

## The aims of the NHS and Pharma align sub-nationally more than you might think.

The Hewitt Review of integrated care systems puts a firm stake in the ground for relationships between ICS and Industry.

In the commentary and recommendations on strengthening and embedding research-based and innovation-focused culture, it remarks.

***As care pathways as transformed across systems, it is essential that ICSs build a culture of importing and exporting “what works”, and that they innovate and transform in partnership with academia and industry.***

Partnerships between Industry and the NHS are not new but this statement moves the NHS/Industry dynamics from the generally transactional toward a more transformational and equitable settlement. It is in this space, and through this refreshed outlook, that Industry has a ‘green light’ to share its insight, expertise and experience and forge a transformational agenda with ICSs.

Industry can evidence its worth and has clear solutions that can be aligned with NHS challenges, pressures and demands to provide workable solutions. Some of these could include Industries capabilities and capacities in addressing

- Data – Creating a true point of engagement with the NHS around data science, real world data and clinical outcomes
- Prevention - Co-designing methodologies to keep people well and that form interventions before sickness can take hold
- Relationships - Playing a pivotal role in bringing the ICS ‘beauracracy’ together and being a connecting-rod that drives diverse partners in the same direction