

# Selling to the NHS

## Naidex April 30<sup>th</sup> 2013

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# Ian Sandison

- 12 years with Becton Dickinson and Smiths Medical in sales and marketing
- 10 years consulting with medtech Co's
- Mentor on Cambridge University MBA and entrepreneurship programmes
- University Lecturer in Strategy and Marketing at Lord Ashcroft Business School
- Director Of Remtec Recruitment
- Chair of Economic Development Company
- Member of Local Enterprise Partnership industry group



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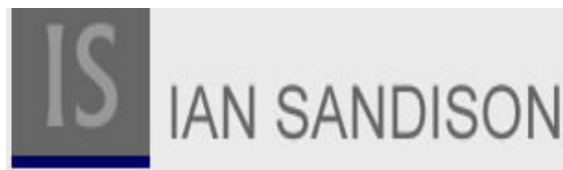
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# Know what they're doing !



Published Dec 2011



Integrated measures to support the adoption and diffusion of innovation across the NHS. Sets a delivery agenda for this

We will launch a 'child in a chair in a day' programme to transform the delivery of wheelchair services throughout the NHS

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# Know what they're doing !

Innovation supported with incentives for hospitals through quality payments they receive and through investment in Innovation Challenge Prizes. A new central Specialised Services Commissioning Innovation Fund overseen by Advisory Board and reporting to the NHS Medical Director.



Investing in UK Health and Lifesciences report Published Dec 2011



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# Challenges

By 2050 there will be 225,000 people over 100

CHD, COPD, CA, Diabetes, Obesity all increasing

Weight loss programme for under 5's

70-80% of consultations and 70% of budget involve a long term chronic condition

More single people, less carers of the future!

More older carers with elderly parents

Less HCW, 200k nurses, 30%, close to retiring in next 5 years

Significant moves to keep patients out of hospital or move then through quicker

Independent/Assisted Living plays a key part in this



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# Opportunity



- [www.innovateuk.org](http://www.innovateuk.org)
- Technology competition of £100k for 6 mths R&D
- March 2013 competition was -Improving experience for people with mental health illnesses and people at the end of their life.
- [www.silverpcp.eu](http://www.silverpcp.eu)
- Competition - The SILVER challenge to develop innovative robotic solutions to assist the elderly with personal activities of daily living. €2.1m available June 2013
- [www.innovateuk.org/content/competition/the-long-term-care-revolution](http://www.innovateuk.org/content/competition/the-long-term-care-revolution) Long Term care revolution £2.4m for Academic/industry partnerships



# Opportunity

- **10 April 2013**
- The Minister for Care and Support, Norman Lamb has announced the allocation of £60m funding for hospices across England to improve the physical environment in which they provide care. The Department of Health awarded 176 grants to support a wide variety of projects, including improvements to day therapy facilities and developing outreach services to support people in their own homes.
- Nick Clegg, Deputy Prime Minister and MP for Sheffield Hallam, announced details of the awarded grants on a visit to St Luke's Hospice in Sheffield. This is the third major grant programme delivered by the Department of Health and administered by Help the Hospices. In 2007/08 and 2010/11 £40m was invested.
- **Are you in the outreach/hospice/day therapy business?**
- **Did you know about these grants ?**



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*National Institute for  
Health and Clinical Excellence*

## Opportunity - NICE

- Nice Medical Technologies Programme
- Free Appraisal of your device
- Conducted by independent panel
- English wide Guidance
- Not mandatory advice but could be commercially positive

<http://www.nice.org.uk/aboutnice/whatwedo/aboutmedicaltechnologies/medicaltechnologiesprogramme.jsp>



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## Opportunity – AHSN's

- Academic Health Science Networks
- Improving health through adoption and innovation, enabling the NHS to contribute to the UK plan of growth.
- A delivery mechanism for NHS, universities, industry, local government and others to work together to transform the ID, adoption + spread of innovations + best practice through the alignment of healthcare delivery, teaching, research, education and training and partnership with industry. Research your local AHSN and engage with them there's 15 in England



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# Know The Jargon

- CQC
  - QIPP
  - DOH
  - NHS
  - CCG
  - NICE
- TSB
  - SBRI
  - HIEC
  - CPH
  - HTA
  - MHRA

# Know The Jargon

- Care Quality Commission
- Quality Innovation Productivity Prevention
- Department Of Health
- National Health Service
- Clinical Commissioning Groups
- National Institute for Health and Clinical Excellence
- Technology Strategy Board
- Small Business Research Initiative
- Health Innovation Education Cluster
- Health Technology Appraisal
- Medicines and Healthcare products Regulatory Agency



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# Independent/Assisted Living

Patients want care close to home

Self care increases empowerment, esteem, worth and wellbeing

Remove the need for hospital admissions

Better pathway from admission to return to the community

30 day discharge planning

Delay the move to a care home

Feeling of being secure and safe for patient, piece of mind for family



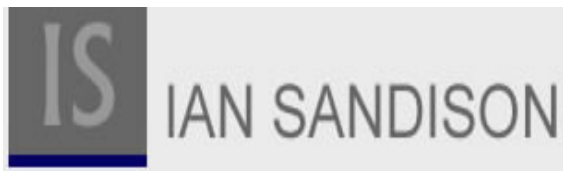
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# The Purchasing Landscape

- Nationally – [www.supplychain.nhs.uk](http://www.supplychain.nhs.uk)
- Manages Procurement
- Manages Physical Logistics
- Hosts E-Cat 500,000 lines
- Used by most trusts
- Operated under 10 year contract by DHL



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# The Purchasing Landscape

- Nationally – [www.supplychain.nhs.uk](http://www.supplychain.nhs.uk)
- Categories of products include
- Rehabilitation
- Medical
- Pressure area care, continence care
- Food, office and other items



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# Simple Aids for Daily Living and Associated Products

**Start date:01/03/2012 End date:28/02/2014**

**Product categories** Bathing, Dressing, Home + Toilet Aids

## **Suppliers**

1st Call Mobility Ltd  
Aidapt Bathrooms  
Aquajoy Bath Lifts Ltd  
Drive Medical Ltd  
Enable Access  
Handicare Accessibility  
Invacare UK Ltd  
Kirton Healthcare Group Ltd  
Lyll Willis & Co Ltd  
Mangar International Ltd  
Mdti Healthcare Ltd

Millbrook Industries  
Mountway Ltd  
Nottingham Rehab Supplies  
Patterson Medical Ltd (Mobilis  
Physio)  
Roma Medical Aids Ltd  
Smitcare Ltd  
Sunrise Medical Ltd  
The Helping Hand Company  
Vernacare Ltd

NHS Supply Chain is pleased to announce the launch of the Simple Aids for Daily Living Contract offering a comprehensive range of products from leading suppliers to meet a 'one stop shop' strategy. This contract has been compiled in line with the government initiative "Transforming Community Equipment" to meet the demands of the primary care market.



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# Contracts

- [www.contractsfinder.businesslink.gov.uk](http://www.contractsfinder.businesslink.gov.uk)
- Advanced search
- Select details of what government had bought and is buying
- Type product type in search box.
- Wheelchairs, Assisted Living Aids
- £17m contract awarded in Kent in Sept 2012 and more ...
- Also gives supplier and contact details for potential partnering/distribution contacts



# The Purchasing Landscape

- Locally - each hospital trust has its own purchasing team, they can choose the product and route based upon price, performance, service and delivery
- Can agree volume commitments, easily managed locally and can be large customers.
- Departmental – NHS Business Managers also have the power to purchase products dependent on their local need and autonomy, they will not necessarily use local, regional or national agreements.



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# Buyer/User/Influencer

- Make it easy for the customer
- Conservative, busy, targets, understaffed
- Recruit internal champions and advocates
- Feed them the data required to put forward a business case for your product
- Ensure they can 'sell on' your product to others



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# Buyer/User/Influencer

- Know your Unique Selling Point
  - Differentiator Vs competition
- Understand the care pathway and touch points of your product
  - Where does your product touch a HCW or patient and how does it impact on their role, patient care and pathway
- Patient or Cost Benefit of your product
  - Sharper, quicker, safer, easier, more complete ?



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# Buyer/User/Influencer

- Identify key centres for your product
- Know your KOL types and specifically job titles, these will differ from by trust.
- Map the product use path and decide who are your Influencers and Users.
- Develop a sales story for each user type



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# QIPP a Campaign to align to

- **Quality** – products, training, services, people
- **Innovation** – services, patient and care pathways, products.
- **Productivity** – quicker, lighter, more efficient, easier to use, cheaper to use( deskilled member of staff) reduces or removes the need to attend hospital, reduces the dwell time in hospital, allows care/treatment that is traditionally hospital based to be non-hospital
- **Prevention** – of problems - safety, infection, reduce demand for services by making population healthier - increasing health and well being, lifestyle, exercise, diet, alcohol, smoking.

# Buyer/User/Influencer

- Go for smaller, easier, confidence and experience building initial wins, the larger the opportunity, the longer and more complex it will be to secure.
- Be aware of peer rivalry
- Be tenacious and persistent

# Defend and Grow

- Very Conservative customers
- Change averse
- Once you are incumbent it is challenging to remove
- This works against newcomers
- Regular customer visits, questions, learning, feedback to NPD, upgrades.
- Re-inforce value added

# Summary

- Research the various purchasing groups
- Research current initiatives
- Understand your product/HCW usage pathway
- Understand your User/Buyer/Influencer mix
- Decide on initial target accounts
- Develop your sales story



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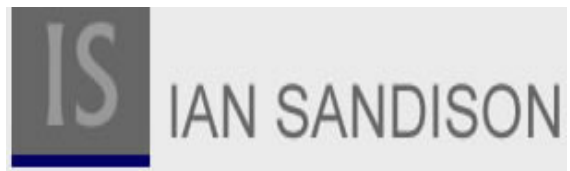
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