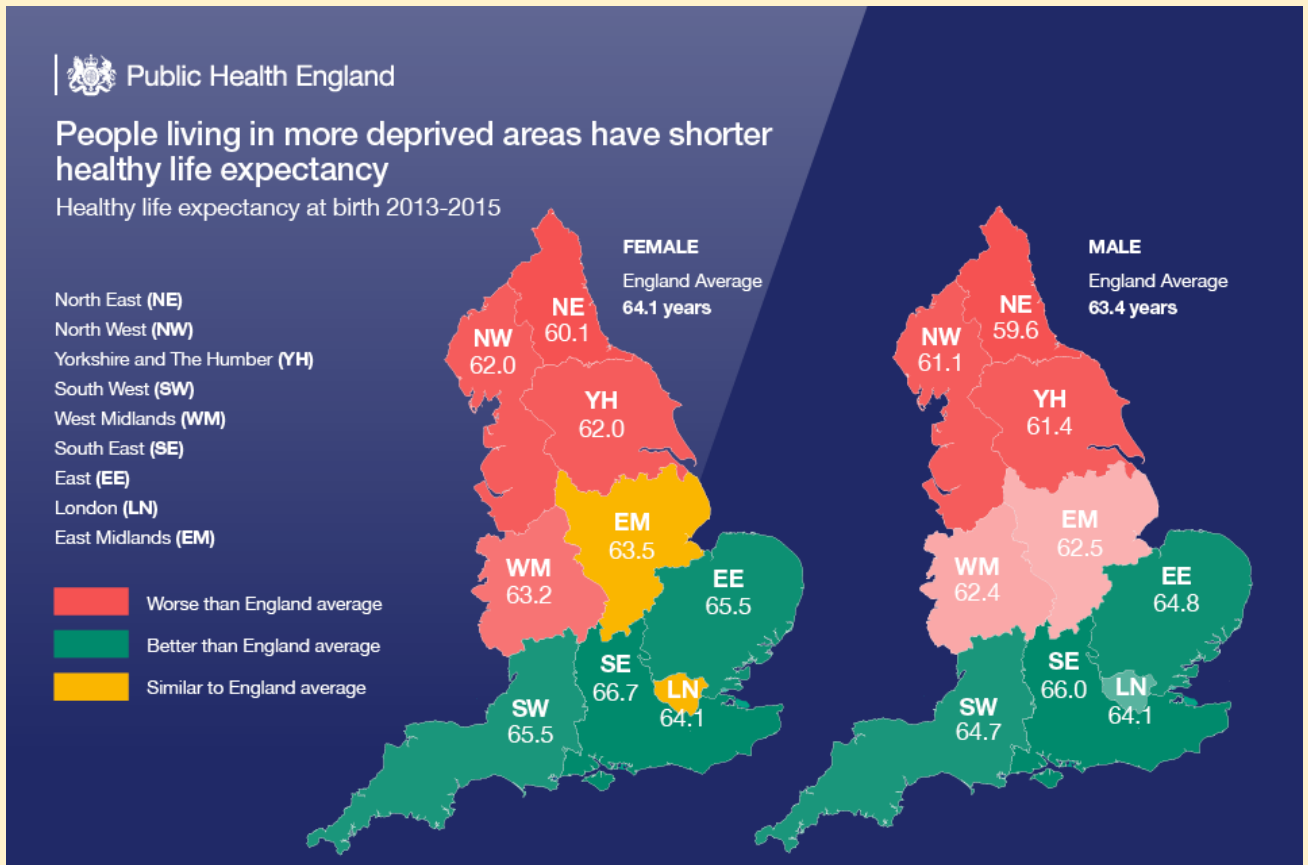


Improving population health through working together.

Conclusio.

Population health is a core strategic aim for ICSs and a means by which they can improve physical and mental health outcomes. In turn, this can increase wellbeing within the population and reduce health inequalities across communities, where disparity stubbornly remains.



Source: Public Health England <https://ukhsa.blog.gov.uk/2017/10/10/health-inequalities-an-annual-temperature-check-for-the-north/>

Population Health Management helps clinicians and health care professionals understand the current health and care needs of people living in the community and assess what future needs might arise. Having this opportunity and designing better services and support for people based on this, creates more integrated and sustainable care, makes better use of limited NHS resources.

Working in an integrated way means exploring opportunities to work with individuals and organisations from across the health and care spectrum. As a part of a collective of credible healthcare providers, pharmaceutical companies have much to offer in population health management.

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Population health approaches require both historical and current data to understand what is driving poor outcomes and variation. Industry has access to real world evidence, which it can share with partners in the NHS. This is one way in which Industry can support local health and care systems with data that could help shape new models of care and deliver improvements in health and wellbeing – a collective approach and a shared solution.

True partnership between the NHS and Pharma is absolutely necessary, yet it remains an elusive commodity. Trust, commonality, shared objectives, risks and rewards are important characteristics of partnership working. Recent changes in NHS outlook, structures and landscape have provided much that is new in the design of healthcare, and the partnership building that will continue to develop further opportunities. Pharma has a lot to offer by way of research and development, effective and safe medicines, treatment pathway development, real world evidence, patient support programmes and other ‘beyond medicine’ support. The principles for how pharma should partner and engage with the NHS form five points:

- Engage with confidence and insight, not speculatively.
- Go above brand and product.
- Live and breathe that partnership opportunity – as part of a cultural shift in an organisation.
- Be accountable – for your own part and that of all other stakeholders.
- Be aware – wide-angle focus on opportunities, outcomes and legacy.

Developing innovative services and partnerships across the healthcare system and its supply chain