

Case Study

Northern Medical Ultrasound - Bolton

Overview

Year of completion: **2021**

Healthcare Sector: **Non-Obstetric Ultrasounds**

Project Category: **Bid writing & management**

Project Duration: **4 weeks**

As long-established partners, the way HealthBid and Yorkshire Health Solutions (YHS) work together is a testament to how our process fits each client we have.

In early 2019, YHS first came to us for support on an **AQP** Non-Obstetric Ultrasound Service (**NOUS**) bid for Calderdale and Kirklees due to lack of time and capacity.

Today, HealthBid is YHS's first port of call for bid writing—not only because they continue to be busy delivering care, but also because of the implicit trust they have in us to deliver high-quality, compelling content. HealthBid has led a number of YHS' successful bids, and our latest project together, a Bolton **NOUS**, is the culmination of jointly streamlining processes to ensure the most efficient, time-saving way of working - freeing up time for the YHS team to deliver care on the frontline.

The Opportunity

For Bolton CCG's 25,000-word Direct Access **NOUS** tender, we married up the natural efficiencies of an established partnership, and our dynamic team's agility to deliver a fully compliant bid amidst a less-than-usual procurement process. The Bolton bid was initially released in March 2020 (cancelled due to the COVID-19 pandemic), incorporated into a Greater Manchester **NOUS** procurement in December 2020 (with Bolton CCG subsequently withdrawing), and re-released as a standalone Bolton tender in February 2021.

Before we even put pen to page, or booted up a **Pink Team** Zoom call, our team meticulously prepared a specification,

question, and content analysis exercise across the three tenders and our dedicated YHS Bid Library to tailor a targeted, efficient process. This project team—including Bid Writer, Natalie, and our Deputy-COO, Rebecca—had just recently worked with YHS, whilst Bid Manager, Tania, worked across three of the most recent YHS bids, including the Greater Manchester **NOUS**. Because we knowledge share as part of our **BidEngine** model, this team could use their up-to-date understanding of YHS' service strategy to devise efficient content creation processes.

At each stage we were armed with a wealth of experience with the client's **solution design**, enabling us the time to tackle challenges—including numerous re-issued opportunity documents and portal glitches—without hindering project timelines. HealthBid not only delivered a fantastic bid, we also gave YHS peace of mind in knowing their project was managed by a team truly invested in their success.

The Clients Barriers

- Lack of time and resource to appropriately write and manage a bid whilst delivering frontline care
- Complexities surrounding the re-issued bid, making this tender uniquely challenging and time intensive
- Lack of expertise in preparing and project managing a bid

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Our Approach

HealthBid launched this Bolton **NOUS** bid with an established baseline strategy, balancing content creation with comprehensive project management to offer YHS an involved experience with minimal impact on their day-to-day work. Our previous successful bids for YHS ensured we had an effective precedent for our approach. As soon as the tender was re-released, we conducted a gap analysis and spoke with Joanne Holgate, YHS' Director and bid lead, to be transparent about the upcoming requirements and timescales.

Touching base once again, as we continued to do since the first Bolton bid, we leveraged an extensive background in delivering **NOUS** content with the research we'd already undertaken in previous iterations of the Bolton service. This enabled us to complete a fully compliant, high-quality bid in about half the time it would regularly take for a tender of this size and complexity. Together with YHS, we adapted our process to be more dynamic—e.g. fitting in meetings around clinic times—without compromising on the critical touchpoints supporting transparency and insight into our way of working.

Prior to the **Pink Team** we sent over a comprehensive Action List, to help guide the client's thinking and ensure effective use of their team's limited time in producing valuable information and content. At the **Pink Team**, already in-tune with YHS' mission and strategy, this meant we could delve into the intricacies of workforce planning and service access five minutes (rather than thirty) into the call, giving them time back to dedicate to patient care. Our flexibility as a team enables these kinds of small adjustment, big impact opportunities for clients—making bidding as easy as possible.

Each HealthBid project team works as an extension of our clients, aligned with what they need to run a successful bid submission. For YHS, this means we manage the administrative duties of bids head-on. This Bolton tender underwent several documentation re-issues, so we were proactive in carrying out comprehensive comparisons between versions, issuing clarification questions to the Commissioner, and adapting our content to remain compliant. We kept the YHS team in the loop with neat summaries of any changes we identified in the scope and specification, the CQs, and subsequent content adjustments.

This support was carried all the way through to submission, and the bid's paused procurement notice, because we understand the complexities of taking on the challenges associated with bids. Bid administration is part and parcel of the way HealthBid works—it is built into our project timelines—and enables clients with fewer resources for and expertise in bid production to submit excellent, compliant content, on time, every time.

Our Successes

The Bolton **NOUS** tender has been paused indefinitely due to a potential re-evaluation of the scope of services by the Commissioner. However, our completion of this project means we have a strong platform to work with when the tender is un-paused and further instructions are announced. We fully managed the administrative side of the bid, bolstered by YHS' trust in us, to ensure a smooth, streamlined process supported our creation of richly detailed, strong quality responses.

From delivering a comprehensive analysis of specification developments, to articulating a sophisticated **solution design** for Bolton, we have enabled YHS to have a clear roadmap to build out their model for the service's tender once it is re-activated.

Glossary

AQP: Any Qualified Provider, a type of provider contract

BidEngine: HealthBid's bespoke team of teams approach, with built-in resilience and bid expertise distributed evenly across our teams to give us the dynamic agility to respond to demand.

NOUS: Non-Obstetric Ultrasound Service

Pink Team: The HealthBid team's project kick-off meeting, where we ask targeted questions to better understand your organisation and service model.

Solution Design: The client's model and approach to fulfilling the contract requirements of the service they are bidding for.