

CASE STUDY

XMA | HEALTHCARE STRATEGY FORUM



"Those pre-event conversations helped turn early thinking into something much more tangible. By the time we arrived at the event, we had an AI & Digital Ready Workforce proposition that genuinely resonated with the people we were speaking to." **Field CTO, XMA**

Overview

Strategy Networks

Strategy Networks' forums bring together the finest thought leaders from across different industries to share ideas and help improve key aspects of their organisations. They are a little less formal than traditional conferences, bite-sized presentations and workshops enable leaders to benchmark and share best practice, whilst pre-booked meetings with topical vendors open the door to ongoing business relationships.

XMA

XMA is a leading UK IT solutions and services provider that helps organisations modernise their operations through innovative technology, strategic consultancy, and managed services. Working across both public and private sectors, XMA delivers a broad range of solutions spanning cybersecurity, cloud, AI, end-user computing, infrastructure, and digital transformation. Their approach combines outcome-led consultancy, flexible service delivery, and long-term technology partnerships to help organisations improve operational efficiency, enhance user experience, and support sustainable growth.

How XMA Refined Its Healthcare Proposition

Having previously attended the Healthcare Strategy Forum in November, XMA returned in April with a clearer focus on expanding its healthcare presence and exploring opportunities beyond its traditional technology infrastructure and licensing roots.

Ahead of the forum, XMA participated in 14 remote one-to-one meetings with senior healthcare leaders, generating more than four hours of conversation time with representatives from NHS England, NHS Supply Chain, Integrated Care Boards, Foundation Trusts and urgent care providers.

Rather than treating these discussions as sales meetings, the team used them to better understand the operational, workforce and transformation challenges facing organisations across the NHS.

These conversations proved particularly valuable in validating assumptions, identifying market gaps and challenging elements of XMA's thinking. By engaging directly with healthcare leaders before arriving onsite, the team gained a clearer understanding of where technology could deliver value and where new opportunities existed.

The delegate insight tools available through the LaunchPad platform further supported this process, helping XMA understand attendee priorities and tailor conversations around the areas most relevant to each organisation.

As discussions progressed, what had initially been an emerging concept evolved into a defined AI & Digital Ready Workforce proposition. By the time the forum began, XMA had developed a clearer healthcare offering that resonated strongly with the leaders they were meeting.

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Accessing the Right Healthcare Leaders

A key objective for XMA was to engage with a different type of healthcare stakeholder than the organisation would traditionally encounter through standard technology procurement channels.

Historically, many conversations had centred around infrastructure, devices and licensing. The forum provided access to a broader group of operational, transformation and strategic leaders responsible for driving organisational change across the NHS.

Across the forum, XMA completed 24 face-to-face meetings with senior leaders including Chief Clinical Information Officers, Chief Medical Information Officers, Directors of Operations, Transformation Leaders, Digital Leaders and NHS England programme representatives.

For the team, the value was not simply the quantity of meetings, but the ability to engage with decision makers who would otherwise be difficult to access through conventional outreach. These conversations helped validate XMA's thinking and provided valuable insight into the challenges and priorities shaping healthcare organisations.

The structured format of the event, combined with the pre-event engagement programme, ensured conversations remained highly relevant and strategically focused throughout.



Strategic & Commercial Impact

For XMA, the Healthcare Strategy Forum delivered value far beyond immediate sales opportunities.

The forum provided direct access to senior healthcare leaders, helping the team better understand the evolving pressures facing NHS organisations and validate where technology, consultancy and workforce solutions could deliver meaningful value.

Most importantly, the engagement process helped shape and validate a new healthcare workforce proposition, giving XMA greater confidence in its strategic direction and strengthening its approach to the healthcare sector.

The forum also enabled the business to broaden perceptions of XMA beyond its traditional technology heritage, positioning the organisation as a strategic partner capable of supporting wider transformation and workforce objectives.

Through a combination of pre-event engagement, delegate insights, targeted onsite meetings and ongoing follow-up conversations, XMA left the forum with stronger relationships, clearer market understanding, a more refined healthcare proposition and a stronger foundation for future growth within the sector.

"We met contacts at exactly the right level for us to be speaking to - people that would otherwise have been very difficult to engage with outside of the event."

Client Director, XMA