

# Interview schedule

## Introduction

- Project; Funding; Aims
- Consent form; permission to record
- “AMR diagnostics” definition - We are interested in rapid diagnostic tests which could be used to in farmed animal to support decisions around antimicrobial use and/or address the issue of AMR.

Question	Prompts
<b>Introduction</b>	
Just to start, can you tell me a bit about your role in the company?	What are your main responsibilities?
	What is your background? How did you come to do this job?
<b>Technology</b>	
What is the company's strategy for development of novel diagnostics for use in livestock to address AMR?	Tell me about the novel AMR diagnostics that the organisation produces.
	What is the diagnostic target e.g. species/pathogen(s)/resistance mechanism?
	What technology do the tests utilise?
	Disposable or reusable? Maintenance or replacement required? Whole product or components/reagents?
	How did you decide to do this work on AMR diagnostics?
Can you tell me about your manufacturing process and the standards required?	Choice of starting raw materials and reagents
	Manufacturing techniques and cost implications
	Storage of finished products
	Ensuring viability of product throughout distribution and use
What is unique about the AMR diagnostics that you produce?	Who are your main competitors?
	What advantage do(es) your product(s) offer over your competitors?
	How do you protect your intellectual property?
<b>Business model</b>	
How does your organisation create value from AMR diagnostics?	How does this fit into the overall business model?
	Is this likely to change in the future? Is there scope for business model innovation?
How does your organisational structure support your work on AMR diagnostics?	How does organisational structure relating to AMR diagnostics fit into overall organisational structure?
	Corporate structure and scientific resource base
	Organisational and managerial capabilities, and limitations
	Resource structuring: Human, Managerial, Technological and Financial
	How do you ensure the organisational continuity of technical and management skills required for innovation?
How is your work on AMR diagnostics financed?	Set-up (Organisation; specific products)
	Research and development
	Manufacturing and distribution
	Day-to-day operations
	How did you decide on this approach to funding?
	[Is there anyone else that I should speak to about this?]

Diagnostic Innovation and Livestock (DIAL):  
Towards more effective and sustainable applications of antibiotics in livestock farming

Value chain	
What are your links with other companies in relation to AMR diagnostics?	What are the other companies that you have links with?
	How did you develop these links? How do you feel about the timing of development of these links?
	How are these links maintained?
	What does your company gain from these links? E.g. Discovery; Process Optimisation; Knowledge and Technology Brokering
	How important are these links to your business model?
Regulation	
How is your organisation navigating the regulatory pathway for AMR diagnostics?	Clarity of the regulatory pathway
	Challenges in the regulatory pathway and suggested improvements
	Cost of meeting regulatory requirements
Markets	
In your opinion, how developed is the UK market for AMR diagnostics?	Who is your target market? Who are the end-users?
	What are your links with your target market?
	Are there any other markets that you are considering? (e.g. EU, USA, China, low and middle income countries)
	How ready are current animal health systems for your product(s)? How about current food systems?
	How does market readiness impact your business model?
What is your reimbursement model for AMR diagnostics?	Anticipated cost of test to end user
	Challenges faced with current re-imbursement models
	Suggested improvements to the re-imbursement system
	How does this model impact your organisation?
Closing	
Looking to the future, how do you think that novel diagnostics could influence antimicrobial use and resistance in farmed animals?	
Is there anything else that you would like to add?	
Is there anything that you would like to ask me?	

**Thank you**