



Equity & Excellence:

Meeting the challenge
of an open market for
health care



Intelligent Marketing:

Understanding the marketplace; articulating your offer; communicating professionally...

The Government's White Paper "Equity and Excellence: liberating the NHS" radically shifts commissioning responsibilities and kick starts a shift in the development of an open market for health care.

The challenge for healthcare providers is to be first in recognising the opportunities and threats which this brings, and to develop appropriate responses to future service planning, delivery and engagement with commissioners and patients.

Specialist consultancies DTW and PPL bring together wide-ranging experience of the NHS and its culture, a thorough understanding of the proposed changes and comprehensive knowledge of the marketing skills needed to steer clients through the challenge which lies ahead.

Some of our lead consultants and advisers have been closely involved in the development of GP commissioning in Cumbria, which has set the template for the new national approach.

Our strategic adviser Paul Corrigan is recognised as the leading authority on market development in the NHS.



Intelligent marketing

The DTW-PPL model for the delivery of an intelligent marketing service to providers is:

Strategic overview

We have developed a model for providers to respond to "Equity and Excellence". This uses research and intelligence to help clients understand the emerging marketplace and articulate their offer, followed by professional communications to ensure that key messages and information reach the right audiences in a timely way.

Competitor analysis

The Government has indicated it will consider "any willing provider" and will not respect

current NHS monopolies on service provision. Competition is likely to increase from: existing and newly integrated NHS trusts, the private sector social enterprises and the third sector. GP practices may also seek to widen their own provision of community services. We analyse and track current and potential future competition at local, regional and national levels.

Market intelligence

Our research & intelligence team undertake analysis of statutory and regulatory changes as well as supply and demand-side drivers, providing a framework for future planning. This intelligence is continually reviewed and updated to reflect emerging policies and approaches to market development.

Engagement strategy

We review and make recommendations on the development of Customer Relationship Management (CRM) and stakeholder engagement programmes. We can also support on public and stakeholder consultation.

Marketing communications

We work with your in-house communications team to deliver specialist support, including press and public relations, marketing campaigns, digital communications, graphic design, direct marketing, event management and internal communications.

Working in partnership

The partnership between management consultancy Private Public Ltd (PPL) and communications consultancy DTW is delivering high-value strategic and operational change programmes nationwide for public sector clients and partners.

DTW, based in North Yorkshire, is a full service marketing and PR company which works across central and local government,

NHS, education and emergency services. The company provides fully-integrated communications services, including PR, marketing, advertising, campaigns, direct marketing, graphic design, website development, digital communications, event management, internal communications and public consultation.

Private Public Ltd (PPL), based in London, is an independent consultancy, formed in 2007 to support the development of excellence and efficiency in public service delivery. PPL's team includes senior practitioners and experienced consultants with direct experience of delivering public service improvement and change. They support all areas of people, process and system development, with a focus on uniting all three in the most cost effective way possible around the delivery of strategic change.

Both organisations combine a long history of working in partnership with the health sector with deep knowledge in their specialist fields. Clients include NHS trusts in Ealing & Harrow, Brent, Cumbria, Lambeth, Tower Hamlets and Teesside.



The DTW-PPL team

The DTW-PPL team of lead consultants is supported by over 30 specialist support staff, including researchers, analysts, consultants, marketing and PR executives, graphic designers and digital communications developers.

Pete Whelan MCIPR – Chairman, DTW

A marketing and PR professional with over 30 years experience, Pete led the development of marketing communications for NHS Cumbria during the roll-out of GP commissioning during 2008-09.



Simon Morioka – Managing Director, PPL

A strategic senior management consultant with over 10 years experience across a range of sectors throughout Europe, including as a Senior Manager within the NHS in the UK.



Chris Taylor MCIPR – Managing Director, DTW

Chris specialises in communications campaigns for public and private sector clients working in with difficult public and political issues.



Jon Ellis – Consultant, PPL

A senior consultant with extensive health and public sector experience and expertise in stakeholder engagement, project management and solution design.



Hayley Stewart DipM MCIM – Director, DTW

A strategic and tactical marketing specialist, Hayley has led major campaigns for a wide range of public sector organisations across the UK.



Steve Sewell – Associate, PPL

A highly experienced specialist NHS consultant with a range of skills in solution design and implementation throughout the health sector in the UK, including strategic development work with NHS Cumbria.



Contact us

For advice and support on your marketing needs in the NHS of tomorrow, contact:

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Astute thinking – exceptional service

