

Preparing NHS Systems for an Effective Launch

Challenge

- Capacity and workforce challenges in the NHS can restrict equal uptake of innovative treatments, particularly if overlooked in service planning.
- Advance Products Notification is a process that allows the pharmaceutical industry to provide budgetary and pathway impact information before a product receives marketing authorization. This helps the NHS with financial planning by giving them a heads-up on potential new expenses, or savings.

Solution

- IQVIA's Advanced Product Notification (APN) Service helps brand teams inform NHS payers of pre-licensed product launches for budget and service planning, and to gain insights for pathway activation.
- IQVIA Strategic Market Access team is uniquely experienced in APN compliance risk assessment, budget impact modelling and developing APN materials, working closely with your medical team.



Expert support to give brand teams confidence in prelaunch engagement with NHS payers and service planners:

- IQVIA's infield market access teams have access to a large NHS network and can ensure delivery at pace and scale while providing local service interaction insights back to the brand team.



Compliance and process management



Materials and content development



Scale and pace in message delivery



Identifying and targeting NHS payers and clinical service planners



Building a granular understanding of the service environment

CONTACT US

X: @IQVIA_UK | LinkedIn: IQVIA UK & Ireland

IQVIAMAPA@iqvia.com

iqvia.com