

Case Study

PARTNERING
intelligence

Client Profile

A specialist UK-based healthcare business



Building a Culture to Develop Alliances

Business Issue

A specialist UK-based healthcare business wanted to verify its business plan to develop numerous local health facilities in alliance with the medical and allied professions. The client recognized from the start that getting stakeholder engagement from all the local healthcare delivery and funding teams was critical to the business plan and the company's future success. Recognizing that trust and openness needed to be built into the business culture from the top, the company asked ServQ to help.

The Solution

Over a 12-month period ServQ facilitated value management/strategic planning workshops for the board and professional medical teams. This involved scoping the plans, developing the management team and delivery of partnering and value management advice. Each project involved the creation of specific stakeholder partnerships.

The client adopted the Partnership Continuum Model as the best implementation process because it directly addressed the cultural and change-management challenges to deliver successful outcomes.

Methodology. Using a wide range of data, information sources and corporate development skills, ServQ worked with the client's board and healthcare practitioners through:

- Mentoring and advising the directors during the early business planning stages
- Researching and sense-checking the baseline assumptions that were important to the program's success

- Reviewing potential income and expenditure, by activity and function, balanced against likely funding and resources
- Running value-management workshops with the board and its healthcare partners (ServQ used “functional analysis” to test out the strategy and identify major challenges)
- Following up with the client's board and ServQ's senior healthcare team to verify the business plans

Results

The client needed to refine its business planning and implementation approach. By working with the ServQ team from the outset, it was able to combine value management and world-class partnering technology to work with local healthcare communities, front line practitioners, and allied professions. This well-planned and open approach yielded significant business opportunities.

In the twenty-first century, businesses that develop, sustain and profit from partnerships faster and better will attain organizational success. At the core of any successful business are people. After all, businesses don't partner; people do. Developing the partnering intelligence of your people is what we do.

Partnership Continuum, Inc. mobilizes your relationships with employees, customers, suppliers, and even competitors in surprising and rewarding ways. Our unique and innovative programs and products lead to higher productivity and stronger relationships enhancing your partnering capability through building trust, positive exchanges, respectful interactions, beneficial outcomes, future potential, and leadership excellence.

Discover how Partnership Continuum can impact your organization's effectiveness.

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