



A revolution in strategic account management.

Care d,

W^m on
Hes re

ICS implementation changes everything

A top global pharmaceutical company, leading a broad portfolio of products, an independent understanding of the NHS and its purchasing process, a unique perspective. Planning ahead, to align with the NHS landscape, it has become an ICS based organization, a game-changer.

For healthcare providers, combined with an in-depth understanding of the NHS, a fundamental change in how we approached the market, developed a detailed plan and engaged with the right individuals, a needed organization for strategic account planning.

“A highly customisable ready-to-go solution.”

More than just data

An RFPI advised for a Strategic Account Management Virtualisation Platform to support the Market Access & Strategic Account Management team for leap to come. I needed to be able to deliver a change of data to the client and connect them together in one place. But more than that, I needed to be able to deliver insight and pack key performance metrics while the team is being implemented in the field, for the team in the field.

A partnership approach to development

The client didn't have an objective, a defined timeline, or an understanding and knowledge of the NHS or its purchasing process. To achieve this, a partnership approach was developed alongside Wilming on Healthcare to meet the specific needs defined by the RFPI while also providing additional information and implementation of a 360-degree view of the client. This provided all the necessary information for a single joined-up strategic account management solution that allowed them to understand and plan and engage with the client. It has a level of knowledge, information and transparency that is not possible.

Fast & agile implementation

The challenging specification / a matched
by the need for a speed implementation



