



# Build knowledge and confidence to work effectively with the NHS

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Digital Learning Academy courses 2020



Wilmington Healthcare



**The Digital Learning Academy provides access to essential knowledge on a range of topics tailored specifically for anyone seeking to work more effectively with the NHS.**

This world class learning management system provides an interactive and engaging experience that offers fast and easy access to the most relevant NHS information and learning resources.

The extensive range of courses available to learners is listed below:

Course	Module
<b>Market Access and Sales Programme - Understanding the UK NHS</b>	<p>These courses will give you a thorough understanding of the NHS, its policy and structure.</p> <p>With this in-depth knowledge you will gain credibility and confidence to engage effectively and strengthen NHS partnerships.</p>
<b>The NHS in England Structure and Planning</b>	<ul style="list-style-type: none"><li>• Introduction to the NHS in England</li><li>• Primary care networks</li><li>• STPs and ICSs in the English NHS</li><li>• The Long-term Plan<ul style="list-style-type: none"><li>◦ Primary care in the NHS Long-term Plan</li><li>◦ Secondary care in the NHS Long-term Plan</li><li>◦ Prevention and the NHS Long-term Plan</li><li>◦ Finance and the NHS Long-term Plan</li></ul></li><li>• What is the structure of the NHS?</li></ul>
<b>The NHS in England Funding</b>	<ul style="list-style-type: none"><li>• Commissioning in the NHS</li><li>• How does finance work in the NHS?</li><li>• Understanding clinical commissioning groups</li><li>• What are specialised services?</li><li>• Who are your customers in hospital care?</li><li>• Who are your customers in primary care?</li><li>• NHS procurement</li></ul>



Course	Module
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## The NHS in England Market Access - MedTech

- How do KPIs influence NHS customers?
- Key Account Management (KAM) medtech:
  - KAM : Introduction to KAM
  - KAM : Strategy, analysis and planning
  - KAM : Understanding NHS key accounts
  - KAM : Communicating value
- Understanding NICE and market access
- The NHS efficiency challenge and your customers
- Get it right first time (GIRFT)
- NHS Right Care
- Sustainability and environment policies in the NHS

## The NHS in England Market Access - Pharma

- How do KPIs influence NHS customers?
- Key Account Management (KAM) pharma:
  - KAM : Introduction to KAM
  - KAM : Strategy, analysis and planning
  - KAM : Understanding NHS key accounts
  - KAM : Communicating value
- Understanding NICE and market access
- The NHS efficiency challenge and your customers
- Get it right first time (GIRFT)
- NHS Right Care
- Sustainability and environment policies in the NHS

## The NHS in England Medicine

- Understanding community pharmacy
- Understanding hospital pharmacy
- Understanding medicines in primary care
- Understanding medicines in secondary care
- Understanding NICE and market access
- Understanding the community pharmacy contracts

## Understanding the NHS The NHS in Scotland, Wales and Northern Ireland

- Understanding the NHS in Northern Ireland
- Understanding the NHS in Scotland
- Understanding the NHS in Wales



Course	Module
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## NHS Data

These modules are essential if you want to work with supplied NHS HES data that falls under the strict ethical conditions set by NHS Digital.

- Clinical coding and core HES elements
- HES data protocol
- Introduction to HES
- PbR; HRG and the Grouper

## Compliance course

The modules in this course give you the compliance knowledge you need to keep up-to-date with the latest industry codes and avoid risk.

- ABHI Code of ethical business practice 2018
- ABPI Code 2016 to 2019: what is different?
- ABPI Code 2019: an introduction
- ABPI Code 2019: conducting a meeting
- ABPI Code 2019: for medcomms agencies & third parties
- ABPI Code 2019: for non-promotional staff
- ABPI Code 2019: marketing
- ABPI Code 2019: sales
- Adverse Drug Reactions
- Bribery Act 2010
- IPHA Code of practice

## Therapy Area Programme

These courses are designed to give you in-depth knowledge, so that you can meet effectively with NHS professionals, align your offering and engage in successful conversations.

### Diabetes

- Diabetes in the NHS
- What is the anatomical basis of diabetes?
- What is the pathology of diabetes?

### Cardiovascular Disease

- Cardiovascular disease: Anatomy
- Cardiovascular disease: Pathology of CVD conditions

### Respiratory Disease

- What is the pathology of asthma?
- What is the pathology of COPD?
- Chronic respiratory conditions: anatomy and physiology

### Cancer

- Principles of cancer pathology
- Oncology in the NHS



Course	Module
Mental Health in the NHS	<ul style="list-style-type: none"><li>• Mental health in the NHS—parts 1 &amp; 2</li></ul>
HIV in the NHS	<ul style="list-style-type: none"><li>• HIV in the NHS</li></ul>
Genomics	<ul style="list-style-type: none"><li>• What is genomics?</li><li>• The government's attitude to genomics</li><li>• Government policy</li></ul>
Dermatology in the NHS	<ul style="list-style-type: none"><li>• Dermatology in the NHS</li></ul>
<b>Hospital and Theatre Access Programme</b>	<p>Fully accredited, our expert training qualifies you to be present in either theatre or acute care environments and is accepted by the Life Science Industry Registry (formerly MIA) and IntelliCentrics, so you are not restricted or tied to any one scheme. Our hospital access programme is included in any of our course packages but can also be purchased individually for just £39 +VAT.</p>
Hospital and Theatre Access	<ul style="list-style-type: none"><li>• ABHI Code of ethical business practice 2018</li><li>• Acute care (RCN accredited)</li><li>• Blood borne pathogens (AfPP accredited)</li><li>• Infection control (AfPP accredited)</li><li>• Introduction to GS1 standards</li><li>• Radiation protection</li><li>• SDMA Code of practice training</li><li>• Theatre access advanced (AfPP accredited)</li><li>• Theatre access foundation (AfPP accredited)</li><li>• Introduction to the NHS in England</li></ul>
Life Science Industry Register	<ul style="list-style-type: none"><li>• Life Science Industry Register introduction</li><li>• Life Science Industry Register—Level 1</li><li>• Life Science Industry Register—Level 2</li><li>• Life Science Industry Register—Level 3</li></ul>

## Additional Features on the Digital Learning Academy

Clients can take advantage of our monthly live webinars on hot topics such as Key Account Management and the NHS Long-Term Plan, which are made available on demand after the webinar. These can be found in the NHS Knowledge section which also features coffee conversations (view a sample conversation below), news and updates and regular podcasts from Wilmington Healthcare experts and HSJ healthcare journalists.

### Webinar Series:

Our current series of webinars are helping Industry to understand the current challenges the NHS are facing due to pandemic and how they can best prepare to support their clients now and post-pandemic.

7 July 2020

The new NHS stakeholder map: Who are the customers now?

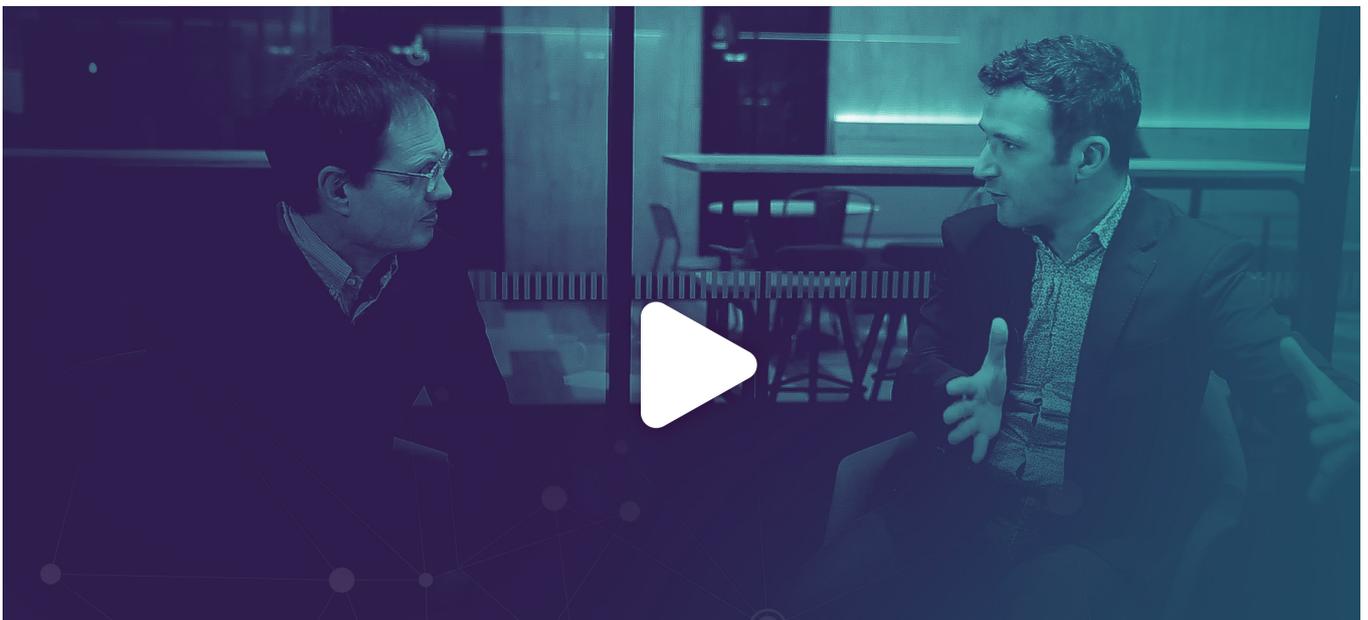
21 July 2020

Activity, Uptake, Variation: The customer landscape in the covid-19 recovery period

4 August 2020

Industry Focus with Leslie Galloway from EMIG

View a sample coffee conversation with our in house experts Oli Hudson and Steve How on the opportunities for industry from the Getting it Right First Time (GIRFT) initiatives



## Find out more

To request a demonstration or find out more about how the Digital Learning Academy can help you and your business, please contact:

**Jack Carty**

**Business Development Executive,  
The Digital Learning Academy**

**T:** +44 (0) 1268 214738

**E:** [jack.carty@wilmingtonhealthcare.com](mailto:jack.carty@wilmingtonhealthcare.com)

**W:** [www.wilmingtonhealthcare.com](http://www.wilmingtonhealthcare.com)



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