



**Conclusio has been helping organisations access markets and improve their market share for the last decade. Through its experience of leadership in healthcare systems, which spans commissioning, procurement, delivery and monitoring, it understands the essential elements that need to be built into market approaches in the NHS and the wider healthcare industry.**

- Leading innovative engagement programmes with senior payers across a range of health systems.
- Working in partnership with health systems to develop budget impact models and enable generation of real world evidence to support product development.
- Conclusio has worked with clients to develop and deliver impactful medicines optimisation and medicines switch programmes to increase adherence and market share.
- We specialise in developing and implementing optimal care pathway approaches across ICS and put in place innovative patient support programmes, medicine optimisation approaches all underpinned by innovative budget modelling approaches.
- Leading transformation programmes on behalf of health providers, ICS systems. Whether working in behalf of industry or delivering our services for the NHS we are active in the majority of the ICSs nationally.
- Enabling transformation through the development of appropriate structures and governance at a local level and delivering innovative programmes of continuing professional development for clinical teams.
- Developing a broader range of specialised services at local level including home care services for patients with multiple sclerosis, sub-cutaneous drug administration services for patients with inflammatory bowel disease and home chemotherapy for cancer patients.
- Leading a number of national transformation programmes, examples include Hep C elimination, developing a community-focused Glaucoma pathway, reconfiguring neurological condition pathways such as Migraine, Parkinson's Disease and Multiple Sclerosis.

**The health and social care sector has changed rapidly in the last twelve months and now is the time for a new type of partnership approach and value proposition.**

Conclusio builds value propositions and partnerships with a changing NHS and its wider system, that align with its priorities, motivations and expectations. Building on our experience as NHS Leaders we can support you in developing a new type of engagement approach which will enable you to gain access to senior decision makers, provide solutions, demonstrate value and build partnerships that are sustainable for the long term and demonstrate the value you bring as an organisation not just as a supplier of a product. In particular our value propositions focus on

- Improving the experience of service users
- The value you bring as an organisation operating above brand and across a whole care pathway
- The value of the product as part of an optimal care pathway solution
- Contributing to service demand reduction
- Optimising workforce capacity
- Generating real world evidence and insight to support product launches
- Positioning Key Account Managers and Partnership Managers as partners and not just suppliers
- Collectivising social and economic return on investment

**Using our collective expertise as NHS Leaders and Subject Matter Experts we can:**

- Help you reshape your engagement strategy so you are maximising the opportunities associated with the ABPI Code 2021
- Develop a bespoke company and system road map for effective joint working
- Help you understand and navigate the governance, compliance and legal risks
- Support you with targeted stakeholder engagement and messaging
- Make connections with key influencers

