



# PATIENTS ARE WAITING

Speed is everything:  
Implementing your  
Patient Programme  
with haste

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# Introduction

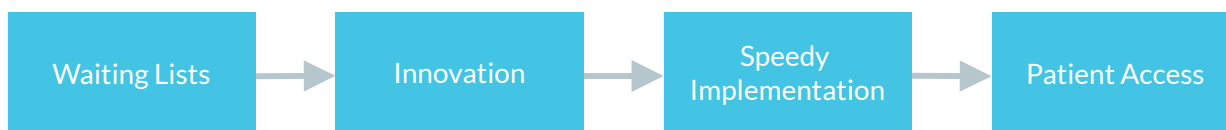
A recent excellent article was published on Politico.eu by Teresa Graham, CEO, Roche Pharmaceuticals entitled **'Speed is Everything for Patients: Together we can bring Medicines Faster'**.

The article specifically focuses on speeding up the process of bringing new medicines to market and quotes a colleague with a sick daughter stating *"speed, time and hope are all people have"*.

At Apodi, we are dedicated to driving access to medicines and services **post** new medicines being brought to market. We believe the main theme of the article (speed) is just as relevant to this part of the product lifecycle.

# Innovation Only Matters If It Reaches Patients

Pharmaceutical companies are increasingly turning to innovative Patient Support Programmes to ensure patients can benefit from their medicines. This is a very positive development – what is not so positive is how long it can take to bring these innovations to market.



Where Patient Support Programmes focus on patients on waiting lists, a sense of urgency is required given the impact on patient care – but this is not always the case. The time taken to implement Patient Support Programmes varies hugely from programme to programme, company to company, trust to trust. Why the difference?

# The Difference – Quality of Project Management Resource

Speedy implementation depends on three key stakeholders getting their act together – the third party supplier, the pharmaceutical company and the NHS Trust. Ideally, effective Programme Management resource will be deployed within all three stakeholders but this does not always occur.

As a minimum, the third party supplier and the pharmaceutical company must identify and deploy **quality Programme Management resources** to make things happen within their respective organisations and beyond.

In our experience, great Programme Managers initially focus on the strategic imperatives that drive implementation at all stages of the set up process. These are as follows:

## 1. CREATING A SENSE OF URGENCY

Developing the right programme theme can capture the imagination and attention, as well as inspiring key contributors to dig deep and produce their most powerful work. It has to resonate and feel important. How about a theme of:

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## 2. EXPERT PROGRAMME MANAGERS

Great Programme Managers navigate overly complex and bureaucratic processes and those people that hide behind them efficiently and professionally. They have the experience to know what work is necessary and how long it should reasonably take. As a result, they are able to hold people to account.

## 3. SIMPLIFYING THE SCOPE OF THE PROGRAMME

Complexity is the enemy of speed and effective implementation. Great Programme Managers ensure that the scope of the programme is eminently implementable and isn't placing unnecessary and unreasonable demands on busy executives within key stakeholders. Poor Programme Managers seem to be particularly skilled at introducing complexity into almost everything they touch.



As Steve Jobs stated: *"it takes a lot of hard work to make something simple, to truly understand the underlying challenges and come up with elegant solutions... simplicity is the ultimate sophistication"*.

# It is in the Interest of All Parties

A requirement for speed, the essence of Teresa Graham's article, will easily be understood by the 7 million patients on NHS waiting lists in the UK. The requirement also should act as a clarion call to:

- Pharmaceutical companies who depend on speed to drive access to its medicines.
- The NHS who desperately need a reduction in waiting lists.
- Third Party Suppliers who need to adequately support and guide their clients through the implementation process.

The alternative is a wasted opportunity with costly delays, unnecessary work and bureaucratic nonsense.

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