

International Private Medical Group

Background

An international private medical group faced a new challenge when it recognised important and strategic changes within the NHS, which required them to bid for key regional contracts across the UK. The contracts ranged from building new treatment centres, managing existing treatment centres, managing regional alliances to managing general hospitals.

The Assignment

Norman Broadbent was tasked with building a new commercial bid team made up of several people over a period of fifteen months. We carefully selected a combination of bid managers, procurement specialists, relationship managers and key commercial managers with a combination of both private and NHS backgrounds who would work together as a team within the organisation building upon information links internally across departments and directors as well as externally with the NHS commercial team. This was monitored very carefully throughout the process with regular monthly meetings with both the client and interim managers in order to make sure of its balanced success.

The Outcome

The results were overwhelming, considering the forever changing goal posts and timed schedules, the team managed to successfully secure over £900 million pounds worth of contracts in that period of time. The last few months of the assignment entailed managing a careful handover to internal departments overseen by the commercial director in order for the transition and programme teams to take over at the second stage of the process. As the overall assignment drew to a close, the lead negotiators and relationship managers handed over the reins to the overall commercial director. This is an excellent example of investing in interim managers to receive a substantial return.

Client Feedback

The client was delighted and felt that partnering with Norman Broadbent in the supply of the interim management team added an enormous amount of value and was vital to the success of the operation. The flexibility of the team enabled them to manage the large cost of the bids and inevitably secured them the valuable contracts.

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