

GK Health



gk strategy
strategic research and communications

the UK health and care environment is rapidly evolving

A more complex health system demands more clarity in communication. GK Strategy enables organisations to communicate clearly, transparently and credibly.



Phil Hope

*GK Associate
Former Health Minister
and Visiting professor,
Imperial College, London*

the health and care landscape: 2020 and beyond

The road to collaboration,
integration and prevention

The developments shaping the long-term future of our health and care system in England – decentralisation, integration and prevention – are taking place primarily in response to the financial pressures on the NHS of a growing and an ageing population.

These developments are rooted in learning from a series of vanguard programmes that have demonstrated their efficacy in reducing unnecessary costs, particularly by reducing unplanned admissions to hospital and excessive lengths of stay.



It remains important that all organisations in the health ecosystem pause to take stock of where policy and transformation is leading us whilst remaining adaptable to meet the risks and opportunities that may come over the next five years.



In addition, the success of the NHS Long-term Plan is reliant upon adult social care funding not imposing any additional pressure on the NHS. That pressure at a time of severe cuts in social care spending sits alongside heightened public concern about the unfairness in the current system and has placed action to create sustainable funding of social care much higher on the national political agenda.

The landscape is evolving at a time of high political uncertainty and unprecedented levels of risk to the health and life sciences environment from the UK's withdrawal from the EU and public funding allocation.

The structural reforms outlined above will go ahead regardless of wider uncertainties, but their success will depend on both clear and consistent support from the Government, and active engagement from all stakeholders - public, private and voluntary sector - to actually make them happen.

It's remains important that all organisations in the health ecosystem pause to take stock of where policy and transformation is leading us whilst remaining adaptable to meet the risks and opportunities that may come over the next five years.

who are we?

GK is an independent communications agency with a strong heritage and expertise in health and care.

Communications, public affairs, market access, brand, risk, research and digital intelligence are no longer separate disciplines but interconnected and interdependent.

GK Strategy thinks differently. Our mantra is research-led strategy and we use our expertise and research capabilities to generate **insight**, devise **strategy** and create the **impact** that delivers against our clients' strategic objectives.



what we do

Health and care organisations make up GK's largest client segment, so we understand that the evolving healthcare environment demands a flexible and innovative approach, underpinned by our industry-leading policy expertise.

The diversity of our service offer and our health portfolio means we approach opportunities and challenges with the broad perspective that our increasingly integrated health system requires.

We understand how decision makers and influencers in the health market operate and are experienced at working with highly regulated and high growth businesses to help them navigate complex markets and relationships.

We specialise in assisting companies, member bodies, charities and providers to achieve their strategic objectives by engaging and partnering with the NHS, arms-length bodies and local, regional and national government.

GK Strategy's methodology enables us to truly understand our clients' requirements and undertake activity that delivers results against key performance metrics.

Every organisation has different needs, but we tailor our insight, strategy, impact method to maximise outcomes.



insight

Our sector-leading health policy and regulatory insights team provide due diligence and market mapping to help achieve:

- Clarity on your immediate priorities and an understanding of your longer-term corporate and commercial objectives
- Analysis of the healthcare, policy and regulatory environment and how this will impact upon strategic priorities
- Identification of the key stakeholders and competitor activity
- An evaluation of risk and opportunities
- Recommendations for external communications and engagement



strategy

Translating insights and understanding into an external influencing strategy:

This is a crucial stage, often over-looked, but essential to get right. GK would work in tandem with your team to undertake:

- A review and evaluation findings from the insights stage
- A strategy and messaging workshop to prioritise the need for external engagement to support market access, government affairs or corporate communications
- Strategic counsel with GK's Health Associate's, such as former Health Minister, Phil Hope and former Chief Secretary to the Treasury, Rt Hon David Laws
- Achieve agreement with heads of departments about resource, role and responsibilities, external communications tactics and a detailed workplan

impact

Outcomes that align with strategic imperatives:

Strategy is implemented in close coordination with your team and examples of the impact our activity achieves includes:

- Research and due diligence that delivers clear recommendations on the risk opportunities associated with various scenarios
- Relationships established and stakeholders mobilised to support campaigns and key policy asks
- Content developed and coverage secured which shifts the dial on perceptions and awareness
- Qualitative and quantitative data that supports a rationale for change within the health landscape
- Technical advice to support shaping of policy and guidance

our services

- ▷ Government relations
- ▷ Health-targeted public affairs
- ▷ Due diligence
 - Political, policy and regulatory due diligence
 - Environment, Social and Governance due diligence
 - Commercial and digital due diligence
- ▷ Policy development and thought leadership
- ▷ Media relations including issue and crisis communications
- ▷ Market access support including understanding the commissioning landscape; Mapping of payers; and HTA policy insights and analysis
- ▷ Perceptions audits
- ▷ Corporate risk and opportunities gap analysis
- ▷ Strategic advice on how to maximise a digital agenda

who we work with



For examples of our case studies please visit gkstrategy.com

testimonials

The Shelford Group

"The Shelford Group has a long standing relationship with GK Strategy. Our Group has always found the political analysis and tailored briefings from GK valuable in providing insight into policy priorities across health and life sciences. This includes drawing on an advanced knowledge and spectrum of relationships across the wider Westminster polity to frame them within a wider context.

In addition to this we continue to welcome the personalised nature of the GK offer. This ranges from the engaging approach of their executive through to the talented team who work with our leadership team to including NHS Chief Executives, Medical Directors and Chief Nurses."



Nick Kirby,

Managing Director, The Shelford Group (Ten of the largest teaching and research NHS hospital trusts in England)

Vifor Pharma UK

"Vifor Pharma UK has employed GK Strategy as our policy and government affairs agency since 2016 and their work has been invaluable in supporting our patient access and communications teams to devise and deliver strategic campaigns which support the commercial objectives of our business.

We work with GK as though they are an extension of our team and I would recommend them to other organisations operating in the healthcare environment"



Ilana Lassman,

Government Affairs and Policy Manager, Vifor Pharma UK

Richmond Pharmacology

"Richmond Pharmacology are the UK's leading early-phase clinical research organisation. Our client base is global and so it is essential that we work with a range of partners to promote our specialist offer and the wider benefits of undertaking early-phase clinical research in the UK. GK Strategy have played a key role in helping us achieve these objectives. In particular they have assisted us to formulate key messages on our offer, helped establish high-level relationships with central government and regulatory decision-makers and influencers and crafted powerful content that makes an impact with our target audiences."



Dr Ulrike Lorch,

Co-Founder and Medical Director of Richmond Pharmacology



gk strategy
strategic research and communications

For further information,
please contact:

Joe Cormack

jocormack@gkstrategy.com
0207 340 1150