

Why is everyone talking about Julian Given's CCG presentation?

Delegates attending the Wellards forum on market access were presented with a powerful lesson in what to bring to clinical commissioning groups (CCGs) to engage.

His message is that not only clinical data, but the NHS's own outcomes, performance and planning data is crucial to both engaging with the NHS and selling products and services.

These include:

- CCG allocation per head
- cost of long-term condition patient
- PBR tariff prices and codes for associated services
- HES statistics for affected clinical areas
- CCG and quality, innovation, productivity and prevention plans

Wellards link: [Commissioning for value](#)

Wellards link: [Julian Given on approaching CCGs](#)

Wellards link: [Ex-CCG manager explains how to use CCG information sources](#)

Wellards link: [Commissioning](#)



How should companies approach CCGs?



'Using information from different sources to develop a credible reason to meet clinicians, commissioners and other relevant individuals within the health service is an important activity for sales staff.'

'A single argument is never enough to change commissioning or procurement policy, and in particular it is not enough to say "use our product and you'll see fewer admissions".'

'What is required is an analysis that includes the potential **system benefits of using a product**. These might include reduced costs and fewer problems in a range of areas — for example, reduced admissions will likely lead to lower numbers of healthcare-associated infection.'