

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 the 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.



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



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

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