On October 28th, iNADO hosted the fifth webinar in our Guiding Principles series on the 5th principle: Quality of Delivery and Innovation. Implementing the highest standards of quality and innovation is essential to ensure excellence, responsibility, and transparency across all actors in anti-doping, driving continuous improvement and trust in clean sport. To explore this theme, we heard from:

- Kerry Galhós, Former National Tennis Player and Anti-Doping Program Manager, Timor-Leste National Sports Commission (TL-NADO)
- Dr. Tahmina Taghi-zada, CEO, Azerbaijan National Anti-Doping Agency (AMADA)
- Dr. Matthew Fedoruk, Chief Science Officer, U.S. Anti-Doping Agency (USADA)
- George Escott, Data Analytics Lead, UK Anti-Doping (UKAD)
- Rachel Jeongah Kwon, Director of International Relations, Korea Anti-Doping Agency (KADA)
- Vreni Müller, Head of Sales and Marketing, Berlinger Special AG
- Dr. Isabel Hofer, International Sales Manager, Berlinger Special AG

The webinar was moderated by Dr. Rufat Efendiyev, Associate Professor and Deputy CEO of AMADA, who guided the speakers through an engaging discussion addressing, amongst others, the athlete experience of quality in resource-constrained settings, clean performance education and the responsible use of Artificial Intelligence, operationalizing science and data analytics, sustainable human capacity building across NADOs, and quality management and bioassay innovation in industry.

Key takeaways:

- All anti-doping work starts with the athlete. Quality is not just about following procedures correctly, but about clarity, respect, consistency, and accessibility tailored to local realities. As Kerry Galhós noted from her own experience on both sides of doping control, *"Ultimately, the quality of an anti-doping program should be reflected not only in what we deliver, but also in what athletes understand, experience, and take away from it."*

- Anti-doping education needs to evolve beyond passive rules and fear of sanctions toward a practical Clean Performance pathway that answers how athletes can improve safely. In the words of Dr. Tahmina Taghi-zada, *"The most persuasive alternative to doping is not fear. It is competence. Artificial Intelligence can expand capacity, but responsibility cannot be outsourced."*

- Artificial Intelligence and data analytics can unify fragmented datasets into actionable insights and help personalize education, provided they are governed by strict data privacy, transparency, and human oversight. George Escott summed up the practical mindset needed here: *"Technology is always the enabler, the real value will come from solving the right problems at the right time."*

- Scientific developments must actively drive day-to-day NADO operations, from dynamic athlete risk scoring and the Athlete Biological Passport to complex contamination investigations and less invasive testing methods like capillary blood and virtual doping control. Or, as Matt Fedoruk advocates: *"Science as the foundation of anti-doping best practice."*

- Sustainable capacity building between larger and smaller NADOs relies on hands-on training across whole organizational functions rather than single individuals, allowing partner NADOs to adapt practices to their own context. As Rachel Jeongah Kwon put it, *"Rules become practice through people... Capacity building works when one trained person becomes many, and when support becomes ownership."*

- „Quality *is built step by step throughout the process – not* inspected at the end*"*, stated Vreni Müller; it relies on robust and reliable processes, consistent execution, clear responsibilities, full traceability, and an open culture where deviations are treated as opportunities to learn and improve.

- Non-targeted biological activity testing, such as androgen receptor bioassays, complements traditional chemical analysis by detecting both known and unknown anabolic agents in retrospective testing, intelligence cases, and sports supplements. Isabel Hofer from Berlinger provided an example for innovation in anti-doping: *"Traditional testing methods cannot detect all substances: Bioassays may be a new technology providing greater security for athletes"*

- Quality and innovation are practical commitments rather than abstract goals, requiring every part of the anti-doping ecosystem to work together. As moderator Dr. Rufat Efendiyev noted, *"Quality is reflected in an athlete's experience, in the decisions and services of anti-doping organizations, in the strengths of professional partnerships, and in the reliability of the tools."*

Recordings of the webinar are available on the iNADO website: Guiding Principles for the Future of Anti-Doping | Institute of National Anti-Doping Organisations