Business Case Development for the NHS

Increasing your chances of success in the NHS marketplace

Wednesday 1st December 2010, Austin Court, Birmingham

Chaired by Roy Lilley

Confirmed speakers:
Jon Wilks – UKHealthGateway
Claire Pooni – Heart of England NHS Foundation Trust
Jonathan Gould – Heart of England NHS Foundation Trust
Alan Turrell – Walsall Primary Care Trust

EARLY BIRD DISCOUNT
BOOK BEFORE 15TH OCTOBER
AND SAVE MONEY!
09.30 Registration

10.00 Understanding the current NHS marketplace
   > The NHS under the Coalition Government
   > What are the changes so far?
   > Considerations, constraints and challenges
   > How will cost savings be made in the NHS?
   > New Government, new evolving policy?
   > Will it be business as usual?
   *Roy Lilley, Independent Writer and Broadcaster*

10.30 Questions

10.40 Focusing the business case on current issues
   > Developing the business case – what you should include
   > Factors to consider – pricing, product development, route to market, competition
   > Getting sustainable ‘green’ issues into the business case
   > Partnership working
   *Jon Wilks, Director, UKHealthGateway*

11.15 Morning coffee & networking

11.45 Other considerations in relation to the business case
   > Availability of evidence to prove cost effectiveness
   > Benchmarking against other providers
   > How to set a UK price; what are the acceptable margins at each stage of distribution?
   > How do you sanity check your proposal?
   > Pilot study; how to design and implement a pilot study that meets NHS scrutiny standards
   *Jon Wilks, Director, UKHealthGateway*

12.15 Business case question time; put forward your problems and issues to Jon and Roy in an open discussion

13.00 Lunch

14.00 Business case benefits realisation – Part one
   > Did you deliver what you said you would?
   > How to evaluate the results
   *Claire Pooni, Finance Business Consultant, Heart of England NHS Foundation Trust*

14.30 Business case benefits realisation – Part two
   > How an NHS trust assesses the situation
   > How do they evaluate the results?
   *Jonathan Gould, Assistant Finance Director, Heart of England NHS Foundation Trust*

15.00 Key to successful on going business relationships with the NHS
   > What does the NHS look for when building on going relationships?
   > What are the priorities of the NHS?
   > Is it price that is important or added value?
   *Alan Turrell, Director of Procurement, Walsall Primary Care Trust*

15.30 Final questions and conclusions
It’s not always easy getting face-to-face time with key decision-makers in the NHS and often, your
key contact will be the influencer in the decision-making process but not necessarily the budget-
holder. In these instances, suppliers and service providers are often asked to produce and submit a
‘Business Case’ for their product or service.

This ‘Business Case’ then becomes the all-important, and sometimes the only, communication that
you have with these key decision-makers. Your chance of building a successful relationship with the
NHS comes down to what you say in this document.

This one-day event looks at the ‘Business Case’ as a communication tool and how it is used by the
NHS. The first part of the day looks at what information you should be putting into it, how to obtain
that information and how it should be presented. The second part of the day provides you with an
insight into what the NHS does with it once you’ve submitted it. Once you’ve attended this learning
programme you’ll be better equipped in developing a Business Case and have a better understanding
of the power it can have in building the foundations for a long-term relationship with the NHS.

Delegates who attend will learn about:

- Marketing products and services to the NHS
- Considerations, constraints and challenges suppliers and service providers face
- Building a successful business case that takes into account all the current issues affecting the NHS
- Analysing competitors and the marketplace
- Benchmarking against other providers
- The key to a successful business relationship with the NHS

Who should attend?

Sales, Marketing or Business Development professionals from companies such as ...
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Booking form

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