

# 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 new post credit crunch, cash-limited 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 – can higher Quality and Cost saving co-exist?
- Commissioner/provider services separation agenda
- Understanding concerns of different stakeholders
- Delivering locally-relevant selling messages

**Dates: 8 Jan, 5 Feb, 5 March, 9 April**

### Implications of Major Changes to QOF & DESs in 2010 and 2011

- QOF – achievements to date
- 2010-11 QOF changes & implications
- DESs for 2010-11
- 2010/11 QOF changes & implications – the NICE review
- Submitting evidence for QOF consideration
- Local opportunities – supporting customers through changes to the QOF

**Dates: 15 Jan, 12 Feb, 12 March, 16 April**

### NHS Operating Framework 2011 & NHS Strategy 2010-2015

- Key drivers for PCTs and NHS providers 2010-11
- Major changes since 2009 – Productivity focus
- Longer term objectives – NHS strategy 2010-15
- Likely effect of a change of government
- Effect on primary care and long term conditions care pathways
- How can pharma support NHS priorities?

**Dates: 22 Jan, 19 Feb, 19 March, 16 April**

### Opportunities from the re-emphasis on Practice Based Commissioning

- PBC and World Class Commissioning – a close fit
- DH's PBC re-energisation 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: 29 Jan, 26 Feb, 26 March, 30 April**

### 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 Next Stage Review 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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