

Creating a strategy to revitalise research

Executive Summary

Queen Victoria Hospital NHS Foundation Trust (QVH), globally renowned for clinical excellence and a history of innovation, recognised the need to reinvigorate its research focus after a period of recalibration. Leveraging its talented workforce and past success, the Trust aimed to restore its position as a leader in research while empowering its workforce to get involved. A clear strategy was essential to rebuild their research capabilities and align them with organisational goals.

IQVIA's Task

- Identifying barriers to research and their links to other priorities, such as digital strategy
- Benchmarking QVH's performance against similar Trusts to identify opportunities
- Developing a detailed action plan to position QVH as a leading research centre

The Solution

- IQVIA worked with QVH to apply a selection of tailored processes and methodologies
 - **Conducted extensive interviews** with research, clinical, and leadership teams, led by clinical subject matter experts
 - **Analysed Hospital Episode Statistics** to identify QVH's clinical strengths and future research opportunities
 - **Benchmarked QVH's infrastructure and processes against similar Trusts**
 - **Collaborated closely with stakeholders to co-develop an actionable, context-specific strategy**

Results and Impact

The strategy provided a clear roadmap to reinvigorate research at QVH, delivering:



Enhanced staff morale and retention by supporting HCPs and research-active clinicians



Improved patient outcomes through faster integration of innovative treatments into care



Financial gains from grants and industry trials



Strengthened reputation as a leader in specialist care

Long-term Benefits

By embedding research at its core, QVH is poised to re-establish itself as a global leader in innovation. The strategy equips the Trust with the ability to strengthen research infrastructure and sustain its future growth. QVH is once again ready to lead the way in healthcare innovation, able to lead industry and national research trials with the potential for 7-figure research grants.



The IQVIA team supported us to benchmark widely, enabling us to formulate a robust research and innovation strategy.

Deputy Chief Strategy Officer, QVH



Queen Victoria Hospital
NHS Foundation Trust

It's good to feel like I'm giving something back, having had such brilliant treatment by the NHS.

Patient, QVH

