

Understanding customer needs in the fast-changing NHS.

Simon Grime, of Wilmington Healthcare, explains how pharma can navigate the new integrated care landscape using an intelligence-led approach.

As the NHS continues to transform, the pharmaceutical industry is being challenged to understand the needs of a new, integrated care landscape. In 2021, the NHS announced a new model of care, the Integrated Care System (ICS), which will bring together primary care, secondary care and community care services. This new model of care is designed to improve patient outcomes and reduce costs. However, it also presents a significant challenge for the pharmaceutical industry, as it requires a new approach to understanding customer needs. Simon Grime, of Wilmington Healthcare, explains how pharma can navigate the new integrated care landscape using an intelligence-led approach.



