

The New NHS and What It Means for Medical Sales

Advance.

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April 26, 2013, 10:50 am -- /[EPR NETWORK](#)/ -- The coalition government have tried twice now to privatise the NHS as part of their plan to make changes to the way it works. These changes come as cuts need to be made to the NHS's spending. Yesterday, 24th April 2013, a meeting was set in The House of Lords for ministers to vote on competition within the NHS after Labour accused the government of bringing in privatisation at an alarming pace.

This introduces new challenges for the medical sales industry. Nick Langley, founder of the specialist recruitment agency [Advance Recruitment](#) explains:

"Right now the NHS is making more news headlines than ever. The 'New NHS' came into being at the start of April and the companies selling into it are having to adapt."

Nick also explains that medical device companies will now face problems with selling to the NHS.

"The problem is that selling into the NHS used to be relatively straightforward. A medical sales rep would demonstrate their product to a clinician and if they liked it, they would place an order. Now though, the sales process is complicated to say the least and the key issue is for medical sales executives to identify the key decision makers."

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