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Oncology is a highly complex disease area in which to implement precisely tailored and therefore more effective customer engagement programmes; this is partly due to the wide variety of multi-disciplinary stakeholders involved and the specialist nature of the physician for each tumour type.

These stakeholders include payers, providers and influencers, and they range from organisations such as NHS England (NHSE) and Genomics UK to diagnosticians, pathologists and health informatics experts.

They also include bodies like clinical commissioning groups (CCGs), specialised commissioning and specialist trusts; as well as recently introduced organisations, such as Cancer Alliances and Primary Care Networks (PCNs).

These stakeholders sit within an intricate structure which has been evolving in line with the NHS Long Term Plan's ambition to improve patient outcomes in cancer by diagnosing the disease earlier and delivering care via integrated services.

So, with the complexity of the landscape, identifying Key Opinion Leaders (KOLs) for rare conditions can be

