

A woman with short, wavy hair, wearing glasses and a white lab coat, is looking down at a tablet device she is holding. The background shows shelves stocked with various boxes of pharmaceuticals. The entire image has a red color overlay.

A revolution in strategic account management.

Case study

Wilmington
Healthcare



**“A highly customisable
ready-to-go solution.”**

ICS implementation changes everything

As a top five global pharmaceutical organisation selling a broad portfolio of therapeutics, an in-depth understanding of the NHS and its purchasing structures was a prerequisite for success. Planning ahead, our client saw the new NHS landscape, with the move to an ICS based organisational structure, was going to be a game-changer

for their sales environment. Combined with an internal restructure to their business units, a fundamental change to the way they approached the market, developed data led plans and engaged with the right individuals, was needed to transform their strategic account planning.

More than just data

An RFP was issued for a Strategic Account Management Visualisation Platform that would support the Market Access & Strategic Account Management teams for years to come. It needed to be able to draw on a wide range of data sources and

effortlessly connect them together in one place. But more than that, it needed to be able to deliver insights and track key performance metrics while at the same time being simple and intuitive to use, for all the teams involved.

A partnership approach to development

Our client didn't want to just prescribe a fixed requirement, it wanted to draw on Wilmington Healthcare's unique understanding and knowledge of the NHS to create the best possible solution for their business. To achieve this, a partnership approach was developed allowing Wilmington Healthcare to meet the specifications defined by the RFP, while also proposing additional

solutions and improvements to give them a true 360-degree view of their customers. This provided all their business units with a single joined-up strategic account management solution that allowed them to understand, plan and engage with customers with a level of knowledge, information and transparency not previously possible.

Driving a new standard for strategic account management

Our client wanted more than a new strategic account planning tool; it wanted to use the implementation of the new platform to fundamentally improve their account planning process internally, providing a

customer-facing NHS data and internal performance related data into the same platform, creating a genuine 360-degree view of the market, the customer account plans and the engagement and performance against those plans. For the first time, there would be a 'single view of the truth' across the organisation.

With 40 users, potentially growing to 300 users spread across different teams and geographies, each with slightly differing requirements, usability was also a central requirement of the RFP. The greater the level of utilisation of the new platform, the more consistent and effective the strategic account plans would be and the more accurate the performance measures against those plans.

single view of the customer to all their business units and providing insight and materials to allow teams to engage with customers in a highly targeted way.

At the heart of improving the account planning process was bringing together

Generate a genuine 360-degree view of the customer.

A winning solution from Wilmington Healthcare

To achieve a 360-degree view of customers for strategic planning, Wilmington Healthcare brought together two existing platforms to create a single integrated solution.

A complete picture of the customer was provided by the Quantis platform, which gave detailed organisational, demographic and performance data at an ICS level and at sub-levels within the organisation beneath that. Such is Wilmington Healthcare's understanding of the NHS, it was able to access and interview key individuals within the emerging ICS structures to help define the end solution.

The strategic account planning functionality was delivered with Wilmington Healthcare's Interactive Medica platform. This intuitive cloud-based platform provides sophisticated strategic key account management and analytics tools, along with the measurement and mapping of activity and performance at every level of the customer organisation.

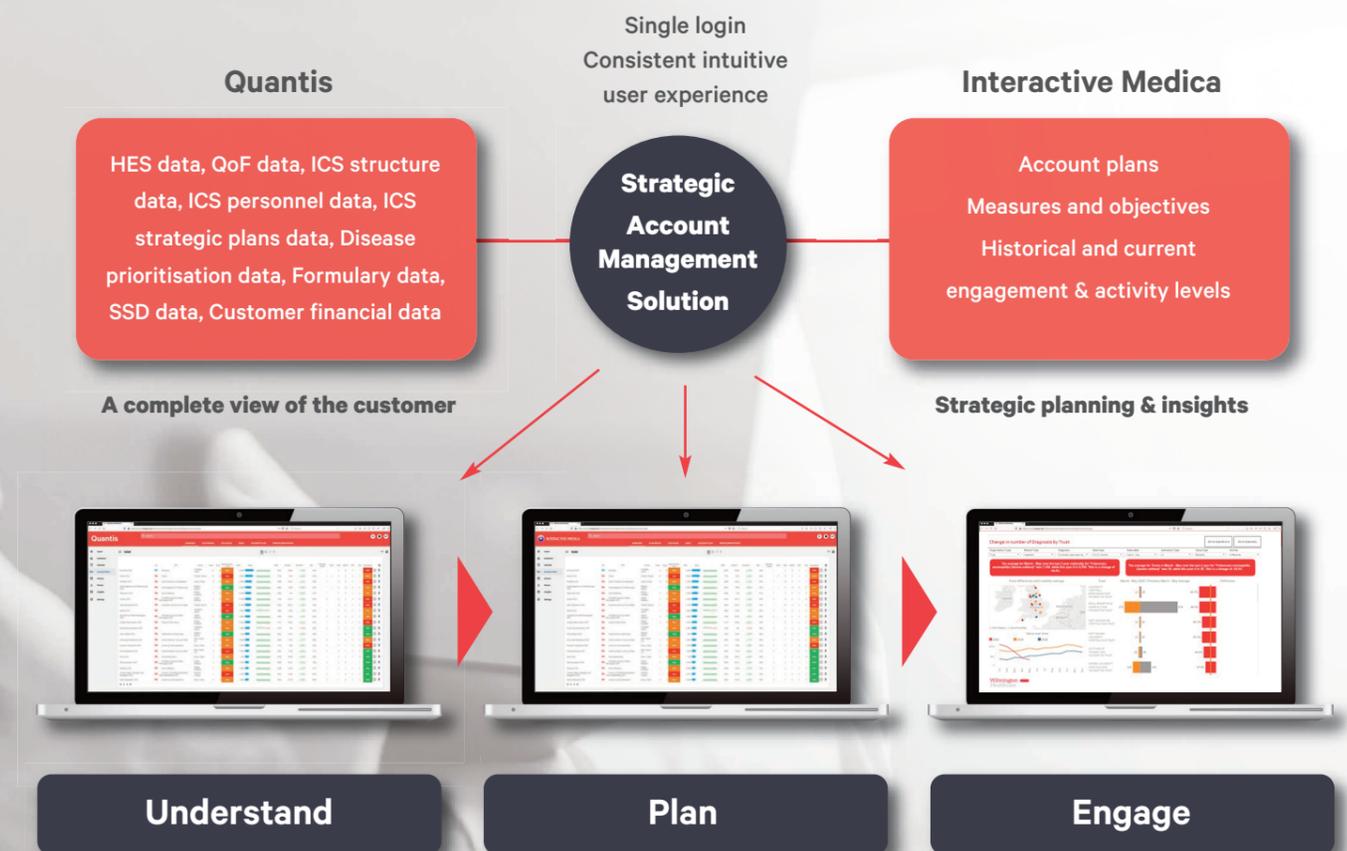
The clever work was linking the two platforms together to provide a single seamless experience for the user, including single logins and a consistent visual reporting language throughout. For the 300 plus potential users of the solution, it is as if they are using a single end-to-end platform.

Customer-facing data requirements.

- HES data
- QoF data
- ICS structure data
- ICS personnel data
- ICS strategic plans data
- Disease prioritisation data
- Formulary data
- SSD data
- Customer financial data

Internal account reporting requirements.

- Account plans
- Measures and objectives
- Historical and current engagement & activity levels



Fast & agile implementation

The challenging specification was matched by the need for a speedy implementation – just eight weeks from the start to the delivery of the initial elements. This required a highly agile approach from all parties involved.

**Wilmington Healthcare
provided excellent data
heritage and NHS knowledge**

Bringing together a large number of internal and external data sources to provide the foundation for account planning was the easy bit. The real challenges lay in configuring the solution to precisely deliver the information the various teams wanted in a way that was intuitive and simple for them to use.

80% 'off-the-shelf' ready

A critical advantage for Wilmington Healthcare was the ability to provide solutions that were 80% 'off the shelf', already available inside the platform, complete with a huge array of configurations and reporting formats built in. So rather than taking months to create bespoke modules from scratch, existing modules were able to be rapidly adapted to meet the exact needs of the client.

'Partnered' development approach

The client wanted much more than a single system to keep all their data in. They wanted a solution that provided a new level of insight and support for their teams when planning and supporting HCPs. This meant developing the solution at speed with a wide range of user groups, which was only possible by using real-time demonstrations of modules and reporting dashboards in development in weekly user group meetings.

Intuitive dashboard reporting

Consistent quality strategic account management was more than creating a single solution for all teams to use. It was about ensuring it was used as an everyday tool by all the teams involved. Involving a range of stakeholders in the development and build phase was a large part of achieving that, and creating a highly intuitive, easy-to-use system that provided complex information quickly and simply in attractive dashboards ensured the teams would keep on using it.

Adaptable reports

The platforms' highly adaptable nature made the process to roll out extensions to the initial reports and dashboards simpler and satisfied the requirements of specific teams and the small operational differences they experienced in specific geographies or therapeutic areas.

The customer first!

The new strategic account planning solution allows users for the first time to obtain a complete picture of their customer, be it at ICS or place level. Whether they are talking to the executive leadership team, finance or delivery teams, users can instantly see the appropriate key demographic, finance and performance data. With genuinely informed conversations and a real understanding of their customers' issues, our client is able to take planning and sales effectiveness to a whole new level.

Wilmington Healthcare

With unparalleled healthcare expertise and outstanding industry knowledge, Wilmington Healthcare offers data, data visualisation, insight and analysis on a variety of healthcare fields. We deliver sustainable outcomes for healthcare suppliers and ultimately patients.

For more information, to discuss any of our solutions, or to request a demo, contact us in any of the following ways:

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