

Booking form

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Binley's, Beechwood House,
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EARLY BIRD DISCOUNT!

Book before 5.30pm on 15th October and only pay early bird rates

Price per COMMERCIAL delegate

First delegate @£395 + VAT (Early bird rate)	=
..... x Second/subsequent delegates @£345 + VAT (Early bird rate)	=
First delegate @ £450 + VAT (Standard rate)	=
..... x Second/subsequent delegates @£400 + VAT (Standard rate)	=
TOTAL TO PAY	=

Price per NHS/VOLUNTARY delegate

Per delegate @£275 + VAT (Early bird rate)	=
Per delegate @£295 + VAT (Standard rate)	=
TOTAL TO PAY	=

CONFIRMATION OF BOOKING:

Signed..... Contact name:.....
NB. All bookings must be signed regardless of payment method. Unfortunately, we cannot guarantee a place unless this form has been signed.

PLEASE COMPLETE FORM IN BLOCK CAPITALS:

Company name:.....

Nature of Business:.....

Address:.....

Postcode:..... Tel: Fax:

DELEGATE INFORMATION:

Delegate name:..... Position:.....

Email:.....

Delegate name:..... Position:.....

Email:.....

NB: Please continue on a separate sheet if necessary

PAYMENT INFORMATION:

I enclose a cheque for £..... made payable to Beechwood House Publishing Ltd

I will be paying £..... by BACS

Barclays Bank Plc - Sort code: 20-82-94 Account no: 50278815 Account name: Beechwood House Publishing Ltd

Please send BACS remittance to accounts@binleys.com as confirmation of payment.

Please invoice for £..... Purchase order/Ref:

Purchase order not required tick here

Invoice name and address (if different from above).....

Please charge my credit/debit card for £..... Card type**.....

** Sorry we cannot accept American Express

Card number: Expiry date:.....

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Offline credit card transaction fee is 2.4%. No fee for payments online or by debit card.

*** Maestro and Solo only

BOOKING CONDITIONS: All payments must be received before the course date. A VAT invoice will be issued on receipt of booking. If payment is not received by the event date we reserve the right to make an additional charge of £50.00 per delegate. Reservation is a contract. It is regretted that refunds cannot be made. Substitutions are welcome at any time and must be notified to Binley's in writing. Note: The programme was correct at time of being published. Binley's/Conventus cannot accept responsibility for late changes due to unforeseen circumstances.

Business Case Development for the NHS

1st December 2010, Austin Court, Birmingham

WHY ATTEND?

As the largest and most complex organisation in the UK, getting your products and services noticed, and in the door, can be challenging to say the least. More and more organisations are looking at various ways to get themselves noticed by the key decision-makers, and more importantly, the influencers. Can you afford to be left behind?

Business Case Development for the NHS is a one-day event that investigates the best ways of marketing products and services to the NHS. The day includes presentations, discussions and case studies that clearly demonstrate how to do business, bigger and better, with the NHS.

Discussion and debate between the panel of speakers and the audience is actively encouraged, giving delegates the opportunity to ask specific questions relating to their product, service or industry.

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WHAT WILL IT COVER?

Delegates who attend will learn about:

- Marketing products and services to the NHS
- Considerations, constraints and challenges suppliers and service providers face
- Building a successful business case that takes into account all the current issues affecting the NHS
- Analysing competitors and the marketplace
- The key to a successful business relationship with the NHS

PROGRAMME - Chair: Roy Lilley, Independent Writer and Broadcaster

09.30 Registration

10.00 Understanding the current NHS marketplace

The NHS under the Coalition Government ● The changes so far ● Considerations, constraints and challenges ● How will cost savings be made in the NHS ● New government, new evolving policy? ● Will it be business as usual?

Roy Lilley

10.30 Questions

10.40 Focusing business cases on cost savings

Developing the business case – what to include ● Factors to consider – pricing, product development, route to market, info on competition ● Getting sustainable 'green' issues into the business case ● Partnership working

Jon Wilks, Director, UKHealthGateway

11.15 Morning tea and coffee

11.45 Other considerations in relation to the business case

Availability of evidence to prove cost effectiveness ● How to set a UK price; what are the acceptable margins at each stage of distribution? ● How do you sanity check your proposal? ● Pilot study; how to design and implement a pilot study that meets NHS scrutiny standards.

Jon Wilks, Director, UKHealthGateway

12.15 Business case question time - put forward your problems and issues to Jon and Roy in an open discussion

13.00 Lunch

14.00 Business Case benefits realisation

Did you deliver what you said you would? ● How a NHS trust assesses the situation.

Claire Pooni, Finance Business Consultant, Heart of England Foundation Trust

14.00 Business Case benefits realisation

Did you deliver what you said you would? ● How a NHS trust assesses the situation.

Joanthon Gould, Heart of England NHS Trust

15.00 Key to successful on going business relationships with the NHS

What does the NHS look for? ● Is it price or value added?

TBC

15.00 Questions

15.45 End of day

Rates:

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NHS/VOLUNTARY

Per delegate - £275 + VAT (until 15th October) ● £295 + VAT (from 16th October)