

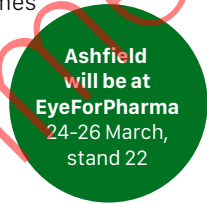
Ashfield Healthcare – supporting customer and patient outcomes

Ashfield Healthcare offers a wide range of tailored solutions through its unique multi-channel approach to specialised healthcare services. But what makes these services unique? Helen Miles explains

Ashfield Healthcare is an innovator in the new world of multi-channel services. We strive to create optimal solutions to each individual client’s problems using differing approaches in a constantly changing and complex environment.

At Ashfield Healthcare our multi-channel services include:

- Field-based dedicated sales teams
- Field-based syndicated sales teams
- Contact centre and remote e-detailing teams
- Concierge staff (appointment booking and stakeholder mapping)
- Medical information specialist teams
- Patient adherence and patient support programmes
- Tele-health and tele-consultation services
- Field-based nurse advisor services
- Clinical education and mentorship services
- Clinical trial support services
- E-medic remote services
- Medical communications expertise



These services can be developed, either as standalone or as part of a multifunctional approach, supported through our in-house, bespoke, multi-channel CRM, which has the ability to link to client systems. This allows us to offer a tailored and truly joined-up approach, ensuring the right messages get to the right customers and patients at the right time.

We can achieve this by adopting the mantra of listen, learn, engage and evolve:

| Listen | Learn | Engage | Evolve |
|--|--|--|---|
| We gather insights on our target audiences | We use these insights to understand the optimum relationship between pharma and its stakeholders | We focus on sharing value, explaining in detail why we are recommending the mix of multi-channel services as optimal | We adapt to shifting audience needs, offering flexibility around the implementation and delivery of services to continually provide value |

Your syndicated service targeting UK GPs is unique – what does this offer and how does it work as part of your multi-channel service?

The syndicated sales model in its purest form represents an opportunity for a brand team to promote a single product across a full UK market footprint without carrying the significant costs and attendant risks of a

similarly sized dedicated sales team. Whether the client is a new start-up or an established blue-chip pharmaceutical company, the syndicated model provides the financial reassurance that gives brand teams the confidence to commit to the successful delivery of their brand plans.

It is now very common for our six syndicated teams to begin new client projects supported by the services of our call centre teams (for depth and breadth of access to healthcare professionals who have a preference for less conventional contact with the industry), as well as concierge services (to drive access for identified HCPs).

What do your specialised services offer to customers and how does this activity set you apart from other commercial and medical services companies?

Our nursing services offer a truly bespoke, patient-centric and quality-focused solution. In their recent assessment of Ashfield Healthcare’s services, the Care Quality Commission commented that we secure high standards of nursing care by creating an environment where clinical excellence can do well, and that arrangements are in place to ensure the quality of care, treatment and education provided is regularly checked and monitored.

Tell us some more about Ashfield’s mission and values

With more than 5,500 employees across 22 countries, we are united by a single mission: to partner with our clients to improve lives by helping healthcare professionals and patients get the medicines, knowledge and support they need. Our aim is to be the international outsourcing partner of choice for the pharmaceutical industry.

Helen Miles is business development director at Ashfield Healthcare

For further information, please visit: www.ashfieldhealthcare.com