

BAXENDALE

Case Study

Support with business development and commercial strategy with an ambition to develop and deliver system solutions in a way that is responsive, innovative, and flexible.



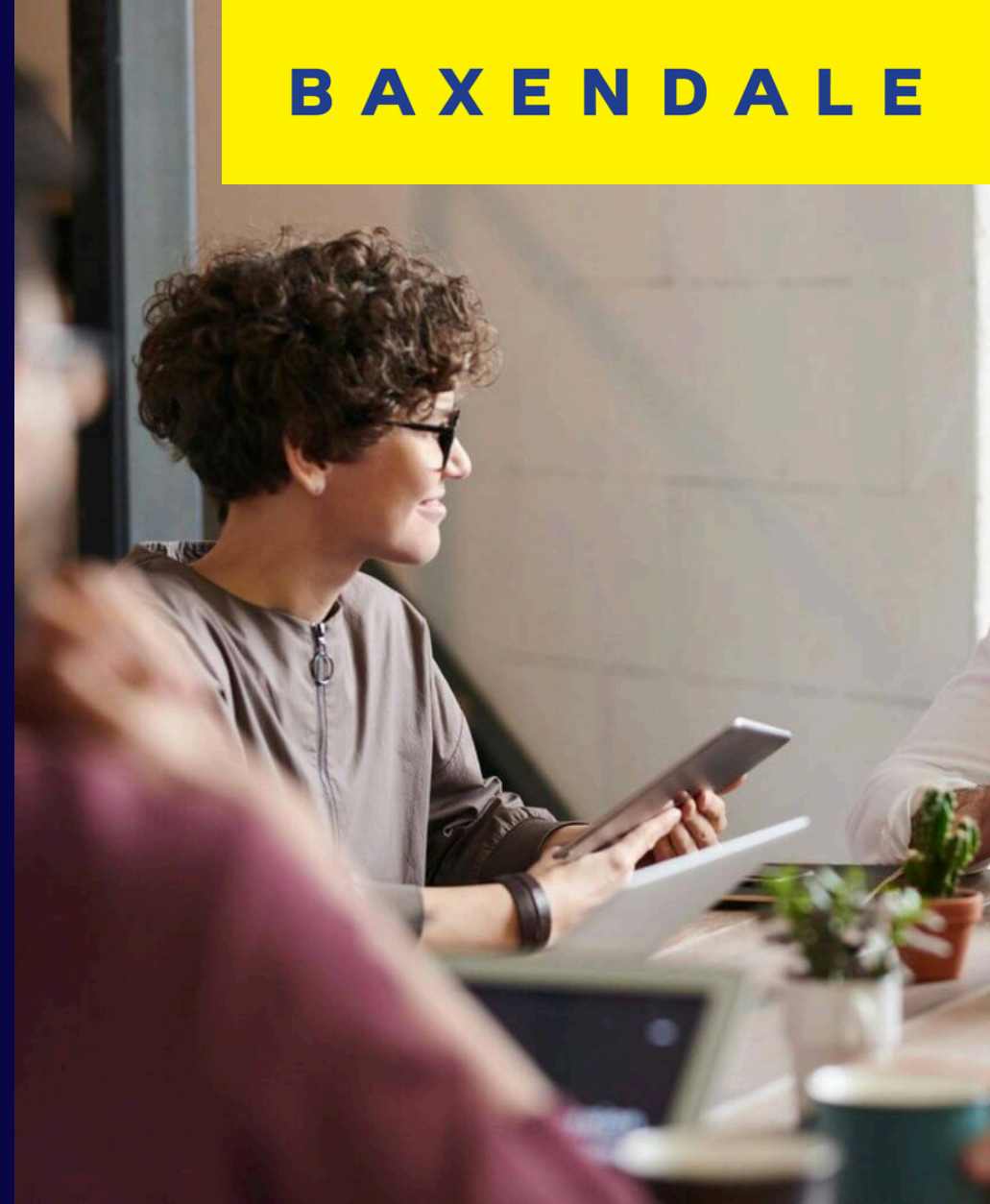
How We Helped

Using the Baxendale commercial strategy methodology, following a phased approach:

1. Establishing Strategic Objectives for Commercial Activity in Line with Organisational Values

Considering Livewell Southwest's historical and current activity, we performed a SWOT analysis before engaging with the Board and Executive team and clinical stakeholders to identify the strategic drivers for any future activity.

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How We Helped

2. Developing Business Development and Commercial Principles

Intended to underpin all future activity to develop the business, innovate and deliver added value to the system and communities in which they operate

3. Establishing a Validation Process and Delivery Approach

Outlining how Livewell will identify opportunities, asses them against strategic, market, financial and feasibility criteria, decide whether to pursue them or not, and then effectively mobilise and implement new ventures or services.

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How We Helped

4. Operationalising the Strategy

To effectively implement the strategy, establishing robust governance processes and identifying resources, roles and responsibilities alongside the anticipated inputs and outputs for each stage of the validation process and delivery approach.

5. Leading a Clinical Capability Audit to Identify Areas Ripe for Commercialisation

Working closely with operational leads to identify commissioned and non-commissioned priority areas for further assessment.

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The Outcome

A clear direction of travel for Livewell's business development and commercial activity, with a detailed assessment process established. This ensures that any new services and contracts are well-understood, costed, and de-risked, with strategic alignment to organisational and system priorities.

Following on from the project, we were delighted to support the implementation of several of the priority areas identified in the strategy.

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Get in touch!

Director Robin Naudi specialises in supporting organisations to grow and transform their service offer through new commercial models as well as securing new funding and investment.

He is passionate about doing this in a way that generates additional social value and addresses areas of public service failure – be that digitally-enabled models of care for looked after children or sustainable models for primary care.



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