

02 Mar 2018 | **News**

# QUOTED. March 2, 2018. Doris-Ann Williams

by

Check out what top UK IVD industry advocate Doris-Ann Williams had to say about the challenges facing the industry in 2018.

"The understandable fear is that diagnostics will be lost in the big noise created by pharma, and to some degree, medical devices." – Doris-Ann Williams, CEO, British In Vitro Diagnostics Association (BIVDA)

- Find out more: [UK Outlook 2018: IVDs Faces Up To Digital, Pathology Consolidation And IVDR Challenges](#)

[Click here](#) for a free trial of *Medtech Insight*