



MCA Awards 2018 Finalist

Strategy

Deloitte with Merck Sharp and Dohme

Since 2015, Deloitte has been supporting the pharmaceutical company Merck Sharp and Dohme (MSD) with the creation and implementation of a new strategy to build market insight and generate a new kind of relationship with its NHS customers. Insights for Care (IfC) is a pioneering Birmingham-based public-private sector research collaboration in diabetes and lung cancer management. It analyses patients' health data to reveal new insights on 'real-world' treatments and their outcomes that are already helping the NHS to improve patient health, reduce costs and introduce new treatments more quickly.