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**Key Specialisms**

Healthcare

**Brussels Office Since**

2016

**Number of Public Affairs Consultants**

10 in Brussels and 42 across the Group.

**About Incisive Health**

**Firm Description**

Incisive Health is an award-winning healthcare policy and communications consultancy. We deliver the results that matter for our clients and – ultimately – for the patients they serve. Our multilingual, multinational team of experts, based in Brussels and in London, knows how to cut through the noise to deliver real change, improving results, enhancing reputation and changing patients' lives. As specialists in health, we understand the detail but can see the big picture. We know how to change minds, mobilise advocates and deliver results. Our work has changed policy and transformed lives.

**Ownership Structure**  
Part of UDG Healthcare plc.

**International Structure**  
As health problems do not respect borders, clients and patients often face similar issues in many different countries. We help clients deliver a consistent approach – informed by high quality strategic insight – to addressing these issues, while ensuring that it is tailored to reflect national circumstances. When on-the-ground implementation is required, we put our clients' country personnel in the driving seat, enabling them to select their preferred local providers who we will then partner with. Alternatively, to deliver their brief, we can create a bespoke team blending the skills of our team with our network of advisors in key markets.

**Key Strengths**

Our services range from market access communications and strategy development through to media campaigns and clinical advocacy, all underpinned by a deep understanding of health policy and politics. Every client's problem is unique, so the programmes we create are tailored to deliver on their ambitions. Our team's experience and expertise allow us to focus on the interventions that will make the difference. We have developed a series of methodologies which create the firm foundations for creative strategies, impactful programmes and exceptional results.

**Key Clients**

AbbVie, Astellas, Edwards Lifesciences, European Federation of Pharmaceutical Industries (EFPIA), European Federation of Neurological Associations (EFNA), Illumina, Norgine, MSD, Roche, Stryker, Takeda, Wolters Kluwer.

**Thought Leadership**

At Incisive Health, we pride ourselves on our insights and are not afraid to give our opinion. Our team is passionate about what they do: interrogating the latest policy developments and understanding what they mean for our sector – and for patients. You can find all our blog posts on our website.

# 5 key healthcare policy challenges

Looking ahead to the 2019-2024 EU legislative period, what are the key healthcare policy challenges that we need to overcome to ensure better care for Europe's citizens? Health policy consultancy **Incisive Health** has identified the big five topics to spark this conversation

DIGITALISATION OF HEALTHCARE

## 1. Unleashing the potential of digital health

**What is needed**



A greater degree of interoperability between the IT used by healthcare systems and eHealth services

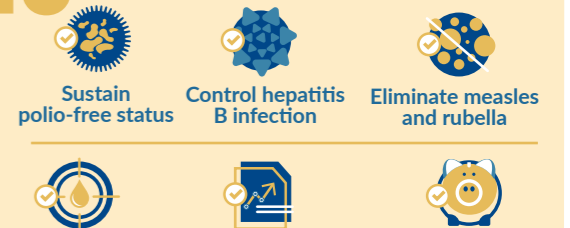
A much greater degree of investment in the digital infrastructure of healthcare systems

Robust methods of assessing and approving effective digital health technologies which bring added-value to people and protect their data

COMMUNICABLE DISEASES & VACCINES

## 2. Effectively communicating the value of vaccines

**What is needed**



Sustain polio-free status

Control hepatitis B infection

Eliminate measles and rubella

Meet regional vaccination coverage targets

Make evidence-based decisions on the introduction of new vaccines

Achieve financial sustainability of national immunisation programmes

PATIENT-CENTRED HEALTHCARE

## 3. Putting patients in the driving seat

**What is needed**



Time and resources - to train healthcare teams

Support for patients - to empower them to take control

Joint learning - to explore new avenues to care including in the digital space

VALUE OF INNOVATION

## 4. Recognising the value of innovation

**What is needed**



As the proposal on EU Health Technology Assessment (HTA) is debated, it will be important for all HTA processes to reflect the complexities of valuing innovation without putting in place unnecessary barriers to patient access

DIVERSITY & EQUALITY

## 5. Exposing and overcoming the many faces of health inequality

**What is needed**

Incisive Health wants to bring different groups together to tackle inequalities in health, thereby improving the quality of prevention, diagnosis, treatment and care for everyone in Europe

Need support overcoming any of the above challenges? Contact Incisive Health for more information



[www.incisivehealth.com](http://www.incisivehealth.com)

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