

# AXREM Launches Clinical Advisory Group to Strengthen Industry Engagement and Patient-Centric Innovation

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AXREM, the UK trade association representing suppliers of diagnostic medical imaging, radiotherapy, healthcare IT, and care equipment, is proud to announce the formation of its new Clinical Advisory Group (CAG) a significant step forward in ensuring that clinical insight and patient-focused thinking are embedded into all aspects of AXREM's work.

The CAG has been established to support the AXREM Executive and its Special Focus Groups (SFGs) with expert clinical advice, input, and validation across a wide range of initiatives, including publications, policy development, external communications, and industry engagement.

AXREM is delighted to announce that Kaye Bonython, PACS Health has been appointed as the Convenor of the Clinical Advisory Group.

Kaye said " I am both delighted and honoured to accept the role of Convenor of the AXREM Clinical Advisory Group (CAG).

*With a background in diagnostic radiography and ultrasound, I trust that the experience I have by coming through the ranks to head large imaging departments and teams that then morphed into the Imaging IT and Informatics space, will bring expertise to support the AXREM Special Focus Groups (SFGs). And yes, I am currently marking the 50th anniversary of my first steps in the imaging world. It's safe to say things have changed a lot, but my commitment to 'patient first' has never wavered.*

*I have always been excited by the new and emerging technologies in modality and image management (including beyond radiology) and how it can improve the patient experience and clinical outcomes, so involvement with AXREM enables me to assess and validate at both theoretical and practical levels. (48) Remaining abreast of technology, understanding current governance, liaising with key opinion leaders and stakeholders in delivery of healthcare is the heart of my working life.*

*The AXREM CAG will ensure that the Executive and SFGs can call upon CAG to assist/advise on clinical detail required for any publications, strategies and policies. The team will be available for both consultation and advice that ensures external communications are consistent, accurate and clinically validated at the highest level. They can also be directed to assist external organisations/bodies as requested by the AXREM CEO.*

The Clinical Advisory Group will work in partnership with AXREM's membership and external partners to ensure that all output is clinically accurate, relevant, and aligned with current best practice.

Sally Edgington, AXREM CEO said: *"This is a fantastic development, driven by our members' commitment to ensuring every detail is considered when publishing papers and position statements. The formation of this Expert Group marks a valuable step forward, bringing additional depth of knowledge and insight for the future."*

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