

Bridlington Healthcare NHS Partnership (“the Partnership”)

Competitive Bid for Funding 2008/9

Background

The Partnership, consisting of the Provider Services arm of the East Riding of Yorkshire PCT and four of the five GP practices in Bridlington, was established to develop a bid for the provision of EAPMC (Equitable Access to Primary Medical Care) in Bridlington also known as the Darzi Centre.

Requirement and Role of JMCL

The Partnership required overall guidance, bid-writing support, financial modelling advice and support and bid writing expertise. We established that the Partnership’s competitors were four large private providers one of whom was partnering with the fifth GP Practice in Bridlington. The JMCL representative worked as a member of the Partnership’s bid team to:

- Develop and refine an operational model based on the Partnership’s solution for the Darzi Centre
- Translate the operational model and build a financial model to identify and explain the required funding. The amount is c. £3.5m over 5 years.
- Identify competitors and analyse their likely strengths and weaknesses and the nature of their bid
- Identify the relative strengths and unique selling points of the Partnership’s bid
- Flex that model as the bid and the understanding of competitors developed over a 4-week period
- Co-ordinate the bidding process and manage the bidding team including adherence to a timetable. There were a large number of diverse members of the bid team since the Partnership had 5 separate organisations and the bid required input from a large number of administrators, managers and clinical practitioners often with different motivations who had never worked together before
- Provide expertise and insight into the procurement process and mind-set of the Commissioners
- Write key parts of the bid

Outcome

The Partnership has been successful and awarded the funding. It is one of a relatively few NHS bids that has been successful against private sector competition and considers JMCL’s input “made the difference.”

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