 2020, the Industry Genomics Network Alliance (InGeNA) is:

- An alliance between a broad group of industry organisations, formed to bring a shared perspective on critically important areas underpinning the future of genomics and the promise of personalised health
- A single voice for Australian industry partners contributing to the rapidly developing field of genomics
- A shared vision for Australia's leadership in the adoption of genomics in healthcare

We, InGeNA believe that:

1. Genomics has the potential to be a game changer for personalised healthcare
2. Widespread genomics adoption, including in prediction and prevention, will lead to a better quality of life for all Australians and a more sustainable health system
3. Every Australian should have access to the emerging benefits of personalised healthcare

Strategic Levers

To deliver on our purpose, InGeNA recognises that industry is just one player within the wider health and wellbeing system. We are committed to working collaboratively with government, consumers, healthcare providers, academia and other groups and will focus our efforts on three strategic levers to deliver the outcomes we want to see.

Influence

Advocate for policy changes to drive genomics adoption and access

Delivery

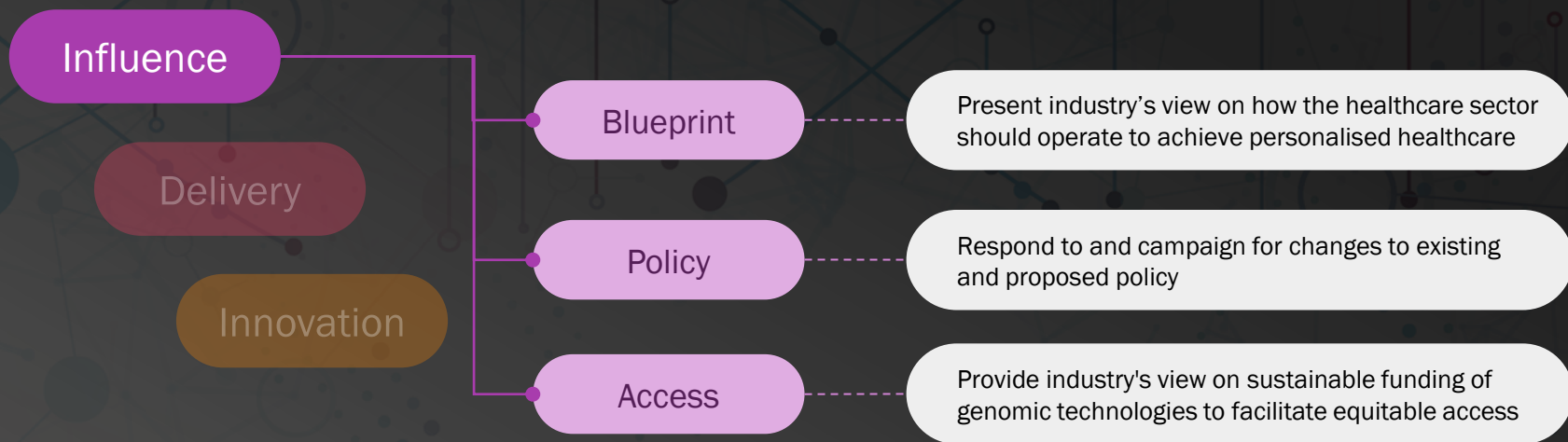
Contribute to the advancement of personalised healthcare through the promotion of genomics

Innovation

Facilitate industry's role in helping create the healthcare system of tomorrow

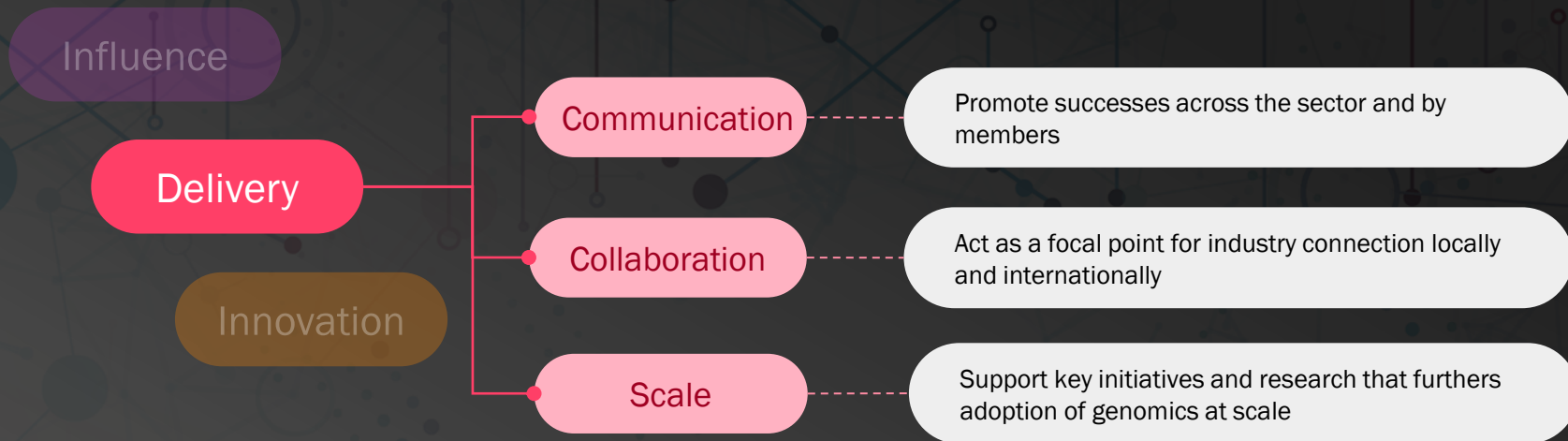
Advocating for genomics adoption and access

With two years' experience behind it, InGeNA has an established influence model. Our focus is on achieving together what members cannot do alone. Presenting a single voice of industry with a clear point of view and engaging in the policy debate consistent with our purpose.



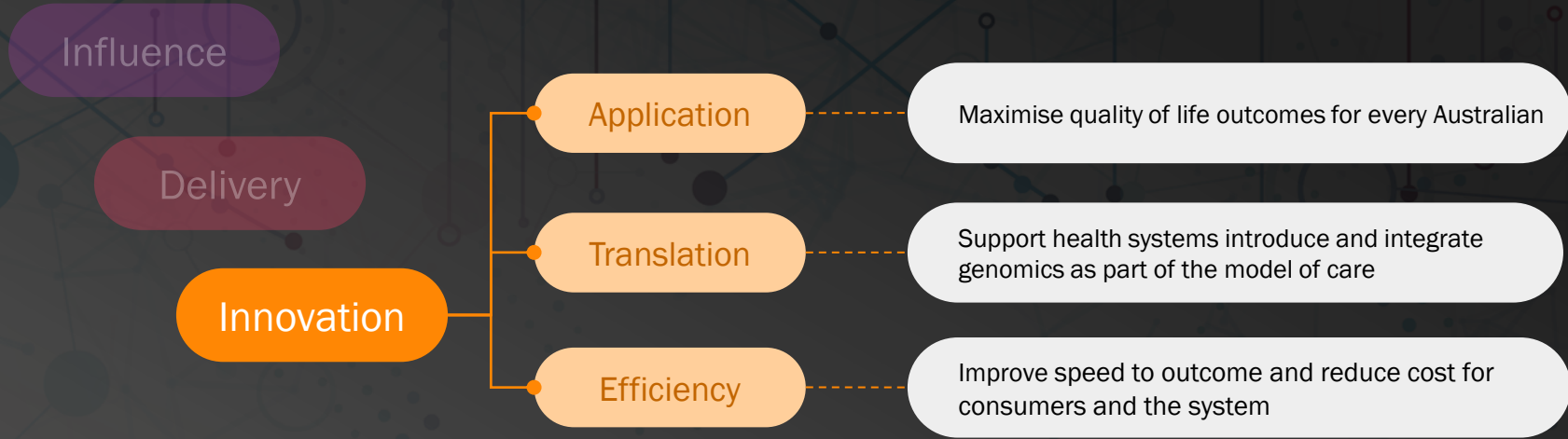
Promoting genomics to advance personalised healthcare

Industry represents an important and broad part of the genomic ecosystem. As the face of the genomics industry, InGeNA promotes genomics adoption across new areas of healthcare and steps to deliver services at increased scale. Together these will improve access for all Australians and reduce costs.



Helping create the healthcare system of tomorrow

In seeking to increase the adoption of genomics, the Australian healthcare system does not yet have all the answers. Novel approaches, solutions and funding models will be required. InGeNA is well placed to support and coordinate industry's role in developing and building the innovation ecosystem that will deliver the healthcare system of tomorrow. InGeNA supports innovation that expands where genomics is applied; the delivery of genomics at scale; and at a speed and price consumers and the health system will value.



What success looks like

In successfully achieving our purpose we will improve:

PATIENT EXPERIENCE + OUTCOMES | ECONOMIC + SOCIETAL VALUE | EQUITABLE + AFFORDABLE ACCESS

We will demonstrate the following:

- A SHARED VISION - Present an independent, aligned view of the desired outcomes from genomics
- PARTNERSHIP - Be a trusted and credible partner to consumers, government, academia and others
- BROAD REPRESENTATION - Have an engaged membership representative of Australia's genomics industry
- INFLUENTIAL - Influence genomics discussion and debate to ensure members' issues are on the national agenda
- EVIDENCE DRIVEN - Ensure that evidence on the value of genomics underpins everything we do