



Press release

For immediate and general release

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New contract sales teams from NSHI

Kim Whaling and Chris Hodgson have been appointed Directors of National Services for Health Improvement Ltd, to head up a new Contract Sales division. Kim left her role as National Sales Manager at Teva UK Limited to join Chris Hodgson, formerly Business Development Director with Innovex UK Ltd. Together they have created a CSO – with a difference.

“This is a tremendous opportunity for Chris and I to respond to customer’s sales needs,” said Kim. “Our first team is already in place and achieving outstanding and consistent KPI delivery. NSHI customers already enjoy really high standards of service and people from our nursing advisor division. I can guarantee they will be impressed with what we can offer for contract sales teams.” Kim has 15 years’ experience on the customer side in her senior role at Teva, building sales teams from start to finish – recruiting, training, deploying and managing. “It’s where my passion lies and I know first hand that there is a gap in the market. When the opportunity came to do something about it – and with Chris too, it made perfect sense to act.”

For the last 6 years Chris Hodgson has been involved in managing contract sales. He understands only too well what the customer needs and now feels he has the opportunity to provide the optimum solution. “Companies decide to outsource some or all of their sales function for a variety of reasons. It’s essential they do so with an organisation that stays close to the customer and the patient,” he said. His knowledge of the respiratory market has been put to excellent use in the development of a unique software solution designed as a ‘guided consultation’, which ensures patients are treated in line with NICE guidance.

“Keeping the patient at the heart of everything that NSHI does is important,” Chris commented. “Kim and I know very well that outsourced sales teams need to interlock seamlessly with the culture of the organisation. The market is changing and we are delighted to respond to these changes with what we know is exactly what customers want. We have been particularly impressed with the calibre of sales people wanting to join us to be part of NSHI’s reputation for expert knowledge. They appreciate that we take their individual professional development to heart and encourage specialised learning and qualifications so that they, the customer and ultimately the patients can benefit.”

Every NSHI contract sales person is expected to achieve diploma level qualifications in their particular disease field, to add to their specialist experience.

“The combined experience of Kim and Chris makes our CSO a formidable force in the market and I’m delighted with this significant development for our customers,” said Eddie McKnight, Managing Director of NSHI as he welcomed his two new Directors. “Businesses come to rely on the quality and integrity of our people and know that they can depend on us for a cost-effective and expert solution. Having sales teams with an advanced level of knowledge in

their specialist field is a key differentiator that both the NHS and the pharma companies will benefit from. NSHI clients know that we are indeed certain to deliver – and trusted to fit. It was customers using our nursing advisor services who asked us to provide contract sales people at the same high service levels that they enjoy. We have responded with a new division and a winning combination that is already delivering results.”

Readers wanting to know more can contact Kim and Chris on 01322 312051 or by Email on salesteams@nshi.co.uk.

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Further information

National Services for Health Improvement (NSHI) has a specific focus on delivering improved patient outcomes in healthcare. The management team have designed and delivered nurse and IT services to over 10,500 practices in the UK on behalf of a variety of NHS and pharmaceutical company customers. They work closely with key opinion leaders within their respective field of medicine in order to produce high quality educational material for stakeholders within the Primary and Secondary Care environments.

Their publishing division produces a range of NSHI textbooks covering the latest developments and guidelines in therapy and non-therapy based education. NSHI strives to help all healthcare professionals keep up to date with the latest advances. The Health Academy (www.healthacademy.org.uk) is an E-learning resource created to enable practice managers, nurses and anyone involved in primary care management to fulfil their CPD requirements easily and effectively.