



# UK Market Access and NHS Customer Engagement

Are you ready to drive change in UK healthcare?

## Success requires:

**A deep understanding of the NHS environment and the market landscape**

**We can:**

- Identify and map NHS stakeholders
- Deliver tailored NHS education and insight sessions
- Facilitate strategic workshops with NHS stakeholders

**Detailed analysis of care pathways and funding and decision-making processes**

**We can:**

- Undertake analytical pathway mapping
- Scope pathway redesign and improvement
- Map funding and decision-making pathways

**An evidence-based value proposition that resonates with NHS decision-makers**

**We can:**

- Develop evidence-based value messaging
- Turn strategic insights into an engaging narrative
- Validate and refine with NHS stakeholders

**Impactful materials that enable effective NHS engagement**

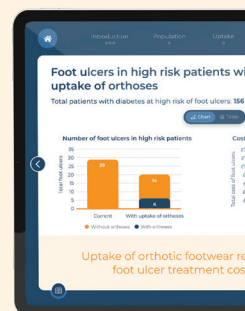
**We can:**

- Craft impactful digital communication materials
- Deliver tailored account team training
- Provide ongoing support and improvement

# Our in-house experts and network of NHS Associates are here for every step of your UK market access journey

## You will benefit from:

- A 90+ NHS Associate network working in strategic, operational, and clinical NHS roles across the UK
- A specialised NHS Insight & Interaction team, with personal experience working in the NHS including current executive, non-executive, and advisory roles
- An expert team of UK market access and value communication experts with a wide range of experience working on strategy, value messaging and engagement materials for leading Pharma, Medtech and Diagnostic companies
- In-house developers and designers who collaborate directly with our value communication experts, health economists and medical writers to create your materials
- A full-service Veeva partner, able to leverage Veeva's full functionality to deliver the best possible experience for your teams and customers



## What do our clients say?

“

Mtech Access are spot on with their real NHS knowledge and it is always up to date. They are always able to align what's going on within the NHS with our commercial objectives

”

**Market Access Director, Pharma**

“

We have definitely seen benefits from the NHS update sessions. The insights gained have helped us build value propositions which are well received and accepted.

”

**Commercial Director, Top 20 Medical Devices company**

“

What Mtech Access do is unique. They have a set of people with varied and experienced roles who can translate between the NHS and industry and offer industry real time feedback.

”

**Market Access Manager, Top 20 Pharma company**