



Radiology
Strategy & Performance Ltd

Radiology Strategy • Capacity • Performance Improvement

Insight from the other side of the table.

NHS Radiology Insight. Commercial Impact.

Practical insight from inside
NHS imaging services to help
you make better decisions,
shape stronger propositions
and accelerate impact.





Why commercial teams need NHS imaging insight

The NHS imaging market is complex, pressured and evidence-led. Commercial teams succeed when they understand the real challenges facing imaging services.



01 Real service understanding

Understand pathway and service pressures, scanner utilisation including the impact of downtime, radiology financial income and reporting demand.



02 Stronger value propositions

Frame your offer around measurable operational and commercial impact, with a clear focus on value and value-based procurement.



03 Better stakeholder conversations

Speak credibly with operational, clinical and executive audiences.



04 Sharper strategic decisions

Use practical NHS insight to focus effort, refine messaging and prioritise opportunities.



Where this creates advantage

- ✓ More relevant meetings
- ✓ More credible messaging
- ✓ Better market positioning
- ✓ Stronger propositions and bids
- ✓ Faster progress from conversation to action

“ We help commercial organisations understand what matters inside imaging services, so they can engage with **greater relevance and confidence**. ”



Where we support commercial partners

**Targeted advisory support for organisations
working in, or entering, the NHS imaging market.**



1. Market and service insight

Understand how imaging services are operating and where pressure points sit.



2. Proposition refinement

Shape your offer around operational need and measurable value.



3. Stakeholder mapping

Identify who influences decisions and how to engage them.



4. Commercial narrative

Strengthen messaging for meetings, presentations and proposals.



5. Bid and presentation support

Sharpen tenders, pitches and executive conversations.



6. Strategic advisory sessions

Challenge assumptions, refine plans and focus on impact.

Typical organisations we support



- Imaging suppliers
- AI and digital health companies
- Teleradiology and reporting providers
- Service and outsourcing partners
- Growth-stage and established commercial teams



**Insight that helps your team enter conversations
with clarity, credibility and purpose.**



What we deliver

A practical, commercially focused process
that turns NHS imaging insight into clearer action.



1

Discovery and objectives

Clarify the commercial question, audience and desired outcome.



2

NHS imaging context review

Explore the operational realities, service pressures and market context that matter most.



3

Proposition and messaging refinement

Strengthen how your offer is positioned and evidenced.



4

Stakeholder and engagement recommendations

Identify who to engage, what matters to them and how to approach the conversation.



5

Action summary and next steps

Translate the insight into practical priorities and momentum.

Typical outputs



Executive insight presentations



Commercial opportunity perspective



Refined value proposition



Stakeholder map and engagement advice



Understanding of how Radiology Departments function



Presentations with Questions and Answers session



Prioritised next-step actions

“

*We do not simply share insight -
we help translate it into commercial action.*



Flexible engagement options.



Support can be shaped around a single decision, a defined piece of work, or ongoing strategic input.



Advisory session

A focused session to explore a challenge, test a proposition or prepare for an important conversation.

Outputs

Targeted advice, challenge and clear next-step direction.



Insight review

A more structured piece of work to understand context, pressure points and commercial implications.

Outputs

Short report, recommendations and follow-up discussion.



Ongoing strategic support

Regular input to help shape messaging, engagement strategy and commercial decision-making over time.

Outputs

Continuity, challenge and practical support.



Executive Board / team presentations

High-impact presentations for Boards, Executive teams or leadership groups, bringing practical NHS imaging insight and clear recommendations.

Outputs

Tailored slide decks and clear, actionable takeaways.



Roundtable discussion

Take part in facilitated roundtable discussions with key stakeholders to explore shared challenges, test ideas and shape practical next steps.

Outputs

Shared understanding and agreed next steps.

Designed for different stages



**New to
NHS imaging**



**Refining an
existing offer**



**Preparing for growth
or partnership**



Engagements are tailored to the question you need answered and the pace at which you need to move.



From insight to action

Practical support that helps commercial teams make better decisions, shape stronger propositions and accelerate impact.

What clients gain



Clearer understanding of NHS imaging realities



Stronger commercial narrative



Better prepared stakeholder engagement



More confident decision-making



Greater focus on measurable impact

**NHS Radiology
Insight.
Commercial
Impact.**

Let's have a conversation

If you want commercially useful NHS radiology insight, we would welcome a conversation about how we can support your team.



Radiology Strategy & Performance Ltd



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National coverage

