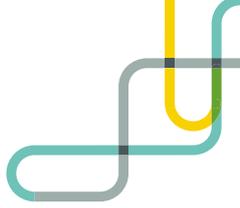




The Medicines Management Dashboard

Beyond the formulary



What happens beyond formulary inclusion?

Formulary inclusion might give GPs access to your product, but how do you engage with the CCG to drive your product value proposition within their prescribing plans?

Your Key Account Managers focus on a small group of customers who have great significance within the local health economy. How do you plan your KAM resources to work most effectively with CCGs that have a history of implementing therapeutic change?

Does your team have the tools they need to help them identify local agendas? Can they create the best solutions using your product value proposition that will meet organisational needs?

How are your customers incentivised? What are their drivers?

Clinicians want what's best for patients so prescribing decisions will be based on clinical benefit, patient safety with some consideration of cost. On the other hand, medicines management teams will be far more focused on cost savings.

How do you ensure that you understand the day-to-day problems your different customer groups are facing and bring your value proposition to them as the solution?



In partnership with



Exarca Health

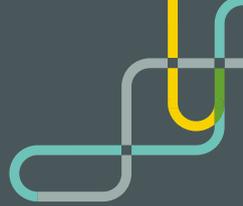
Wilmington
Healthcare





The Medicines Management Dashboard

Beyond the formulary

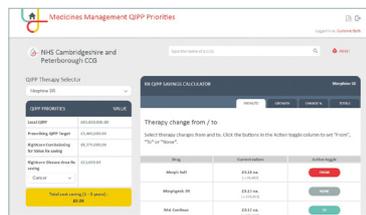
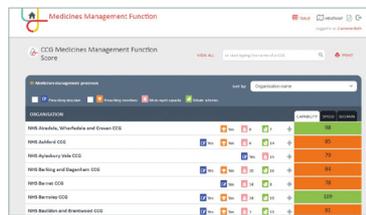
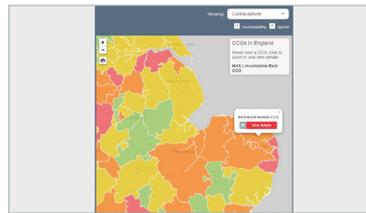
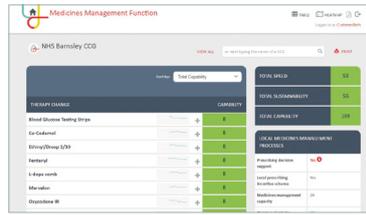


The Medicines Management Dashboard

A new tool designed to support your sales and customer engagement strategies can help you review your entire approach to the market.

Supports your strategic and tactical KAM planning

- Identify medicines management capability
- Ranking CCGs' performance in implementing common CCG QIPP plan prescribing changes
- Identifying CCG medicines management resources
- Decision support – Scriptswitch, OptimiseRx, Eclipse
- Prescribing incentive schemes
- Medicines management capacity
- Rebate propensity



Incorporating the Five Year Forward View (5YFV)

- The RightCare Programme is being rolled out across CCGs to help health economies identify efficiency savings including prescribing
- Understand how your product VP compares to savings from therapy switches commonly included in medicines management QIPP strategy

Develop a “case for change” to include your product VP in local medicines management implementation plans

- Ascertain QIPP targets and local prescribing efficiency targets to give insight as to how your product VP can support the CCG to achieve its plans
- Identify financial savings from common QIPP therapy switches to allow you to prioritise your value proposition vs current CCG plans

The Medicines Management Dashboard will help you to...

Understand local drivers so you can optimise valuable KAM resources where CCG medicines management teams can actively support implementation

Create local objectives 'beyond market access' to ensure your product is included in prescribing decision support profiles, incentive schemes & pharmacist implemented practice audits

Develop a case for change to include your value proposition as part of the prescribing efficiency savings plans

Increase your product uptake and sales

Achieve efficiency savings

For a demonstration of the dashboard, contact your account director

t 0845 121 3686 e info@wilmingtonhealthcare.com
www.wilmingtonhealthcare.com

