

Case Study

Tender Submission support to join an NHS England national framework to deliver a digital smoking cessation service in a short period of time, translating the existing locally delivered face-to-face service offer into a nationally applicable service for the NHS.



How We Helped

Development and Articulation of Win Themes

Given the tight deadline and to support the Board on their decision on whether to go for this opportunity, we completed a market analysis to assess if there were any strong competitors, working with the Livewell team throughout.

Following this, we facilitated a workshop, helping to identify what it was that made Livewell stand out, and finally distilling the findings into approx. 5 or 6 themes.

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How We Helped

Writing and Review of Bid Answers

Over two weeks, we provided rapid support to plan, write and review key answers within the bid application, e.g. on the service design, the workforce model as well as the social value section. Combined with our experience working with digital and smoking cessation services, our desktop research and stakeholder engagement supported our response.

B A X E N D A L E



How We Helped

Digital Service Design

The team delivering the service had little experience of designing and developing digital services. In collaboration with the team and their application provider, we designed and developed a patient journey that balanced existing resource and access to technology whilst staying focused on the patient.



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The Outcome

Livewell won this bid based on the support we provided. As a result, they have been listed as a provider on the NHS Framework to deliver a digital smoking service with a clear service pathway. This means that, should they be selected to deliver this service, they have a robust service design in place to be able to operationalise it.

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What Our Clients Say

“The Baxendale team provided clear communication throughout this project. They helped to make the process smooth while providing challenge in the right places to help to achieve high-quality outputs.

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Livewell Team Member

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Get in touch!

Our team at Baxendale led by **Managing Director Ceri Jones** are here to help you with your individual bid requirements.

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



bids@baxendale.co.uk