

■ Case Study

-Local Healthcare Partnerships

Synopsis

A specialist UK based Healthcare business needed to verify its business plan to develop numerous local health facilities in alliance with the medical and allied professions. Over a 12-month period ServQ facilitated value management/strategic planning workshops for the board and professional medical teams. The Client has adopted the Partnership Continuum™ process to deliver local health partnerships.

Background

The Client wanted to develop its business planning approach and engage with the medical and allied professions to deliver local health partnerships. Recognising that trust and openness needed to be built into the business culture from the top, the company asked ServQ to help. This involved scoping the plans, developing the management team and delivery of partnering and value management advice. For each project it will involve the creation of specific stakeholder partnerships.

Methodology

Using a wide range of data, information sources and corporate development skills ServQ worked with the Client's board and healthcare practitioners through:

- Mentoring and advising the Directors during the early business planning stages;
- Researching and sense checking the baseline assumptions that were important to the programme's success;
- Reviewing potential income and expenditure, by activity and function - balanced against likely funding and resources;
- Running value management workshops with the board and its healthcare partners. ServQ used 'functional analysis' to test out the strategy and identify major challenges; and
- Following up with the Client's board and ServQ's senior healthcare team to verify the business plans.

The Client recognised from the start that getting stakeholder engagement, from all the local healthcare delivery and funding teams, was critical to the business plan and the company's future success. The company adopted the Partnership Continuum™ as the best implementation process because it directly addressed the cultural and change management challenges to deliver successful outcomes.

Outcome

The Client needed to refine its business planning and implementation approach. By working with the ServQ team from the outset, it has been able to combine value management and world class partnering technology to work with local healthcare communities, front line practitioners and allied professions. This well planned and open approach has already yielded significant business opportunities.

Reference

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