

Planning for Change

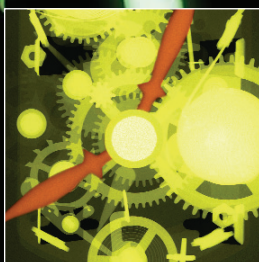
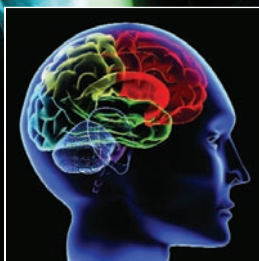
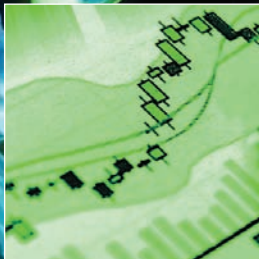
The market for outsourced Occupational Health (OH) services is set to grow by as much as 30% over the next five years*. The NHS Plus network is well placed to profit from this growth. Key to this is your ability to develop a business model that successfully blends key processes, knowledge and skills with the needs of your external environment. This is sometimes called 'strategic fit'. At Strategycom we prefer to think of it as 'shaping' for growth.

Strategycom's commercial expertise, strategic thinking and creative flair ensure our clients achieve clarity of vision, clear goals and well marked paths. Over the past two years we have been applying our thinking to NHS OH services at both national (NHS Plus) and regional levels. From the NHS Plus national research project last year to our work with the first and second round demonstration sites, we have developed a three stage programme of work to help OH business managers realise the potential of their departments.

This approach has been developed through in-depth market analysis** and close collaboration with a number of OH professionals throughout the country. The result is a programme specifically designed to meet the needs of NHS OH departments.

Our three stage programme consists of:

- Planning
- Strategy
- Delivery



* Estimated 6% per annum growth for outsourced OH services.
The UK Occupational Health Market Development 2007 – MBD

** Primary Market Reports by: The Focus Group, EEF, MBD, FSB, CIPD, Strategycom.

Recent health sector clients include:

- Avon Partnership NHS Plus Occupational Health Service
- Buckinghamshire Hospitals NHS Trust
- Colchester Hospital University NHS Foundation Trust
- Durham Business School (NHS Plus Strategic Development Programme)
- Imperial College Healthcare NHS Trust
- Mid Yorkshire NHS Trust
- NHS Plus
- NHS Plus Learning Sets 1 and 2
- Norfolk & Norwich University Hospitals NHS Foundation Trust
- Plymouth Hospitals NHS Trust
- Royal Free Hampstead NHS Trust
- South West Occupational Health Project
- The Barts and the London NHS Trust

Planning

Strategycom recognise that effective planning involves an understanding of both your internal capability/capacity and your external market. Through collaboration, we have developed two models. The 'market model' enables an OH department to evaluate and analyse its external market. The 'economic model' helps with understanding the financial and resource implications for your department of different growth scenarios. Using these tools, NHS OH departments are able to effectively prove and present a case for change.

Strategy

The results of our collaboration with the NHS Plus network suggest that a marketing strategy must look to the internal customer as well as external markets. Strategycom can help OH departments to develop the OH proposition for each target market through understanding the needs of all stakeholder groups. Our commercial experience combined with the results generated from our planning tools enables us to help you develop strategies that:

- demonstrate the cause and effect between your service and the customer benefits it delivers;
- contain a set of realistic and achievable departmental objectives and goals;
- present a clear vision and route map to realise your potential.

Delivery

A strategic plan is worth nothing if it is not effectively implemented and realised. Strategycom are experts at helping clients deliver creative and innovative communication solutions to internal and external customers. We are driven by the need to develop marketing solutions that deliver measurable returns on investment; we call this 'managing the whole marketing mix'. From press campaigns and events management through to on-line marketing and print media, Strategycom have delivered award winning solutions in a variety of sectors, including the NHS.

"Working with Strategycom, using all three areas of their 'Planning for Change' programme has enabled Imperial to begin realising our potential"

Sue Carty
General Manager, Health at Work,
Imperial College Healthcare NHS Trust