

# 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 2022, we supported Provide Wellbeing with the retendering of the integrated sexual health service in Essex. As the incumbent provider, it was crucial for Provide to retain this contract.

The specification was highly ambitious detailing a transformative model with greater emphasis on prevention and early intervention, and data informed decisions along with a strategic partnership between the commissioner and the provider.



## The Project Brief

- Developing a robust bid strategy incorporating a detailed SWOT and competitor analysis, recognising that there was likely to be large corporate competitors. This was used to create clear win themes to guide all content.
- Facilitate a strategic partnership, bringing together Provide as a community provider with an Acute Trust (ESNEFT), Mental Health Trust (EPUT) and voluntary sector partner Terrance Higgins Trust.
- Undertake a comprehensive options appraisal for the pathology and online digital testing provider, followed by a procurement process to secure the best solutions.
- Managing the end-to-end Bid Process including portal management and clarification questions.

## The Outcome

Baxendale led all elements of the bid writing, including developing some examples of young people people's communication tools that scored highly and complemented the bid narrative.

Baxendale continued to support Provide with the mobilisation of its digital solution in advance of contract go live. The focus was on enhancing the existing sexual health EPR with a new service-user-facing Personal Health Record, as a platform for online sexual health services.

**Provide was successful in securing the bid, winning the contract for the service.**

## What Our Clients Say

*"Baxendale have been amazing on so many levels. Their expertise and guidance along with their outstanding bid writing capabilities are unparalleled - leading us to develop a highly creative, compelling, and winning bid. Alongside this they are a real pleasure to work with keeping us on track with kindness and humour."*

### Michelle Parker

*Business Development Director, Provide*

## 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.

