



CASE STUDY

RAPID MARKET ACCESS INFORMED BY DEEP INSIGHT

4 Nations, 8 Key Localities, 16 Workshops, 40+ Participants all in less than 4 weeks

THE PROBLEM

As part of developing their Market Access Strategy, one of our key clients was looking to gain immediate in-depth knowledge and understanding about the commonalities and differences between Treatment Centres across the UK with respect to the implementation of a Nationally defined surgical care pathway.

OBJECTIVES

Gain in depth insight into the Care and Funding Pathways which are currently in operation across a representative range of UK Trusts, from well set-up specialist centres to smaller locality units.

Key areas of interest included:

- In-depth mapping of Care Pathways across selected localities
- Patient journeys and touchpoints through care systems
- In-depth mapping of Funding Streams
- Variations in approach across different localities, including interpretation of National Guidance
- Therapeutic decisions and the rationale underpinning them
- Blocks and enablers, including budgets, workforce, financial incentives, and capacity
- Four Nations variability
- The interplay between Primary and Secondary Care
- Mapping and understanding of potential future states, including defining "Service Excellence"

OUTCOMES

Within 4 weeks of commencing our client received a detailed report with fully referenced supporting information on the following key summary topics:



Key Themes and Observations



Key Blocks and Enablers



Funding and Performance



Therapeutic Decisions



Trust Views on what is "Different and Special"



Impact of Covid



Exemplar Pathways - What does Excellence look like?

SOLUTION

Apodi deployed their **Insight SPRINT** solution, which is a programme of Market Research delivered via the following methodology:



Over a 4-week period Apodi were able to engage with over 40 Healthcare Professionals from 8 key centres across the 4 UK nations to deliver 16 workshops in total.

Participants in the workshops included consultants, surgeons, nurses, pharmacists, commissioners, and primary care decision makers so that wide ranging and multiple perspectives were taken into consideration during the process.

RESULTS

In just 4 weeks Apodi generated deep insight into critical areas of the surgical care pathway. This was achieved across different localities and highlighted the commonalities and differences in their implementation, including:

- Local variations and models of care pathway implementation.
- Different interpretations of pathways and how effective each approach was in delivering high quality results.
- The NHS roles deployed to deliver critical areas of care.
- The key blocks and enablers to patient access to treatment and how these might impact on our client's future brand launch.

This information was then used by our client to shape their Market Access Strategy.

APODI RESOURCE LIBRARY

Apodi has over a decade of experience in identifying and implementing innovative access strategies for our pharmaceutical clients that drive appropriate access to their medicines and transforms patient lives. Here are some of our findings and best practices:



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For more information about how we work with our clients, click here: [Welcome to Apodi](#)