

Case Study

Who We Are

Baxendale, an employee-owned B-Corp is an impact-driven provider of strategic advice and effective, innovative solutions for the health, care, and wellbeing sector.

Our service offers direct support for health providers in the primary, community and secondary care spaces.

We Can Support You With

-  Bids and procurement
-  Improvement, innovation and transformation
-  Estates and infrastructure
-  Commercial growth and new ventures
-  Partnership development
-  People and organisational development
-  Evaluation and impact

Overview

In 2019, Plymouth CCG initiated a procurement process to commission an integrated community health, mental health, and social care contract for Plymouth, South Hams, and West Devon.

In line with the move to integrated care – Livewell Southwest decided to bid with the local acute trust (University Hospitals Plymouth) to create a fully integrated offer with the ability to ‘turn the hospital inside out’.



The Project Brief

Baxendale was approached to help develop this partnership, develop a new service model, and improve the chances of the partnership winning the contract.

We developed, managed, and ran the PMO to oversee the development and delivery of the successful bid, drawing on multiple internal and external stakeholders and workstream leads across delivery partners.

We developed a bid strategy and brokered the partnership - creating governance structures and facilitating the creation of a strong, supportive partnership that would

be able to work together fruitfully to deliver the 10-year contract.

With the operational teams, we created a new service model based that moved from 51 individual services to five broad service areas focussed on patient needs.

We undertook robust financial modelling to ensure that the service model was affordable and the savings that the commissioners sought could be realised within the bid timeframe. We also created a transformation methodology to support the move from the existing model to the new service model.

Baxendale led the development of the bid documents including all visuals. This was a high scoring successful tender.



About Us: Meet Debbie Oxberry, Senior Bid Manager at Baxendale

Debbie has worked in health and social care business development for over 25 years.

She has successfully assisted numerous organisations in developing effective strategies and achieve business growth.

Her primary objective is to simplify and streamline the bid process, eliminating unnecessary complexities and reducing stress for her clients.

