

Value-based Key Account Management and the NHS - Ensuring Optimal Performance Under New Rules

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Abstracts

CCG commissioners want pharma's money and expertise but on their terms – how do you develop effective Joint Working partnerships which meet everyone's objectives?

On April 1, 2013, the NHS in England underwent profound changes in an attempt to introduce a new culture where clinicians and patients are the new stars, where competition is mandatory, where everything rests on patient outcomes and where collaboration and innovation are encouraged at the highest levels. The question is: How can key account managers (KAMs) and front-line staff achieve commercial targets within the new NHS structure?

A new way of working

Simple detailing and clinical benefits are no longer a guarantee of success. NHS England is looking for industry support to meet its wider health aims. The opportunities are plentiful, particularly in service and pathway redesigns where inefficiencies are well recognised and small changes can make a significant difference. Industry leaders such as Pfizer and Janssen, as well as third party companies, are developing solutions that can be applied across therapeutic areas in keeping with nationally developed outcomes strategies.

Scope

The role for KAMs: Joint Working and partnering

The key to success in the NHS will be through the development of robust relationships and co-working which delivers effective medicines within the wider health framework.

The people best positioned to take advantage of this change in culture are the key account managers but they cannot work in isolation. Collaborative long-term relationships need to be formed, not just by individuals but by organisations and via a cross-functional team approach. Key account managers need support to identify solutions that will help local health economies realise their objectives and the autonomy to see them through. Indeed, industry may need to go further than ever before in the provision of skills and resources: joint working in a very real sense.

It may not be straightforward. There remains considerable scepticism at local level about pharma's motives, which is why building trust with the NHS is the bedrock on which collaborative working must be based

Highlights

A thorough briefing with unique insider input and case studies

This new report, *Value-based Key Account Management and the NHS — Ensuring optimal performance under new rules*, provides everyone involved with the fast-changing NHS England with a deep understanding of the issues which are shaping the operating environment and how they are affecting its commercial and clinical development. The report illuminates this fast-changing environment with insight and case studies from leading companies, consultants and those charged with implementing the changes in CCGs and NHS Trusts.

The benefits of this report

Know how companies are organising themselves to respond to new challenges

Establish strategies for moving from a promotional selling model to a partnership model

Appreciate the crucial role key account managers play in achieving commercial and customer objectives

Know what is important to local health economies and health commissioners

Understand why building trust and relationships with NHS colleagues is important

Review the kinds of Joint Working projects that companies are engaged in

Know why of collaboration and innovation in NHS England will be the key to success

PurchaseReasons

Selected quotes from the report: experts share their insights

“There is still some distrust in the system about pharma companies and their motivations. That’s why I think understanding the priorities of what the CCG wants to do and trying to get some key relationships within that organisation is absolutely critical.” Caroline Dawe, MD Northern locality, New Devon CCG

“What has been interesting to see is that they (the Pharma industry) are themselves quite unsure beyond the traditional model as to how they can get involved. Sometimes they offer to help organisationally, but mostly it is cash related. Undeniably that is attractive but one also looks for innovative ideas which would make clinical delivery simpler.” Dr Partha Kar, Clinical Director of Endocrinology and Diabetes, Portsmouth Hospitals NHS Trust

“[Pharma companies are] sitting on a wealth of information and experience that can be repurposed to support patient outcomes and service redesign. There is a lot of inefficiency, fragmentation and inconsistency in the way healthcare is being delivered today and we want to bring that knowledge and expertise to bear in different ways.” Marco Mohwinckel, head of Janssen Healthcare Innovation (JHI), Europe

“It was extremely busy and the clinicians were unable to give patients the time they needed to make the decisions they needed about treatment and ongoing follow-up. Our people work in the Trust, they have a Trust email address and they spend time sitting in clinics, interviewing consultants, nursing staff and departmental managers to really understand what the issues are in this setting.” Jo Wales, Head of Pfizer Health Solutions

“It is about local Key Account Managers and representatives influencing local marketing strategy. Whatever the selling role is, it is essential to identify how to influence what happens within your locality, both internally and externally. To do this you need to be aware of your local priorities and issues. Take time with your customers to understand

what their problems are and what their individual wants are. The needs of the whole account will not differ much from customer to customer, but their wants will. This is where you can start to go beyond selling and be part of the solution and not the problem.” Joanna Allen, Consultant

This report will allow you to:

Understand what is important in NHS England and health buyers

Know what commissioners in CCG's expect from pharma

Get a perspective of how Joint Working is evolving

Understand the critical role played by service redesign and disease pathway management

Work through some of the complexities of the reforms

Appreciate how third parties can help pharma develop services which meet commissioner's expectations

Expert Views Include:

Dr Partha Kar, a consultant endocrinologist and clinical director of endocrinology and diabetes at the Portsmouth Hospitals NHS Trust

Caroline Dawe, managing director for the Northern Locality of New Devon CCG

Mike Crooks, general manager, Astellas UK

Rebecca Thornley, associate director of consultancy firm PPC

Gareth Motley, head of sales for critical care at Novartis UK

John Proctor, head of commercial services, Quint

Huw Tippett, former global head of commercialisation, Novartis

Kevin Blakemore, head of partnerships, ABPI

Jo Wales, head of Pfizer Health Solutions

Marco Mohwinckel, head of Janssen Healthcare Innovation

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