

Unparalleled oncology coverage and expertise

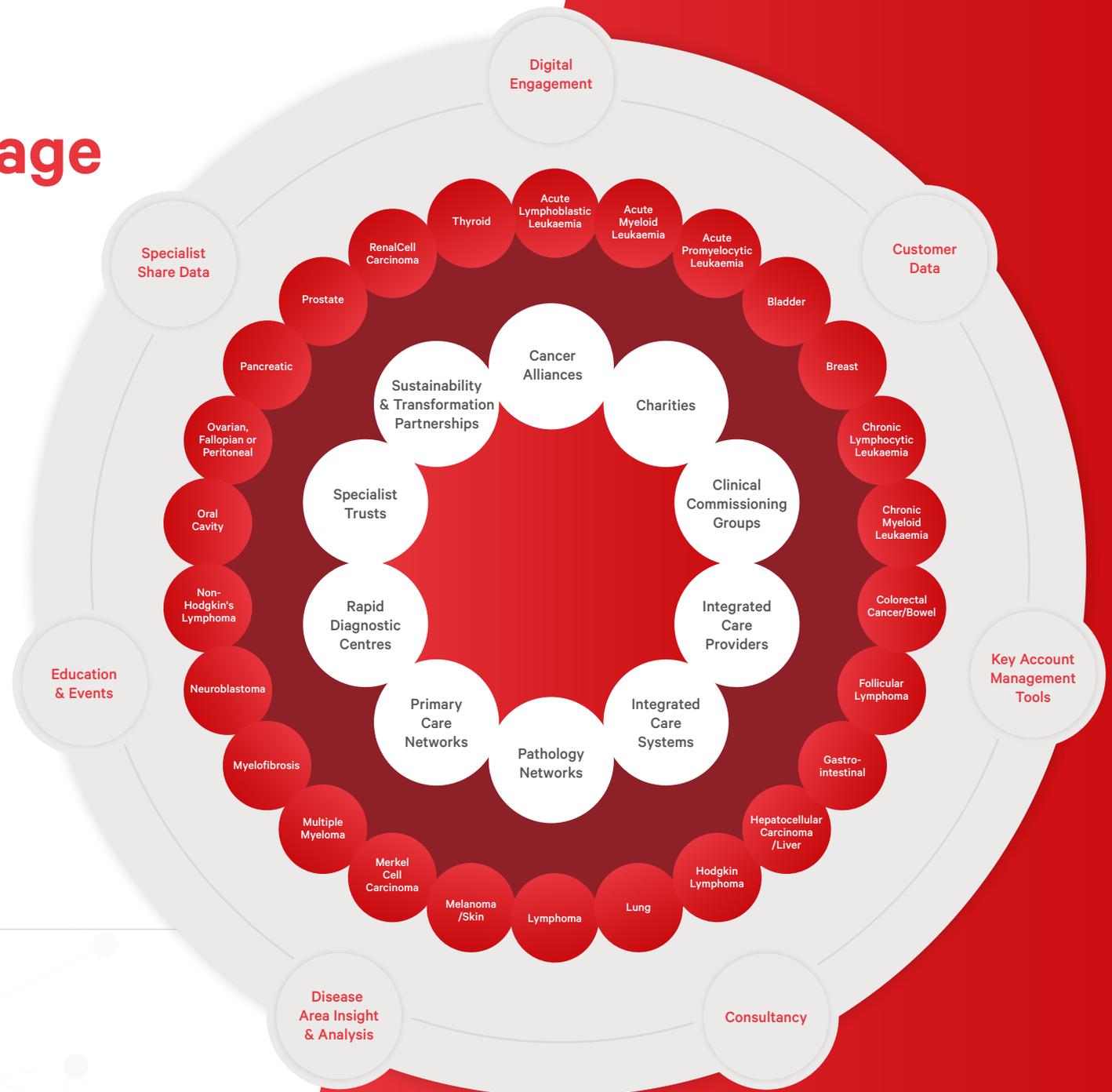
Need help navigating a rapidly changing oncology landscape?

Oncology is a complex array of stakeholder groups, specialties and funding routes all further segmented by tumour types.

The NHS has been given some ambitious targets to improve both early diagnosis and survival so it is more crucial than ever to target the right stakeholders with the right message.

Wilmington Healthcare's oncology solutions bring together the broadest and most up-to-date coverage of key organisations and contact data, across 26 cancer types. This, along with our unique range of services and oncology expertise, can enable partnership and engagement with the NHS and help drive your oncology commercialisation and market access strategies.

- Organisation type
- Tumour type
- Wilmington Healthcare services





Digital Engagement

A range of highly targeted marketing solutions designed to deliver data-driven, insight-led programmes to optimise reach, engagement and deliver access to the right NHS customers through the most appropriate channels.



Customer Data

The largest, most granular and accurate UK healthcare data available. With more than 470,000 records, our clients can target key stakeholders by subspecialty, geography, job responsibility, seniority, influence, organisation type, clinical services and hospital cancer departments.



Key Account Management Tools

Our suite of cloud-based tools allows you to visualise and analyse essential NHS information and intelligence in one place – includes key contact and influencer data, organisations, competitor insight, cancer policy documentation, financial data and more.



Consultancy

Our consultancy team supports Pharma, MedTech, patient charities and the NHS in the innovation, adoption and implementation of their services and products into the NHS. Through our unrivalled healthcare insight and analytic capabilities we translate healthcare data into actionable insights to enable more effective working with your NHS customers.



Disease Area Insight & Analysis

Gain a deeper insight of the oncology landscape with our disease-specific reports, data and insight tools. Combine contact information with market intelligence relating to referrals, treatment and prescribing within a specific disease area. Tap into real-world insights plus many other useful presentation tools to help highlight the story you want to take to oncology decision-makers.



Education & Events

The Digital Learning Academy provides easy access to the greatest depth and breadth of NHS knowledge. Our Oncology in the NHS course introduces the oncology landscape and is perfect for industry professionals who are new to the therapy area, or for those who need a refresher on the principal developments in cancer. Our world-class events help to educate and facilitate networking with peers and core stakeholders from across the cancer community.



Specialist Share Data

We hold trust-level data on the prescribing of novel cancer drugs via our specialised share data service. Our reports illustrate how products are prescribed across the competitive landscape. The data is available to use in key account management, account planning and can be visualised in a variety of ways by our team.

Discover how we can harness oncology insight to develop your value proposition. Request a demo today.

Contacts us

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Visit our oncology resource centre: wilmingtonhealthcare.com/oncology