

Effectively Selling to the NHS

Key skills and insights conveniently over the web

These fast and effective web-based master classes are essential for everyone at the sharp end of selling to the NHS. Now, you can understand how the vast array of intelligence that is available to your commissioning customers can help you craft compelling propositions for joint working and product endorsement. The classes take approximately 1.5 hours and all you need to take part is an internet access, telephone and a user log-in.

Understanding PCTs – function, roles, key players, World Class Commissioning

- PCT priority setting and the PCT planning cycle
- World class commissioning assurance – driving PCTs
- Commissioning Action Plans, service redesign & PBC
- Commissioner/provider services separation agenda
- Understanding concerns of different stakeholders
- Delivering locally-relevant selling messages

Dates: 3 July, 31 July and 28 August

Implications of Major Changes to QOF & DESs in 2009 and 2010

- QOF – achievements to date
- 2009-10 QOF changes & implications
- DESs for 2009-10
- 2010 QOF changes & implications – the NICE review
- Submitting evidence for QOF consideration
- Local opportunities – supporting customers through change

Dates: 5 June, 17 July and 14 August

Regional Darzi LTC pathways and local service redesign implementation

- Review of 'Next Stage Review' SHA workstreams
- Who's who in the regional Darzi groups?
- Workstream-specific Managed Clinical Networks
- Linking Darzi NSR pathways to CAPs and PBC
- Darzi-proofing your local service redesign projects
- Linking Darzi plans to your account plans

Dates: 10 July, 7 August and 4 September

Opportunities from the renewed emphasis on PBC

- PBC and World Class Commissioning – a close fit
- DH's PBC re-invigoration programme
- Review of PBCs' clinical service development focus
- Examples of PBC best practice projects
- Examples of pharma involvement with PBC
- How can you engage effectively with PBCs?
- What does a good outcome look like?

Dates: 12 June, 24 July and 21 August

FEATURES & BENEFITS OF WEB LEARNING

- **Interactive:** Attendance is limited to 10 delegates per session to allow time for delegates to question the presenter.
- **Expert-led:** The class is led by Paul Midgley, one of the most experienced and respected trainers in this area.
- **Convenient:** Each class takes approximately 1.5 hours and there are a range of dates to fit in with your schedule.
- **Minimal impact, maximum results:** The class can be taken anywhere where there is a web connection, meaning no time out of the office and easy scheduling with other work commitments.
- **Cost effective:** Web based training means lower costs with discounted course fees from **just £150.00** per person.

YOUR EXPERT TRAINER

Paul Midgley, Director of NHS Education & Training at NHIS, Director of Principia, an innovative PBC cluster, and member of the Darzi Implementation Board NHS Nottinghamshire. Paul previously held positions in sales management and marketing within the pharma industry. Paul's experience of working with both sectors provides a unique insight for any audience.

**Contact Sarah Gilmour at NHIS to register now on
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