



MIA – Managing Healthcare Industry Access

Supporting safe, compliant and efficient management of industry representatives across your organisation

The only **safe** way for a supplier to access a UK hospital

miaweb.co.uk

Managing Industry Access in Today's NHS

Every NHS organisation welcomes hundreds or thousands of external representatives each year.

WHO VISITS YOUR ORGANISATION?



Medical Device
Representatives



Pharmaceutical
Representatives



Estates & Facilities
Contractors



Service
Engineers



Clinical Application
Specialists

THEATRES →

CLINICS →

PHARMACY →

ESTATES →

RADIOLOGY →

WITHOUT A CONSISTENT PROCESS



Multiple local
policies



Manual
administration



Unknown
visitors on site



Limited
audit trails



Inconsistent
compliance



Difficult communication
with industry



A consistent process creates
safer, more efficient, better
connected organisations.



Inconsistent processes create risk,
inefficiency and unnecessary burden
for clinical and administrative teams.

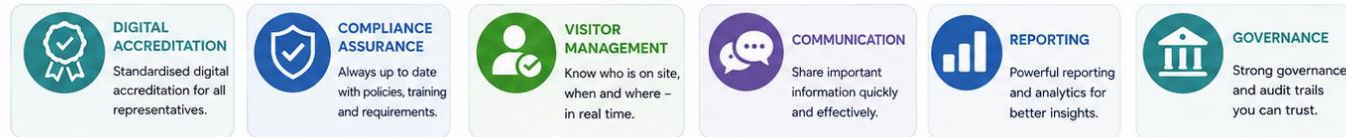
ONE NATIONAL STANDARD



SUPPORTING



PROVIDING



ONE PLATFORM. ONE STANDARD. EVERY SITE.



CONSISTENT EXPERIENCE

Across all hospital sites and services.



SAFER HOSPITALS

Protecting patients, staff and visitors.



GREATER EFFICIENCY

Reducing admin and saving time.



STRONGER PARTNERSHIPS

Working together for better outcomes.



Working together to enable **safe**, **innovative** and **compliant** healthcare.

SUPPORTING PATIENT CARE **EVERY DAY**

Medical Device Representatives play a vital role in supporting clinicians and healthcare teams across a wide range of departments.

AREAS OF SUPPORT



WARDS & CLINICAL AREAS

Supporting patient care on wards and in clinical areas across the hospital.



THEATRE SUPPORT

Assisting with procedures, equipment and device expertise in theatre.



CARDIOLOGY

Supporting diagnostic and interventional cardiology procedures and technologies.



ROBOTICS

Specialist support for robotic-assisted surgery and system optimisation.



ENDOSCOPY

Providing expertise and equipment support for endoscopic procedures.



IMAGING

Supporting advanced imaging modalities and patient care.



ORTHOPAEDICS

Assisting with implant systems, techniques and surgical solutions.



Medical Device Representatives bring specialist expertise and hands-on support that helps healthcare teams deliver great care, every day.

BENEFITS INCLUDE



CHECK IN/OUT

Digital check in and out for complete visibility and safety.



THEATRE VISIBILITY

Real-time visibility of representatives on site and in theatre.



SITE POLICIES

Clear access to site specific policies, procedures and requirements.



CREDENTIAL VERIFICATION

Verify compliance, training and accreditation before arrival.



DEPARTMENT LEVEL REPORTING

Detailed reporting to support governance, compliance and decision making.

PHARMACEUTICAL REPRESENTATIVES

Pharmaceutical representatives support healthcare professionals through **education, information and relationship building** – not direct patient care.

ACTIVITIES



EDUCATIONAL MEETINGS

Delivering product education, clinical evidence and therapeutic updates.



CLINIC VISITS

Meeting with HCPs to provide information and support their practice.



PHARMACY

Engaging with pharmacy teams on medicines, supply and best practice.



NURSE EDUCATION

Providing training and resources to support nurses in patient care.



MEDICAL INFORMATION

Providing accurate, balanced and compliant scientific information.



Pharmaceutical representatives provide knowledge and support to healthcare professionals to improve patient outcomes.



Building trusted relationships.
Sharing knowledge.
Supporting better decisions.

BENEFITS



STANDARDISED ACCESS

Consistent, fair and compliant access across all departments and sites.



APPOINTMENT MANAGEMENT

Easy scheduling and management of meetings and visits.



GOVERNANCE

Ensure compliance with policies, procedures and industry codes.



AUDIT

Complete audit trails for all visits and activities.



VISIBILITY

Real-time visibility of representatives on site and their activities.



MIA provides a single, trusted platform that ensures **safe, compliant** and **efficient** engagement between industry and the NHS.



BETTER
RELATIONSHIPS



BETTER
INFORMATION



BETTER
GOVERNANCE



BETTER
OUTCOMES



Working together to **support** healthcare professionals and **improve** patient care.

ESTATES & FACILITIES: MIA's Newest Opportunity

MIA now extends beyond clinical representatives to include **estates and facilities contractors** who keep our hospitals safe, functional and compliant.



EXAMPLES



Water testing



Ventilation



Fire safety



Medical gases



Lift maintenance



Building contractors



The **right** contractors,
in the **right** place,
at the **right** time.



BENEFITS



Contractor visibility
See who is on site, where and when.



Digital check-in
Fast, secure check-in and check-out on arrival.



Site induction
Ensure all contractors complete site-specific inductions.



Contractor communications
Send important updates and information in real time.



Compliance records
Maintain digital records for audit and assurance.



MIA helps estates and facilities teams **manage access**, **improve safety** and **ensure compliance** – all from one central platform.



ONE
PLATFORM



GREATER
CONTROL



STRONGER
COMPLIANCE



BETTER
COMMUNICATION



SAFER
SITES

HOW MIA WORKS

Representative access journey



BEFORE THE VISIT

Representative is registered, verified and approved

1



Representative registers

2



Company approves

3



MIA verifies

4



Training assigned & credentialing completed

5



ID issued

6



Visit booked

7



Checked in

8



Trust dashboard updates



VISIT MANAGEMENT



From request to recorded departure

1

Approval or cancellation

Departments manage the visit request before arrival.

2

Check-in

The arrival time is recorded at the department.

3

Check-out

The departure time completes the visit record.



A clear history of planned and completed supplier visits.

BADGES & GUEST CHECK-IN



Know who has attended your department

1

Temporary badge

A sticker identifies a visitor to staff on site.

2

Guest check-in

Record visitors who are not registered with MIA.

3

Overseas visitors

Keep an attendance record for international guests.



Visible identification, with a local record of attendance.

BESPOKE VISIT FORMS



Capture the details that matter locally

1

Tailored questions

Ask for information specific to the site or department.

2

Samples

Identify visits where samples will be left on site.

3

Trials

Flag activity connected with clinical trials.



Relevant answers stay with the visit for local follow-up.

PROCUREMENT PRE-APPROVAL



Review selected requests before they proceed

1

Targeted rules

Select suppliers and areas for 'Super-User' review.

2

Contract context

Assess the purpose of a proposed visit.

3

Decision

Approve or decline a request for a visit and pass down the chain for department approval.



For example, review orthopaedic visits that may affect an existing contract.



MIA CARDHOLDER APP

A secure, digital companion for
safe and seamless access



SCAN & GO

Quickly check in by scanning QR codes at hospital sites.



MANAGE APPOINTMENTS

View upcoming appointments or book a new one in just a few taps.



DIGITAL ID

Access MIA card anytime, anywhere – securely and easily.



STAY INFORMED

Access important information and guidance to support visits.



SECURE

Data and access are protected to the highest industry standards.



EFFICIENT

Save time and streamline visits across sites.



TRUSTED ACCESS

Supporting safe, compliant access to UK hospitals.



Designed for representatives.
Built for **safer, smarter access.**



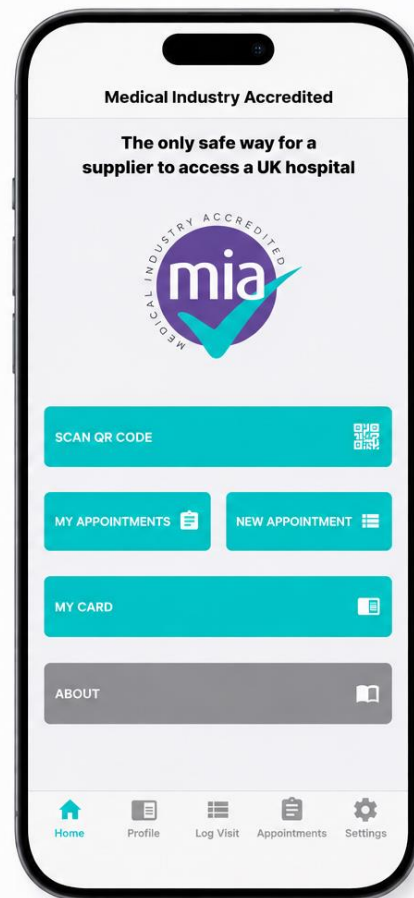
SAFE
ACCESS



SAVE
TIME



BETTER
EXPERIENCE





MIA HEALTHCARE APP

Managing safe access across your sites,
all from your pocket.



SAFE & COMPLIANT ACCESS

The only safe way for a supplier to access a UK hospital.



MANAGE TODAY'S VISITS

View today's scheduled visits and real-time visit status.



SEARCH ALL VISITS

Easily search and review upcoming and past visits.



THE MIA TRUST

Access key information and guidance to support safe, compliant visits.



ON THE GO

All the tools you need to manage access, wherever you are.



Designed for healthcare professionals.

Empowering safer, smarter access across your organisation.



SAFER
ACCESS



SAVE
TIME



BETTER
COLLABORATION



IMPROVE
OVERSIGHT



SECURE

Your data and access are protected to the highest industry standards.



EFFICIENT

Save time and streamline workflows.



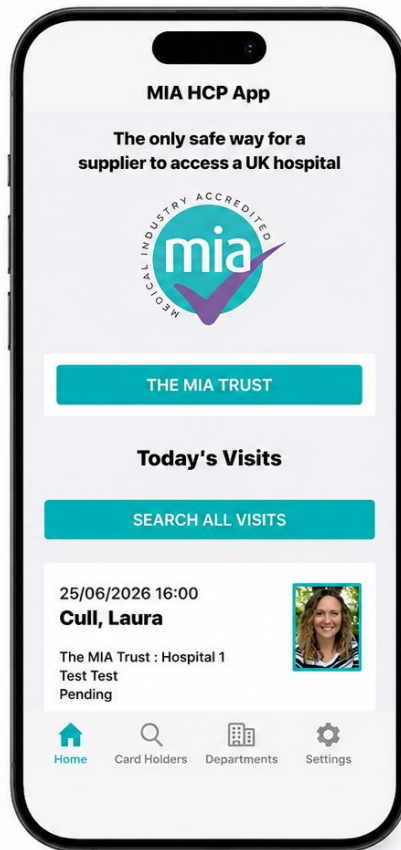
CONNECTED

Real-time visibility across sites, departments and teams.



TRUSTED

Built for healthcare. Backed by MIA.



Governance	Operational	Clinical	Strategic
One standard	Less administration	Improved support	Reporting
Policy compliance	Better communication	Faster access	National consistency
Audit ready	Visibility of visitors	Better patient experience	Future-ready platform

Benefits grouped by area for clearer ownership and communication

Turn visit data into actionable insight

Clear reporting to support oversight, audit and informed decisions.



Annual performance reports

Detailed trends, analysis and suggested actions



Automated monthly summaries

Topline activity delivered to key contacts



On-demand downloads

Site visit data for local reporting and audit



See activity. Monitor engagement. Identify opportunities.



TRUSTED ACROSS THE UK'S HEALTHCARE

MIA is the leading standard for safe, compliant and efficient representative access.



350+
HEALTHCARE
ORGANISATIONS



~14,000
ACCREDITED
REPRESENTATIVES



MILLIONS
OF CHECK-INS



**NATIONAL
NHS AND PRIVATE
HOSPITAL GROUP
ADOPTION**



**USED ACROSS
ACUTE, COMMUNITY
AND MENTAL
HEALTH
ORGANISATIONS**



SAFE & COMPLIANT
Supporting governance
and patient safety.



WIDELY ADOPTED
Trusted by hundreds of
organisations nationwide.



LARGE COMMUNITY
Thousands of accredited
representatives.



MILLIONS OF CHECK-INS
Reflecting high usage and
industry confidence.



ACROSS THE SECTOR
Used in NHS, private, acute,
community and mental
health settings.



DRIVING OPPORTUNITY
Helping organisations
identify growth and
engagement potential.

A simple funding model for Trusts and MIA Members

Hospital membership

FREE

No cost to the Trust

MIA Members

£140 + VAT

annually per member

Fee includes



Training
requirements



Account support



MIA Card



MIA Cardholder
App

Training, account support, the MIA Card and MIA Cardholder App are covered by the annual member fee.

Four-week pathway to launch



Staff training, clear communications and practical materials for a confident launch



One Platform. Three Industries.



One trusted solution for safe, compliant
and efficient access across healthcare.



Medical Technology

Supporting patient
procedures.



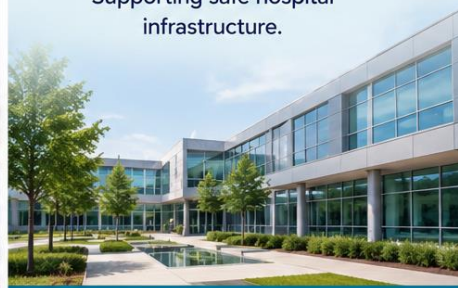
Pharmaceutical

Supporting education and
medicines governance.



Estates & Facilities

Supporting safe hospital
infrastructure.



Improving safety. Enabling access. Supporting **better outcomes.**

MIA is **evolving**, **striving** and **leading**

The future of credentialing in the UK — beyond visitor management

EVOLVING

01

Mobile improvements
Digital inductions

STRIVING

02

More reporting
Automation

LEADING

03

Estates & Facilities
Integration opportunities

A secure, consistent and connected credentialing platform for the UK

MEET YOUR MIA TEAM

Supporting you from implementation to ongoing account management



Laura Cull
Head of Healthcare
Accounts



Healthcare Partnerships & Account Management

Leading Healthcare Provider relationships and supporting the successful implementation, adoption and expansion of MIA across NHS and private healthcare organisations.



BOOK A CALL WITH LAURA



Laura Cull

Head of Healthcare Accounts



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Tom Rees
Senior Healthcare
Account Manager



Healthcare Provider Support & Adoption

Supporting NHS and private Healthcare Providers with MIA training, adoption and account development, working with key teams to expand the effective use of MIA across hospitals and departments.



BOOK A CALL WITH TOM



Tom Rees

Senior Healthcare Account Manager



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Simona Zidecke

Healthcare Account
Support Executive



Healthcare Account Support & Coordination

Supporting Healthcare Providers with day-to-day account coordination, communications and administration, helping to deliver an efficient and professional MIA service.



CONTACT SIMONA



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