

Case Study

North East Ambulance Service NHS Foundation Trust

HealthBid recently helped North East Ambulance Service NHS Foundation Trust (NEAS) to win a NHS 111 and Integrated Urgent Care (IUC) Clinical Assessment Service (CAS).

This was a closed procurement procedure, managed by the North East Commissioning Support Unit (NECS) on behalf of 10 North Eastern CCGs. NEAS were awarded a 5-year contract, enabling them to continue to provide a joined-up service for the North East region, protecting revenue for the NHS.

Team-Based Approach

The project was led by our Senior Bid Manager and supported by a member of our Bid Writing Team. For the purposes of this project, the team had additional, external support from a Subject Matter Expert (SME).

Applying our team-based approach, we created additional value for the client, bringing together a robust skill-mix to ensure that the project was expertly managed with the required level of knowledge. This prevented any delays and maximised efficiency of service delivery.

Our quality assurance framework enabled us to impact NEAS beyond their contract award. Applying our proven Bid Methodology, we were able to coach and influence the entire NEAS approach to bidding. Our service streamlined their review process, introducing a staggered method that considered each relevant NEAS team member, generating increased efficiency.

Project Management

All client meetings throughout the successful delivery of the project, involved our team travelling to meet with NEAS. The initial Pink Team meeting, for example, was a week-long activity, and covered a number of key areas, including solution design, capture planning, a project kick-off and question-by-question analysis. The adaptation of our Pink Team model streamlined the engagement process, reducing time and cost.

One of the main methods implemented was the use of a comprehensive project management tool, 'the Bid Workbook'. The Workbook acted as a response record, communications system, and action log, and had a total of 12 colour-coded pages, each with a different purpose.

The Workbook allowed the client to have continual updates on progress, and open, clear lines of communication with the Project Team at any given time. This approach increased the overall efficiency, streamlining the service delivery and communications strategy.