



## Bridging the gap: The role of third-party consultancy agencies

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## Moving Beyond Sponsorship

- Guidance on joint working between the NHS and pharmaceutical companies, issued by the NHS and the Association of the British Pharmaceutical Industry
- Interactive toolkit for joint working between the NHS and the pharmaceutical industry, issued jointly by the Department of Health, the NHS and the ABPI
- Practical advice on joint working
- Culmination of a series of advisory and guidance documents from both pharmaceutical industry and NHS
- Highlights the importance of mutual trust, with the ultimate aim of improving patient care



Department of Health /Association of British Pharmaceutical Industries (ABPI). March 2008



## The role of third – party consultancy agencies

- Bring specialist knowledge and skills to the negotiating table
- Identification, through facilitated discussion, of opportunities for joint projects likely to benefit all parties
  - “speak the same language” as clinicians and pharmaceutical companies
  - understand the professional and regulatory pressures under which both work
- Organisation and facilitation of educational events
- Production of key documents, reflecting the viewpoints of both parties
- Acting as a neutral arbiter, if needed



## Where do third party medical education agencies add value?

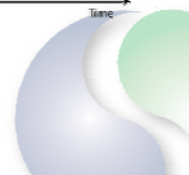
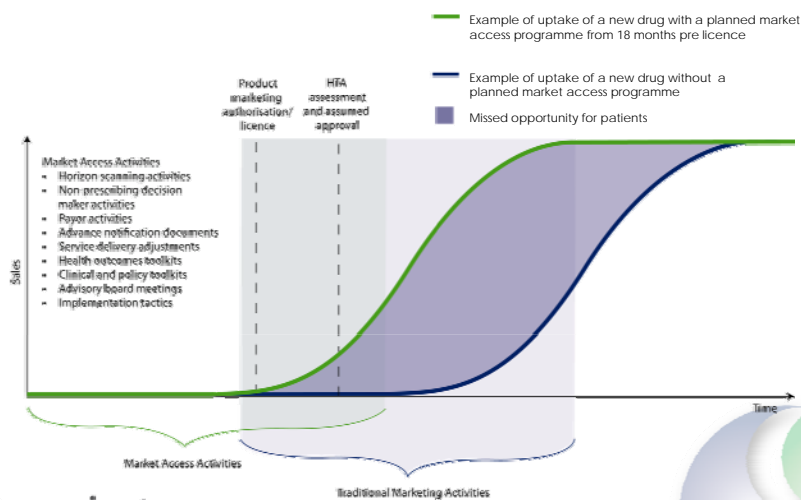


## The role of third -party consultancy agencies - market access

- Compilation of market access information
  - Advance communication of key details about a drug to commissioners
  - Drugs not yet in the NICE appraisal system
  - Facilitate planning for potential impact on, for example, service capacity
- Facilitation of dialogue between the NHS and industry
- Consultancy to both parties



## Why market access?



## The role of third –party consultancy agencies - patient access schemes

- Consultancy to industry as to the feasibility and practicalities of various schemes
- Facilitation of advisory board meetings and other customer facing opportunities with the RIGHT customers
- Ability to refer to what has and hasn't worked before (experience)
- Liaison with PASLU
- Work with end users to ascertain resources required for the administration of PASs



## The role of third – party consultancy agencies

To fulfil the role agencies need to:

- Understand the differing needs and attitudes of the NHS organisation and the drug company
- Have a detailed knowledge of:
  - The ABPI Code, which regulates all promotional and some non-promotional activities undertaken by the pharmaceutical industry
  - The professional ethos of NHS staff
- Understand the workings of the NHS and the constraints on health professionals' time and other resources
- Therapy area knowledge



## Preconceptions that NHS and pharmaceutical industry staff have about each other

	NHS views of industry	Industry views of the NHS
Positive	Innovative Forward thinking Proactive Supportive Informative Organised Respectful	Innovative Forward thinking Committed Approachable Aware of NHS limitations Organised Respectful
Negative	Pushy Insensitive Inflexible Aggressive (in marketing) Irritating Untrustworthy	Obstructive Outdated Inaccessible Mistrustful Disorganised Uncooperative



## The potential benefits of working with third – party consultancy agencies

- Facilitate and mediate collaborative ventures to improve patient care
- Bring specialist knowledge and skills to the negotiating table
- Help NHS teams and drug companies forge and maintain effective working relationships

