

Engagement with Multi-Disciplinary Teams (MDTs)

INSIGHT



ACTION



IMPACT



THE IMPORTANCE OF MDTs

MDTs bring together different skills and expertise to meet the health and care requirements of patients with complex needs. They are often composed of multi-disciplinary roles such as consultants, nurses, radiologists and surgeons (both junior and senior staff members).

MDTs can play a very important role in determining the appropriate treatment of patients within these more complex care pathways.

Given this, pharmaceutical companies need to determine the most effective engagement strategies with MDTs to meet their objectives of driving access to their medicines and services, improve patient outcomes and experiences, and to provide the NHS with much needed help.

MDTs – MARKET RESEARCH

MDTs are often able to provide considerable insight into many of the key challenges faced by pharmaceutical companies pre and post launch of medicines.

Engagement with multiple MDTs will highlight regional differences in approach and help the development of effective care pathways that will drive optimum patient outcomes and experiences.

PROMOTIONAL ACTIVITY – THE CLINICIAN VIEW

The feedback Apodi has received from clinicians is that MDTs should be “*pharma free zones*”. That is pharma should leave the MDTs to get on with their job with minimal input – occasionally there may be opportunities to present to them as a specific promotional activity but these are relatively rare.

WHAT CAN PHARMA DO?

Here is a programme of activity that can be undertaken by pharma to ethically engage with an MDT:

1. Identify the MDT and its members.
2. Identify the most influential members and map the relationships.
3. Develop an engagement strategy with each of these members.
4. The strategy should be ‘value’ based – what can pharma provide to help the member and therefore the MDT deliver better patient care? For example, extra information and education, patient programmes, additional resources.



APODI INSIGHT SPRINT

The Apodi Insight SPRINT Programme engages with MDTs across the country to ensure that our pharmaceutical clients access this rich source of data and information quickly and efficiently.

The Apodi Insight SPRINT programmes help clients drive access to their medicines and services, improve patient outcomes and experiences, and provide the NHS with much needed help.

To learn more about the Apodi Insight SPRINT programme and how we work with our pharmaceutical clients, visit our website www.apodi.co.uk or email us at info@apodi.co.uk.

INSIGHT
FROM THE
FRONT
LINE

