

# Improving Market Access



Vision to Value

# Identifying how to add value...

We understand the NHS brilliantly because across the Spirit Group we work within it every day. The NHS is constantly changing and we can use our expertise to help pharmaceutical companies understand how best to access the market in a way that benefits industry, the NHS and patients. Our proven approach to exploring the market and analysing the patient pathway provides insight into the challenges faced by all the stakeholders.

Pinpointing the differences between the published guidelines, and how patients are really diagnosed and treated, highlights gaps in patient care. These gaps represent opportunities for industry to expand their offering to add real value for the NHS. At our Improving Market Access Meeting we work with you to identify these gaps and understand the solutions required to meet the needs of your market.



# CASE STUDY: How we identified the requirements in a diabetes pathway...

Our Improving Market Access Meeting brought together a leading pharmaceutical company, an international devices company and expert clinicians in

the diabetes pathway, to explore the issues that impact on patient care and identify opportunities for improving the flow of patients.

## Analysed the pathway



We analysed the diabetes pathway using national guidance and diabetes data from our GP practices.

## Talked to the experts



We discussed the reality of the pathway with our primary care colleagues using Right Care to guide the discussion.

## Identified the issues



We identified the most important aspects: Annual Review Service and Prevention Service.

## Developed solutions



We focussed on developing a multi-disciplinary team in the GP practices to improve the service.

## Created action plan



Using industry support we developed an implementation plan.

## What our fans think...

**“ We had a really engaging and thought-provoking meeting with the team at Spirit, highlighting some real live problems faced by clinicians delivering care in a primary care environment. We explored many possible options and agreed on practical sensible solutions that we can easily implement for the benefit of patients and the NHS. ”**

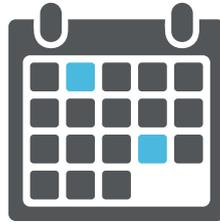
(Outcomes Director of leading pharmaceutical company)

**“ Discussing the patient’s needs addressed by our device, really helped to establish a need for change in the patient pathway and show how our device could help patients improve their care and reduce resource utilisation in the NHS. ”**

(National Account Executive of international devices company)

# Developing solutions...

We hold two Improving Market Access Meetings each month free of charge at our offices in Leicester. If you would like to book a meeting, please contact us.



## Choose your patient pathway and a date

### MEETING PREPARATION

We

- Research the chosen pathway
- Collect relevant data
- Invite selected experts
- Generate initial ideas for discussion

### IMPROVING MARKET ACCESS MEETING

- Step 1** – Analyse published pathway
- Step 2** – Consult experts on the real pathway
- Step 3** – Identify the problems
- Step 4** – Consider solutions
- Step 5** – Develop action plan

### IMPLEMENT CHANGE

We will work with you to implement the changes identified in the action plan.

# Who are Spirit Access?

Spirit Access is the consultancy team in the Spirit family of companies that specialises in providing market access services to industry. Spirit's mission is to deliver real value in healthcare – empowering people to take control of their health, make best

use of NHS resources and utilise new technology. Within the Spirit family of companies we run GP practices and we believe this makes the services we offer a bit different – we like to call this refreshing healthcare.

## Spirit Access provides services in:

### Data Analysis



We analyse real NHS data to understand the market

### Modelling and Simulation



We build models and simulations to show the value of your brand

### Implementation



Using our implementation team we make change happen in the NHS

### Digital Solutions



We develop digital solutions that enable, connect and empower patients

Our work is published in peer-reviewed journals.  
To find out more get in touch at  
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THE MARKET**



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SOLUTIONS**



**IMPROVE THE FLOW  
OF PATIENTS**

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