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UK Private Healthcare Market: A Key Opportunity for Your Business

Have you considered the implications of the Private Healthcare Market in your market access, brand and strategy plans?

- The on-going **NHS crisis** is expected to drive growth in the UK private market with cross party-political consensus to utilise private healthcare to reduce he backlog of care. Over the next 5 years, the UK private acute healthcare market is forecasted to **steadily increase.**
- Oncology is recognised as a key growth area in the private market due to a strong demand from private patients/payers. Key partnerships between providers Bupa/HCA in breast cancer; HCA/The Christie; Genesis Care, highlight opportunities for life sciences industry to collaborate with private market stakeholders.
- Private Medical Insurance (PMI) is by far the largest funding source for UK private healthcare with its top players including Bupa, AXA PPP, Aviva and Vitality, accounting for ~90% of the UK market.
- Whilst PMI and private providers are unique to the private market, key prescribers and HCPs overlap with the NHS; an opportunity to improve patient access to innovative treatments via private providers.

Key opportunities

Key opportunities the Private Healthcare Market can bring:

- The potential opportunity for the Life Sciences Industry to capture up to 10% of total revenue within the private sector.
- The opportunity for the private market to catalyse and accelerate the activation of a much larger opportunity in routine NHS commissioning.



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IQVIA UK Private Healthcare Market Insights: Providing optimal market access strategies for Life Sciences



Landscape assessment

Understanding of the UK private sector commercial process, timings, policy, priorities and manufacturer requirements in order to optimise business decisions.

Review of available intelligence and datasets Understand the market dynamics (i.e. NHS / 'out-of-pocket' / insurer), potential patient flows and market trends over time to 'qualify' the market opportunity.

Stakeholder engagement and insights Provision of identification and engagement with private providers and insurers to drive insights and a 'real-world' understanding of the private market.

Market access and business development strategy Support our clients in creating private market access strategies, value propositions and engagement plans to optimise launch excellence.

Training and Development

Provide workshops and training sessions on the private market to ensure our clients include the private market within their UK 'go-to-market' strategies.

To learn more about how we can help with your brand and strategic planning, please contact IQVIAMAPA@iqvia.com

CONTACT US

X: @IQVIA_UK | LinkedIn: IQVIA UK & Ireland