



healthXbridge

■ CAPABILITY BROCHURE

Developing confident, system-aware teams to succeed in modern healthcare

The bridge between two worlds

A neutral, trusted partner between pharma and healthcare

We provide unique insight, integrity and impact on both sides of the relationship between the pharmaceutical industry and healthcare.

Our team is deliberately built to reflect modern patient care: Integrated Care Board leaders, national transformation experts, pharmaceutical physicians and global leadership development specialists.

Every programme is co-created, never off the shelf — capability, educational and strategic development built with pharmaceutical teams and healthcare professionals.

OUR MISSION

Raising standards across healthcare and pharma — replacing outdated skills training with relevant, whole-system, credible solutions co-designed and delivered by influential system leaders.

The system your teams were trained for has been redrawn around neighbourhoods



Care has reorganised

Care is reorganising around neighbourhoods, not hospitals. Value is measured through prevention, community pathways and system outcomes — not activity.



Influence has shifted

Decisions have moved from individual clinicians to Integrated Care Boards, neighbourhood clinical leads, community services and local authorities.



Relevance has been redefined

Industry relevance now depends on demonstrating contribution to system outcomes — reduced admissions, shorter length of stay, recovery at home — not just clinical efficacy.

■ Is your team ready for this?

Every challenge we solve traces back to the same system-knowledge gap



Healthcare system change has outpaced internal knowledge

Commissioning, integrated care and access mean navigating complexity, funding pathways and system decision-making.



Traditional engagement models are no longer fit for purpose

Engagement fails when it does not align with hospital and clinician decision-making — including the NHS Neighbourhood reforms.



Training content and strategy have become outdated

Professional development needs shaping by system leaders to remain commercially relevant.



The capabilities required to succeed have changed

Medical affairs now demands deeper system insight, strategic leadership and partnership.



High activity is producing limited traction

High resourcing with limited prescribing impact, driven by system complexity and demands.



Unclear roles create duplication, gaps and tension

Blurred boundaries between MSL and sales-team roles blunt the impact of both.

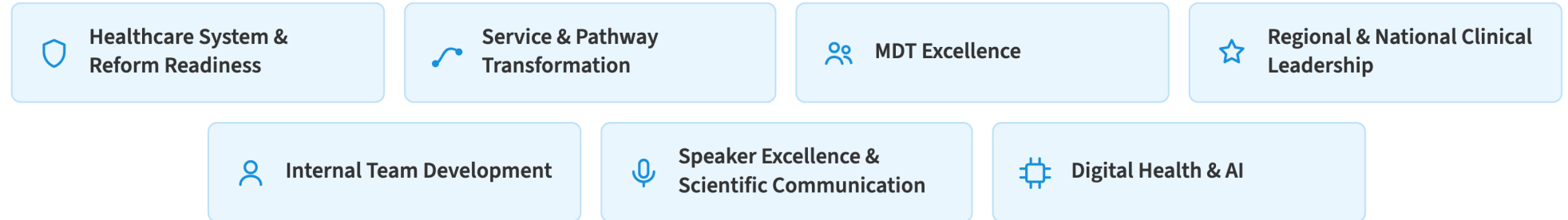
The commitments that separate us from generic training vendors

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- 01** **Credible faculty**
We replace career trainers with a curated faculty of credible, experienced system leaders.
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- 02** **Whole-system design**
We replace “upskilling” with root-cause, whole-system development that builds highly capable, system-ready teams.
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- 03** **Capability-led development**
We build capability that sticks — embedded in how teams work, not lost when the workshop ends.
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- 04** **Genuine neutrality**
We are a neutral, trusted bridge between pharma and healthcare — never conflicted, always credible.
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- 05** **Co-created, never copied**
We do not copy and paste. Every programme is co-created and custom-made to tackle real-world system challenges.
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- 06** **Value beyond the medicine**
We help pharma teams demonstrate value beyond the medicine — building partnerships that transform healthcare systems.
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OUR PROGRAMMES

One coherent offer: seven capability areas, three flagship programmes

The breadth of what we cover



Flagship example programmes



In-person, virtual & hybrid | Single workshops to multi-module programmes | UK & global reach | **Bespoke builds available**

Eight pillars of capability, one credible faculty

01 

Senior Leadership & System-Level Expertise

Credibility and insight at the very top of the system

- Former NHS Directors, ICB CEO, Trust Chief Executive & national programme leaders
- Direct experience establishing ICBs; chair-level roles incl. Genomic Medicine Service Alliance

02 

Strategic Commissioning & System Transformation

Accelerates commissioning maturity, integration & outcomes

- Leading commissioning reform & purchaser-provider split design
- Large-scale modernisation; shaping viable ICB blueprints

03 

Complex Programme Delivery & Multi-Agency Leadership

Alignment, pace & delivery confidence in complexity

- Large, complex, multi-agency programmes across health systems
- Cross-sector partnerships: regulators, politicians, clinicians

04 

Leadership Development & Facilitation Excellence

Builds confident leaders who drive transformation

- Expert facilitators blending real NHS leadership with systemic coaching
- Simulation learning, e.g. Westminster training with Baroness Cumberlege

05 

Culture, Team & Organisational Development

Embeds sustainable change & system-wide collaboration

- Extensive organisational & cultural transformation experience
- High-trust environments balancing challenge, support & effectiveness

06 

Mentorship & Executive Support

Strengthens leadership capability at the highest levels

- ICB and Director-level coaching for senior leaders
- Trusted advisors to executive teams navigating reform

07 

Stakeholder Engagement & Partnership Working

Fast buy-in and collaborative delivery

- Deep engagement with heads of service, clinicians & regulators
- Relationships across ICBs, national organisations & industry

08 

Digital, Data & Programme Infrastructure

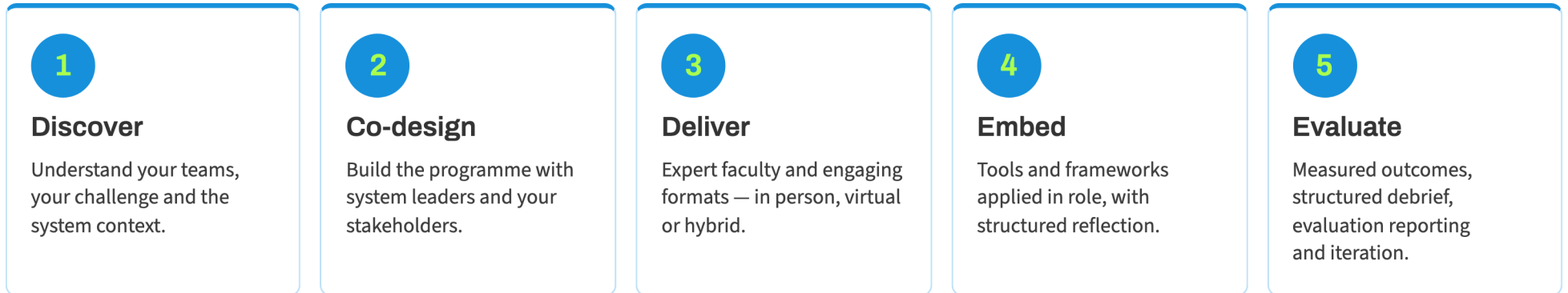
Structured, data-informed, scalable delivery

- Capability & leadership diagnostics; behavioural insight tools
- Workstream & programme tracking systems

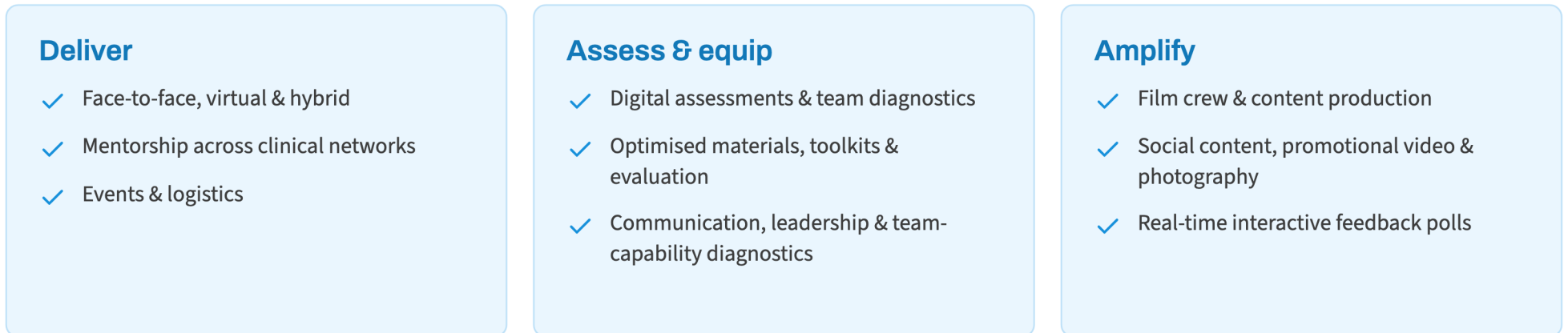
■ HOW WE DELIVER & DELIVERY OPTIONS

From discovery to measured outcomes — and the freedom to mix how we deliver

■ A five-stage process, co-created throughout



■ Pick a mix of delivery options



■ One workshop or a full multi-module programme, one partner — with evaluation reporting as standard.

An Academy of workshops serving both sides of the bridge

A curated library of workshops — mix and match to build a programme for clinical teams, pharmaceutical teams, or a shared cohort.

For clinical teams

- Leading High Performing Teams
- Building psychological safety & trust
- Multi-Disciplinary Team (MDT) Excellence
- Difficult conversations & holding to account
- Language & Communication Mastery
- Collaborative working — leading beyond boundaries
- Service transformation in healthcare
- Action Learning — leading & developing ALS skills
- Systems Leadership Principles — breaking siloes
- Compassionate leadership
- Leading & navigating through complexity
- MDT group coaching

For pharmaceutical teams

- Communication & leadership styles
- Thriving in a digital world
- Healthcare system capabilities
- Commissioning & working with system leaders
- Understanding your team
- How to get your medicine to patients, faster
- Coaching & Mentoring
- Navigating NHS Reforms & Neighbourhood working
- Creating behaviour change
- Influencing & persuading
- Neuro-inclusion in the workplace
- Inclusive leadership

- A range of diagnostic assessments underpins programme design — communication & leadership styles, capabilities and knowledge gaps.

■ OUR TEAM

Built by people who ran the system, not career trainers

Deliberately built to reflect modern patient care — system leaders, national transformation experts, pharmaceutical physicians and global leadership development specialists, all of whom have worked across pharma and healthcare.



Kristine Bloor

FOUNDER & COMPANY DIRECTOR

12+ years delivering high-impact leadership and development programmes across the UK, Europe, Asia and the US for pharmaceutical and healthcare clients. Budgets from £20k to £3.3m. PRINCE2 qualified; ABPI compliant.



Mac McKeever

NON-EXECUTIVE DIRECTOR

Former ICB Chief Executive, NHS Mid & South Essex (£2.8bn, 1.2m population). Led the national NHS Taskforce on Waiting Times; NHS Future Forum member; founding director of FMLM Applied; author of “Pioneers of Reform” for NHS Confederation on behalf of NHS England.

■ STRATEGIC PARTNERS & SYSTEM LEADERS — PHARMA & HEALTHCARE



**Julia
Kernaghan**



**David
Montgomery**



**Jane
Cryer**



**Komal
George**



**Mo
Bury**



**Sheuli
Porkess**



**Ed
Cox**



**Resitha
Airey**

10+ further specialist facilitators and trainers complete the healthXbridge delivery team

Transformation at national scale, proven in practice

42,000

two-year hospital waits cleared by the national NHS taskforce led by our non-executive director



System transformation

Delivering system change nationally · setting up ICBS · unblocking complex bottlenecks · mapping services



Clinical impact at scale

Empowering tens of thousands of clinicians · founding clinical faculty networks · transforming patient care



Leadership & collaboration

Delivering global leadership programmes · enabling collaboration across cities, services & organisations



National influence

Reducing national waiting times via the taskforce · authoring “Pioneers of Reform” for NHS Confederation / NHS England

LIVE PROOF POINT Currently invited to co-create solutions for the Strategic Commissioning Development Programme across ICBS.

CASE STUDY · BAPEN A co-created national MDT excellence programme, rated excellent by clinicians

CLIENT

British Association for Parenteral & Enteral Nutrition (BAPEN)

CHALLENGE

Develop a Clinical Nutrition Team Development Course for hospital teams across the UK.

DELIVERED

A co-created, expert-led national MDT excellence development programme, delivered to 32 clinicians.

IN ONE WORD **empowered** *enthusiastic* **positive** **motivated** *informed*

excited

90%

rated facilitation & delivery “excellent”

92%

met their expectations

84%

relevant to day-to-day clinical work

84%

valuable for clinical practice

80%

will improve patient care

Clients say the work surpassed expectations — in their own words



It has been a pleasure to work with Kristine and HealthXbridge to develop a Clinical Nutrition Team Development Course for hospital teams across the UK. Kristine has been very responsive and helpful at all times and with her expert trainers delivered an excellent team development day with very good feedback from all involved. The day was instructive, challenging and very enjoyable.

Nick Thompson

President, British Association for Parenteral & Enteral Nutrition



The training delivered by HealthXbridge surpassed our team's expectation, which was not an easy thing to do!

The Intestinal Failure Nutrition Support Team, NHS Royal Devon Hospital



A huge thank you to HealthXbridge for their insights and collaboration in designing the team building sessions for our Nutrition Team Development course. Sessions were relevant, interactive and thought-provoking. It's clear that delegates gained a lot from the day.

Jane Fletcher PhD

Consultant Nurse and Honorary Professor

90% of delegates rated our training
“Excellent”

“Thought provoking! Really made me think. Brilliant and enthusiastic speakers.”

The reach, credibility and calibre generic vendors cannot match



Over 20 influential faculty & system leaders with national reputations



Strong cross-system relationships and influence across NHS networks



Access to clinical networks — FMLM, the Female Pharmacy Network, NHS Trusts & ICBS



Proven ability to deliver at pace while raising standards



Track record of transforming leadership capability to improve patient outcomes



Experience developing senior leaders, faculty, clinicians & KOLs



A diverse, modern team reflecting the populations served



Access to high-profile keynote speakers and thought leaders



Multi-lingual, with experience working across international borders

Trusted inside the frameworks a regulated sector demands — not just studied

Our faculty has led organisations accountable to rigorous legal, regulatory and professional oversight — so governance and compliance are built into everything we design.

■ Compliance & governance



ABPI Code of Practice — all client projects fully compliant



Materials certified for non-promotional, promotional & MEG meetings



Deep experience operating in heavily regulated environments



Delivery experts are PRINCE2 qualified



GDPR & ICO compliant — policies available on request

■ Corporate social responsibility

Advancing health equity

Access, engagement & support for underserved communities.

Championing diversity & inclusion

A culture where diverse perspectives are valued.

Ethics & integrity

Transparency, compliance & accountability throughout.

Social value through partnership

Measurable impact with healthcare, pharma & communities.

Environmental responsibility

Digital-first engagement, reduced travel & sustainability.

■ Our value system

Excellence

Evidence-based programmes focused on patient outcomes.

Partnership

Co-creating with healthcare, patient & industry partners.

Inclusivity

Diverse voices represented — reducing health inequalities.

Credibility

Trust built through ethics, transparency & healthcare insight.

■ NEXT STEP

Is your team NHS Reform ready?

Book a 30-minute readiness conversation.

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WEB healthxbridge.com · healthxbridge.com/brochure

LINKEDIN linkedin.com/company/healthxbridge



healthXbridge

Transforming healthcare through strategic collaboration and systemic leadership