

Online market intelligence and planning tools

Gain richer insights, make smarter decisions and take action to drive growth with Wilmington Healthcare's suite of complementary online market intelligence and planning tools.

Wilmington
Healthcare

Wellards 
learning by pharmacy and practice


Binley's

 NHIS
outcomes from insight



Online market intelligence and planning tools

Designed to help you understand the parts of the healthcare market you need to access, our tools allow you to visualise and analyse essential NHS information and intelligence in one place - includes key personnel, organisations, documents, maps, financial information, QOF data and more.

With compliance in mind, using this suite of intelligence tools will help to ensure you continue to abide by data protection and digital communications regulations, and the ABPI code of practice. You can validate your existing intelligence and have confidence that you have identified the appropriate contacts first time.

Binleysonline

Binleysonline is a subscription based resource that provides a unique 360° view of the national and local UK healthcare market.

It allows quick, easy access to NHS personnel, organisations, maps and data so that you can understand who's who and where they are, to support business decisions.

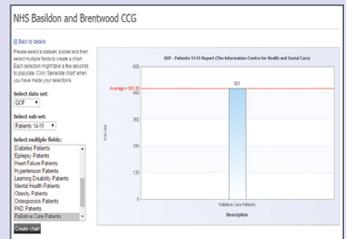
Binleysonline provides you with:

- ◆ Access to over 470,000 NHS personnel including all their varying responsibilities and locations; eliminating the need to search and validate different sources to obtain the most reliable healthcare contact data
- ◆ Healthcare documents from organisations across the UK; enabling you to understand the health agenda at a local, regional and national level
- ◆ Disease prevalence and financial performance for NHS trusts and the ability to compare these against similar organisations in the same area
- ◆ Interactive mapping; allowing users to drill-down to organisation-level and view location records for GP practices, CCGs, NHS trusts and hospitals
- ◆ A comprehensive guide to the NHS; providing impartial and expert coverage of the latest NHS plans, people and budgets

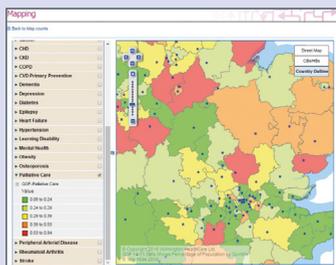
What's more, Binleysonline is modular so you only subscribe to the intelligence that is relevant to your role or business. Create a personalised and powerful planning tool by combining our standard product with information specific to your needs.

"For the work that we do, we could be extracting information on key staff in clinical areas, or senior staff with a particular remit, across all healthcare organisations both within our region and the UK as a whole. Binleysonline makes our work much easier with having this information retrievable in a single source."

Information and Technology Researcher



Name	Location	Jobtitle	Details	Last Changed
Dr Ahsan Abbas	Acute Medicine	Consultant	The Leeds Teaching Hospitals NHS Trust Beckett Street Leeds LS9 7TF 0113 243 3144	11/06/2014
Dr Ahsan Abbas	Mary Queen Centre - Beckett Wing	Consultant	St James's University Hospital Beckett Street Leeds LS9 7TF 0113 243 3144	11/06/2014
Dr Ahsan Abbas	St James University Hospital	Consultant	Beckett Street Leeds LS9 7TF 0113 243 3144	11/06/2014



Investigator

Investigator is a user-friendly online platform that allows life science companies and suppliers to the NHS to quickly build a picture of their healthcare customers.

Its extensive coverage of all the latest published NHS and social care documents, make it the go-to product for identifying sales opportunities, building relationships with those who influence purchasing and prescribing decisions in the NHS and understanding the competitive landscape.

Investigator provides you with:

- ◆ Direct access to more than 200,000 key strategic documents, formularies and board minutes; without having to trawl through pages of search results and irrelevant information
- ◆ Email alerts with updates of newly uploaded documents filtered by your own keywords and delivered direct to your inbox; pushing relevant insight to you and your team on a routine basis
- ◆ Regional reviews covering what is going on in your area: stay on top of the latest developments and provide essential local-level market access insight
- ◆ The ability to search NHS contact data and identify key personnel
- ◆ A summary of top NHS news and events

eAlerts

Essential NHS documents for your territory

Investigator

To help save you time and keep you informed, Investigator scans all newly released local NHS documents every week for relevance to you. Those which match your geography and keywords are provided via a link below.

New: LinkedIn Group for Investigator users

As part of our ongoing commitment to ensure that we continue to meet your needs, we've created a LinkedIn User Group for Investigator. The group is simply another way for you to contact us with any questions or suggestions for improvement to Investigator, or to share your thoughts and experiences with other users. We'll also use the group to communicate updates or to ask for quick feedback on ideas and product development.

[Join the LinkedIn Investigator User Group now.](#)

To change your geography and/or keyword settings please click [here](#) or for further assistance email ask@wilmingtonhealthcare.com

Document	Organisation	Key Word (s)	Document Size
SSG Sensors Involvement Project	Healthwatch Essex	Dialer*	514.00 KB
Accountability Flowchart - Presentation	NHS North Kirklees CCG	STP	621.5 KB
Action Log	NHS Somerset CCG	STP "sustainability and transformation"	38.72 KB
Actions from Board Meeting 18 January 2017	Healthwatch Cambridgeshire	STP	396.70 KB
Adult Social Care: Better Care Fund Update	Fifeborough City Health and Wellbeing Board	STP "sustainability and transformation"	112.17 KB
Appendix	NHS Bromley CCG	Dialer** "sustainability and transformation"	251.01 KB
Appendix	Fifeborough City Health and Wellbeing Board	STP "sustainability and transformation"	68.67 KB
Appendix	Healthwatch West Sussex	STP	1.05 MB
Appendix	Healthwatch West Berkshire	STP	344.35 KB
Appendix	NHS Easing CCG	"sustainability and transformation"	154.90 KB

"Investigator gets me on the same page as our customers and helps me to understand their language and priorities."

Area Healthcare Access Lead



Therapy Hubs

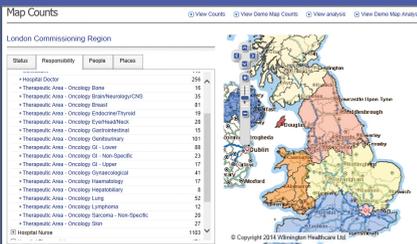
Identifying your customers is one thing, understanding them is another. Therapy Hubs allow you to do both.

Specifically designed to assist life sciences, Therapy Hubs combine contact information with customer intelligence relating to those people and organisations involved in the awareness, referrals, treatment and prescribing within a specific therapy area.

Powered and delivered using the Binleyonline platform, Therapy Hubs provide you with unique customer and market insight, that saves time and effort searching across multiple sources and allows you to focus your strategic plans with confidence and precision.

Therapy Hubs are available for:

- ◆ Cardiology
- ◆ Metabolic medicine
- ◆ Oncology
- ◆ Respiratory



People Overview

Dr Roberto Alonzi

Main Location
Mount Vernon Cancer Centre
Rickmansworth Road , Northwood,
Middlesex HA8 2RN

Job title:
Consultant

Grade:
Consultant

Responsibilities:
Therapeutic Area - Oncology
Genitourinary
Consultant

Specialises:
Clinical Oncology
Urology Oncology

Departments
Clinical Oncology Department

Name	Job title
Dr Ajay Aggarwal	Specialty Registrar
Dr Mei Lin Wong Ah-See	Consultant
Dr Roberto Alonzi	Consultant
Dr Nicola Anyamene	Consultant
Dr Richard F Ashford	Consultant
Ms Barbara Boughen	Research Nurse
Ms Jane Boxall	Clinical Research Nurse Specialist - Renal Cancer
Ms Sarah Brook	Specialist Nurse
Ms Helen Cladd	Senior Research Sister
Dr Carrie Corner	Consultant
Dr Arshi Denton	Consultant
Dr Jeanette Dickson	Clinical Director
Ms Ann Downs	Clinical Research Nurse
Dr Suraiya Dubash	Specialty Registrar
Ms Julie Elliott	Specialist Nurse
Ms Jackie Evans	Macmillan Nurse

Each hub includes:

- ◆ all organisations where services relating to your therapy area are provided or commissioned
- ◆ all people involved in the service provision and/or treatment of your therapy area
- ◆ a library of NHS documents with keywords relating to your therapy area
- ◆ email alerts that notify you when new customers and/or intelligence is added
- ◆ a count map and a detailed analytics map that show therapy coverage in the UK

Contact us for a free demonstration to see how our market intelligence and planning tools could benefit your business.

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www.wilmingtonhealthcare.com

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