

HSJ Advisory

ACHIEVING LAUNCH EXCELLENCE



No one understands the NHS better

Shape the Market

- Strategic GTM planning
- Pre-launch engagement
- Disease insight reports

Shape the Proposition

- Build multi-dimensional value propositions
- Discovery and early awareness
- Transform patient pathways and outcomes
- Granular market insights

Shape the Organisation

- Precise HCP targeting
- Field force optimisation
- Key account management
- Multi-channel engagement strategy
- Market share insights

Insights and Intelligence - Empowering you at every stage

- Disease Insight Training
- KOL Mapping
- NHS Strategic Priorities and Focus
- NHS Customer Data

How do you shape the market for a winning launch plan?

A visionary strategy and effective pre-launch preparation serves as the bedrock. It starts with shaping market access strategies, refining communication approaches, and orchestrating the critical groundwork to lay the foundation for a successful and impactful launch.

Pre-launch Phase		Launch Phase
Shape the Market	Shape the Proposition	Shape the Organisation

What We Offer

Understand your market

YOUR MARKET SIZE AND OPPORTUNITY

Looking UK wide at account-level data, we understand the patient universe and what opportunities are available. Plus, look at purchasing/procurement data, and any additional research needed.

DATA-DRIVEN TARGETING STRATEGIES

Segment retail pharmacies by molecule and SKU-level potential and enable localised targeting strategies.

ACCOUNT SEGMENTATION

Combines market opportunity and the likelihood of new product adoption. This is overlaid with health system & PCN capability, maturity and needs ensuring appropriate proposition and resources. Accurate segmentation to allocate effective resource and focus.

Strategic GTM planning

Engage your customer base

DISCOVERY & EARLY AWARENESS

Early digital engagement to warm-up your customer base. Test messaging, content and channels, destabilising the market and helping you to get ahead of the competition.

Pre-launch engagement

Understand your disease area

DISEASE INSIGHT REPORTS

Understand the NHS from the perspective of your customers and patients. Based on analysis from real-world evidence, identify anomalies, variations and trends in patient treatment pathways, gain a deep understanding of the disease area targeted by your new drug.

Disease insight reports

What Do We Do?

Your launch partner.

Delivering an end-to-end data-driven solution to support your launch preparation, implementation, adoption and ongoing consultative review. We offer modular solutions, or the complete service: the choice is yours.

Contact us today to book a free 30-minute launch excellence consultation.

How do you shape a proposition that is driven by the latest market insights?

A solid strategy grounded in deep insights will differentiate you from the competition and provide clarity on where you will play and how you will win. It starts with a finely-tuned value proposition, effective stakeholder engagement, and an in-depth market landscape assessment.

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What We Offer

Articulate your clinical/societal benefits

ADVISORY EXPERTISE AND HSJ REACH

Access NHS thought-leaders and advisory services to build a multi-dimensional value proposition that addresses local needs and impacts. Creating collateral to use for launch, and build models showing your clinical and economic impacts across the the patient pathway.

Build multi-dimensional value proposition

Advisory boards

REINFORCE YOUR STRATEGIC POSITIONING

Through online panels, face-to-face meetings or virtual discussion via our conferencing studio, we will engage a representative spectrum of both clinical and non-clinical payer delegates to provide real-world insights into the value of your product and wider clinical pathway support propositions.

Discovery and early awareness

Real-world evidence (RWE)

FACILITATE CHANGE WITH YOUR NHS PARTNERS

With insights created bespoke to your therapy area, our real-world evidence data solutions enables you to support the case for change across the healthcare system. The underlying data is curated using proprietary analysis of Hospital Episode Statistics (HES), generating unique insights to help you transform pathways.

Transform patient pathways and outcomes

Comprehensive market insights

UNDERSTAND PATIENT LANDSCAPE

Uniquely collected, powerful, market insights. In-depth reports providing you with product & indication-specific patient treatment data, helping to increase your understanding of the established patient landscape and build your launch strategy by analysing providers with the greatest patient burden.

Granular market insight

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How do you shape your organisation to prepare for an impactful launch to the UK NHS?

Prepare your organisation for launch with a cutting-edge analytic strategy that stratifies NHS localities and customers. Ensure your fieldforce is optimally resourced, and drive adoption by maximising your engagement on diverse stakeholder groups.

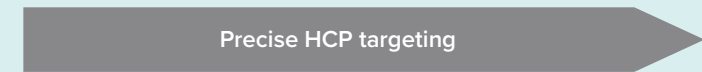
Pre-launch Phase		Launch Phase
Shape the Market	Shape the Proposition	Shape the Organisation

What We Offer

Find your disease treaters

CUSTOMER TARGETING

Provide a comprehensive list of key UK customers in your therapy area for precise targeting.



Optimised field force

FIELD FORCE OPTIMISATION

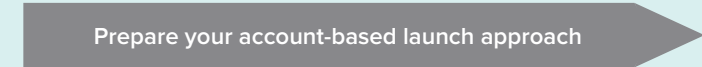
With over 500 optimisation projects delivered, we provide detailed analysis and expertise to determine the effective structure and tactics, with decisions based on each locality's behaviours, needs and characteristics.



Key account management

BESPOKE ACCOUNT PLANNING TOOL

A comprehensive overview of all your key accounts. The platform also includes access to our multi-channel marketing capabilities, plugged directly into the UK's largest specialist health sector data, enhancing your sales & marketing pre-launch strategy.



Mailings & e-comms

TRUSTED, COMPLIANT COMMUNICATIONS

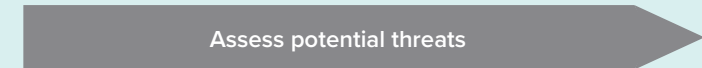
Not only do we have the most accurate and extensive UK NHS database at our fingertips, with over 450,000 HCPs, but our expert team prides itself in delivering bespoke, highly effective multi-channel campaigns. We bring you the confidence that we've already taken crucial factors into consideration such as compliance, timing and effectiveness.



Performance management

MARKET SHARE INSIGHTS

Post-launch intelligence on your own product patient share dynamics, analysing market opportunity and threats. Plus, visibility on new product launches, assessing the threat to your market position, and prepare for a biosimilar launch.



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Empowering you at every stage of your product lifecycle

Regardless of the stage in a healthcare product's lifecycle, we build your highly targeted data lists, which includes bespoke engagement strategies. As well as access to exclusive NHS intelligence and ongoing training to support informed decision-making.

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What We Offer

Understand the evolving UK healthcare landscape

DISEASE INSIGHT TRAINING

The in-depth insights needed to navigate complex conditions effectively. Delivered by experts and tailored to the evolving healthcare landscape, this training equips individuals with the tools to drive informed decisions and enhance patient care.

Navigate complex conditions effectively

KOL engagement

KOL MAPPING

An online tool that provides a list of key opinion leaders, ranked by their strength and reach, with links to their location.

KOL mapping

Exclusive NHS insights

STRATEGIC INSIGHTS TOOL

With unrivalled access to senior figures, NHS data sources and rigorous primary research, HSJ experts have a deep understanding of the strategic issues facing NHS organisations and leadership teams. HSJi supports GTM planning stages by helping you to understand the opportunities available, plus the in-depth insights on trusts to keep you informed on the issues facing your engagements throughout launch.

Latest NHS insights

Live NHS customer data

COMPLIANT DATA, ON-DEMAND

Reliable, up-to-date, granular and compliant. Quick and easy access to customer and organisational feeds that are constantly updated and made to order. Our database of over 450,000 is larger than anything else available in the UK market. Warm up your key audiences pre-launch, and keep them engaged post-launch.

Fast, accessible, cutting edge and accurate data

Review and refine processes

REVIEW AND ADAPT

Ongoing analysis of ROI, review and adapt. Data and insight from all activities feedback into account segmentation processes, ensuring ongoing refining and precise targeting and engaging.

Ongoing monitoring and adaption

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We support our clients with solutions that enable more patients to access treatment and care

With unparalleled NHS expertise, unrivalled NHS data and outstanding Industry knowledge, HSJ Advisory offer expert consultancy, data, data visualisation, insight and analysis.

We deliver sustainable outcomes for NHS suppliers and ultimately patients.

Email us today at **marketing@hsjinformation.co.uk** to discuss how we can support you and book a complimentary launch consultation.

