

# Case Study

## Bid Planning - Children's Services

### Overview

Client: **Large NHS Foundation Trust**

Year of completion: **2021**

Healthcare Sector: **Children's Services**

Project Category: **Bid Planning**

**By using HealthBid's Plan service, organisations improve their chances of winning bids, save time during the bid process, and reduce stress on their teams.**

A good example of this is a recent piece of work that we carried out for a large Foundation Trust who have asked to remain anonymous. Our unique model of working meant that this project could be resourced flexibly as required at different phases, with one of our senior management team taking the lead throughout.

### The opportunity

This Trust were keen to bid on a forthcoming piece of work for children's services in a new area – they already run similar services in another part of the country. When we had an initial consultation with them, they discussed the strategic importance of winning this contract but also the fact that they did not know the local area as well as their other contracts, and they expected it to be a very competitive tender.

### The client's barriers

- A small team leading to resourcing issues and a need for external support
- A lack of knowledge of the local area.

### Our approach

Because we only work in healthcare, our team of experts were experienced in writing winning bids for children's services for other organisations, and so when the draft specification was published, they were able to quickly analyse it. Using this analysis, they created a matrix with the key points from the specification – both in terms of service delivery and the Commissioner's commercial priorities – and commented on each point.

Alongside this, our team sifted through local health and social care needs, using NHS Fingerprints, the JSNA and other sources. This built up a clear picture of local factors that would influence both how the service should be delivered, and how this should be described in the bid document itself. The team's experience in reading these types of documents in the context of bids gave them the ability to quickly pull out the most useful pieces of information from long and detailed reports.



Get in touch to discuss how we can support you in planning for your next bid:

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We then carried out facilitated discussions with, and detailed research into our client to analyse their strengths and weaknesses against each of the specification points. Our deep experience as healthcare bid managers meant that we were able to focus this into areas that we knew would add value to the final document, supported by evidence. Where gaps were identified, we RAG rated these, and created a pre-bid action list for the Trust.

Our next phase was to consider their potential competitors. Using our own research, as well as conversations with their business development team, we identified a long list of seven potential competitors, and then reduced this to the two who we felt were the most likely to win.

For these competitors we analysed their strengths and weaknesses against the same specification points, giving a RAG rating for each element the Commissioners required. Our team used a wide range of sources – CQC reports, Board minutes, patient satisfaction surveys, social media posts and other documents.

After we completed our analysis, we presented back to the Trust, and worked with them to ensure they understood the points that they needed to work on, and ideas to help mitigate the strengths of their competitors.

The work that we carried out had multiple benefits. Firstly, the Trust was able to quickly see areas that they would need to either seek out evidence for, or to create new clinical solutions to deliver. Secondly, using the mix of internal and external analysis, they were able to formulate a win strategy

and win themes. Thirdly, by carrying out this work in advance of the bid, they significantly reduced the amount of work needed to be done during the more stressful bid phase.

This example shows how our team can help you to Plan your bids better, giving you a better chance of winning, whilst also reducing the stress on your team during the bid phase.

### Get in touch

**Call us on 0113 479 0803, or email [info@healthbid.co.uk](mailto:info@healthbid.co.uk) to find out more or book your free scoping conversation with us.**