

Case Study

Northern Medical Ultrasound - Greater Manchester

Overview

Year of completion: **2021**

Healthcare Sector: **Non-Obstetric Ultrasounds**

Project Category: **Bid writing & management**

Project Duration: **4 weeks**



As Northern Medical Ultrasound's bid partners of choice, HealthBid has gained invaluable insights into their way of working over the numerous NOUS bids we have submitted and won. We not only understand the way they like their organisations' voice, strategies, and win themes laid out on the page, but we also know how to best make the process of bidding seamless, timely, and straightforward, giving the YHS team all the more time to reinvest in needed frontline care.

HealthBid offered YHS a bespoke blend of content production and bid management that created a tender submission that was as compelling as it was efficient—streamlining processes without losing the key touchpoints that enabled us to breathe life into a winning bid.

The Opportunity

This 24,000-word Greater Manchester **NOUS** tender featured 7 different localities that had to be equally considered and incorporated within an overarching service solution. As this was a tender following on from one that was previously cancelled—which was then incorporated into, and subsequently removed from this bid—our team already had a keen understanding of the complexities of this project before our **Pink Team** kick-off.

We conducted a comprehensive specification analysis so that when we approached YHS' Director and Bid Lead, Joanne Holgate, we had a strategy that focused on building on our existing knowledge and experience to deliver a

tailored, content-rich bid. This not only manifested in our written work, but, indeed, in the significant time spent in research and internal strategising that ensured we reflected YHS' service solution against each patient population and CCG's most pertinent needs.

Our project team—including Senior Bid Manager, Georgia, alongside two of our Bid Managers, Sophie and Tania—also delivered a set of beautifully designed graphics and attachments that enabled workforce, mobilisation, clinical governance, and the operational model to be visualised. This was truly an all-encompassing service, with a dedicated team who understood the needs of the service as well the bid compliance elements to be able to offer leadership, support, advice, and recommendations that led to a high-quality, compelling, and successful tender.

The Clients Barriers

- This tender was re-issued by the Commissioner to include 7 localities, additional time was needed to analyse differences between the original (1 locality) and the re-issued specifications
- Limited time to dedicate to research, write, and manage the whole bid process, whilst currently operating a frontline service
- Experience in managing a bid process

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Our Approach

Our approach was strategic and agile, utilising the HealthBid team's knowledge from writing the original tender, to compare to the new service specification encompassing more locations.

When working with YHS, we understand the time constraints they are under, and always work to make the bidding process as easy as possible for the client. Jo is a Director and a practising Sonographer, meaning her time spent as Bid Lead is often limited; we are flexible to work around Jo's schedule, and can collect targeted and succinct information during short and effective meetings.

Underpinning our success within this process was our understanding of the client, both in terms of the time constraints they face, coupled with our understanding of their service and how they operate. Having written multiple bids for YHS, we are trusted to take the lead on responses, with targeted information supplied by YHS to ensure that the service delivery model is bespoke for the specific service.

In planning our approach to this project, we were mindful of the barriers that this client faced. Particularly in this bid which needed an extra level of detailed prep work to compare the previous tender to the reissued tender with additional locations. This included a thorough gap analysis of the content written for the original cancelled tender, highlighting the extra information that was needed to cover the additional locations. Our approach reflects how we put ourselves in our client's shoes, immersing ourselves in their reality.

Our approach was agile; YHS were happy use our previously generated (yet not submitted) content as a base, optimising efficiencies in both process and engagement to best work with the client and generate a compelling, compliant bid for all chosen lots.

Our Successes

The successes of this project were undoubtedly the ways in which we helped the client. With the preparation work undertaken to analyse the differences between the original and the re-issued tender, we enabled YHS to bid for this opportunity that they were entirely suited for, without the added burden of dissecting minute differences between tender documents and losing internal resource to content

creation at scale.

We understand the client, and their way of working. Due to delivering a frontline service, there are time constraints that we need to factor into our overall bidding process. As we have built up trust with YHS over many years and numerous bids, we can apply our bank of knowledge of the company and their approach to service delivery and hold targeted **Pink Teams** to address specific service model design points, optimising sessions with the client.

Glossary

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.