

# Key Account Management

Partnering successfully with an environment as complex as the NHS requires your whole organisation to collaborate together in a highly coordinated approach, sharing every aspect of your

collective plans. Our Key Account Management (KAM) tool provides the foundation to build a true KAM environment for your organisation.



Align your organisation behind shared goals

Ensure multiple teams work together with shared information

Ensure transparency of progress and outcomes



**Plan in real time**



**Share plans & outcomes**



**See the big picture**



**Drill down into the detail**

## Configure your organisation to partner the NHS

- Know the structures and people within the NHS that you need to work with
- Understand their priorities and the outcomes they require
- Develop and share contacts, plans and strategies

## Bring everything together in one place

- National, regional and local NHS organisation breakdown
- Key contact & influencer data
- Analysis & insight
- NHS policy documentation
- Internal documentation
- Key account plans
- Key account objectives
- Key account performance vs. target
- Sales by product
- Market share by therapy area

**Understand your customer**

**Improve your commercial effectiveness at every step**

**Build stronger relationships**

**Align your business to the needs of the NHS**

For further information, please contact us:

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Healthcare**