



# SO YOU'VE GOT THE DATA, NOW SELL YOUR STORY

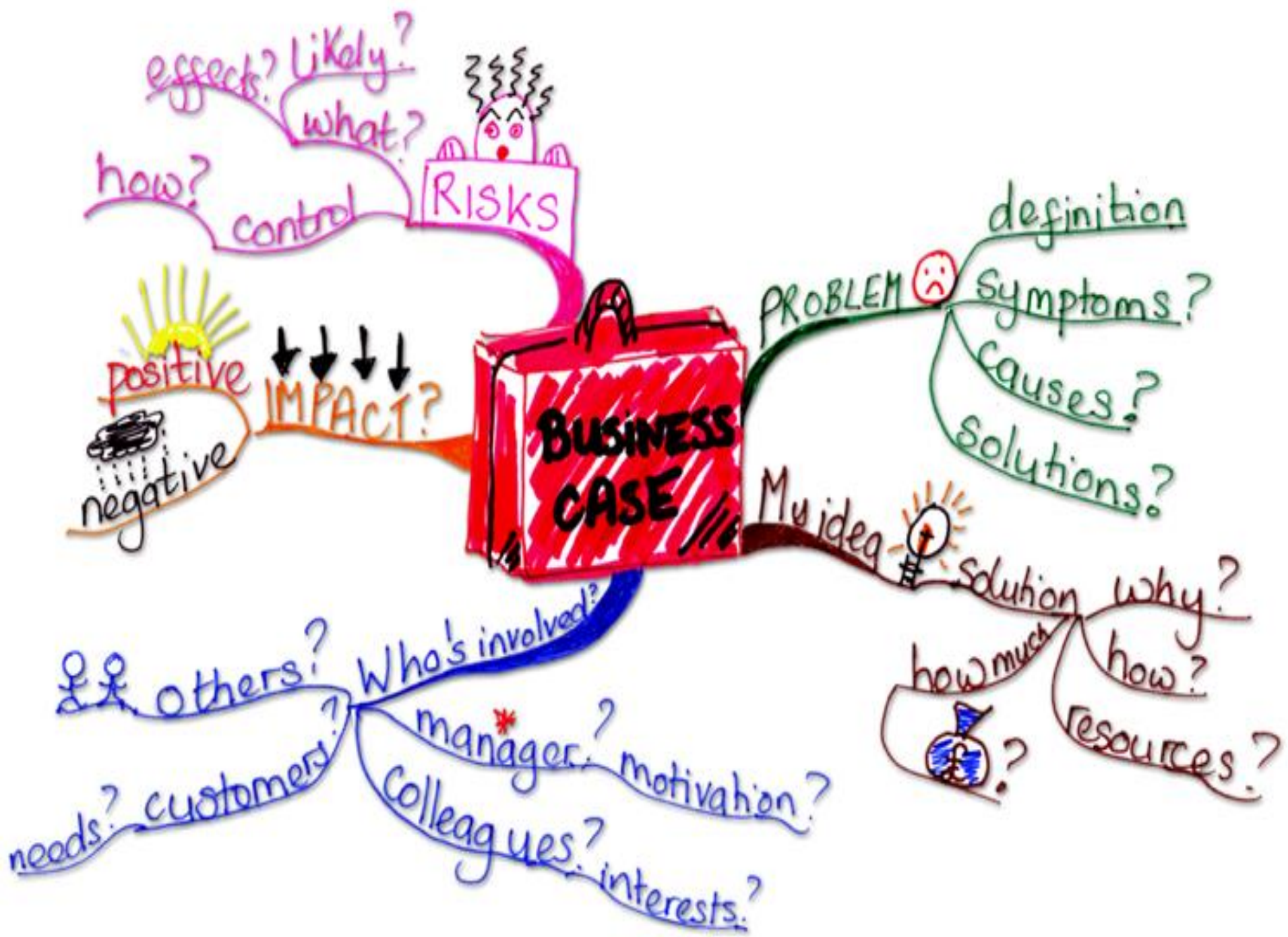
To Whom?



# A bright idea ...

**A 12 week community-based physiotherapy exercise program in a local gymnasium for osteoarthritis patients that will improve health outcomes and reduce/delay the need for joint arthroplasty**





# COMMISSIONERS



Board  
of Directors

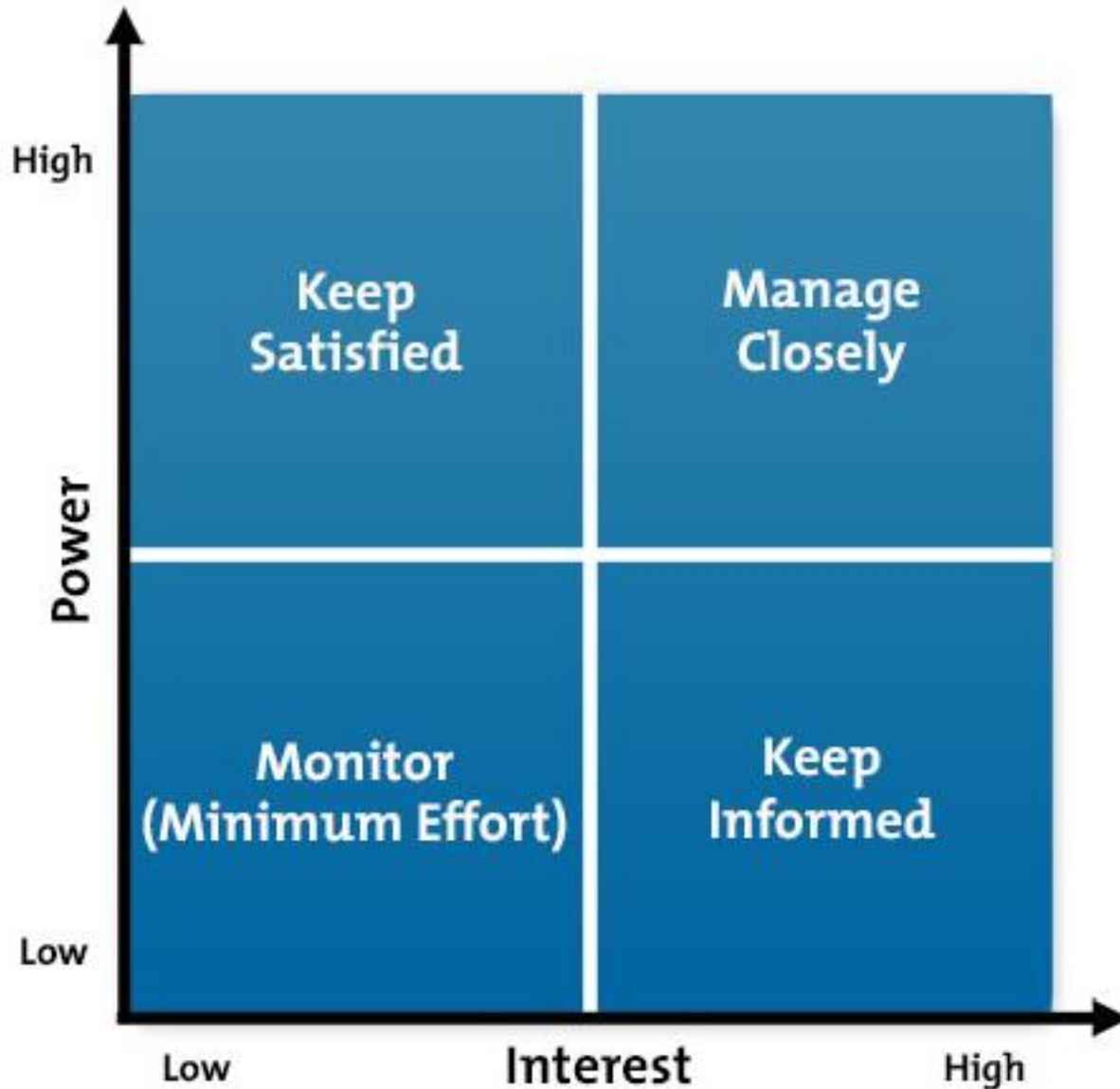


**Identify Your  
Target Audience**



Patients First





## Stakeholder Mapping and Prioritisation Matrix

- Who are they?
- Interest/power?
- How to manage?



# Understand the Competitive Advantage of your Proposal

- Unique selling points
- Know your competition
- Key stakeholders (internal and external)
- Stakeholder interest and influence



# Options Analysis

Dimension	Description	Long List Options
Scale, Scope & Location	What levels of coverage are possible? e.g. by levels of functionality, geographic coverage, population/user base, organisation	<ul style="list-style-type: none"> <li>• Do Nothing</li> <li>• Do minimum - short term remediation only</li> <li>• Do maximum - short term fixes and long term full remediation of all affected buildings</li> </ul>
Service Solution	How can services be provided? e.g. potential solutions & answers, use of technologies	<ul style="list-style-type: none"> <li>• Partial Off-site/onsite</li> <li>• Off-site</li> <li>• Full service solution on-site</li> </ul>
Implementation	When can services be delivered? e.g. timing and staging, big bang, phased, modular	<ul style="list-style-type: none"> <li>• Phased Implementation</li> <li>• Full Implementation</li> </ul>
Service Delivery	Who can deliver the services? e.g. in-house or outsourced or alternative procurement strategies	<ul style="list-style-type: none"> <li>• Organisation provides services on own site(s)</li> <li>• Other public departments</li> <li>• Private sector</li> </ul>
Funding	How can the investment be funded for both capital and operational costs?	<ul style="list-style-type: none"> <li>• Organisation provides cash</li> <li>• Crown debt/equity</li> <li>• Private sector debt</li> <li>• Public Private Partnership</li> <li>• User charging</li> </ul>

# Benefit Cost Analysis

1. Brainstorm costs and benefits
2. Assign a monetary value to the costs
3. Assign a monetary value to the benefits
  - Tangible/intangible
4. Compare the value of costs to benefits
  - Total cost / total revenue (or benefits) = length of time (payback period)









# IDENTIFYING AND MANAGING STAKEHOLDER EXPECTATIONS

Putting yourself in their  
shoes ...





**Stakeholders**

**Shareholders**







# Community OA Exercise Programme



A structured, evidence-based 12 week physiotherapy exercise program in a local gymnasium for osteoarthritis patients that will improve health outcomes and reduce/delay the need for joint arthroplasty

Service Commissioners	Executive Board of the Organisation	Orthopaedic Surgeons & General Practitioners	Patients
What is the cost/benefit of this proposal?	Does this fit with our strategic direction?	Do our patients need this service? What's the evidence base?	Will this really help me? (Get fitter, lose weight, reduce my pain ...)
What evidence supports this proposal?	Does it have the support of the Orthopaedic Surgeons and our GPs?	How will this be paid for?	Can I avoid surgery?
Will we get value for money?	What is the cost/benefit of this proposal?	What impact might this have on my surgical waiting list?	How will I get there?
Can a public/private physiotherapy partnership work?	Does our local population need this service?	"Not another .... Pilot !!!"	Do I need to pay?

# Community OA Exercise Programme



Remember the measurement question?

Service Commissioners	Executive Boards of the Organisation	Orthopaedic Surgeons & General Practitioners	Patients
<p><b>Number FTE required</b>  <b>Full cost of FTE, incl. overheads</b></p>	<p><b>Patient Satisfaction</b></p>	<p><b>Reduced BMI</b>  <b>Improved exercise tolerance</b></p>	<p><b>Community Engagement</b></p>
<p><b>Number of referrals</b></p>	<p><b>Sustained health outcomes</b></p>	<p><b>Reduced risk of falls</b></p>	<p><b>Accessibility of the programme</b></p>
<p><b>Benefit/Cost Sustainability</b></p>	<p><b>Benefit/Cost Sustainability</b></p>	<p><b>More appropriate surgical candidates</b></p>	<p><b>Programme Sustainability</b></p>
<p><b>Rates of complaints/compliments</b></p>		<p><b>Reduced LOS following joint arthroplasty</b></p>	





# The Elevator Pitch



# What is it?

- **A brief, persuasive speech that you use to spark interest in what your organisation does**
- **It should last no longer than a short elevator ride of 20 to 30 seconds, hence the name**
- **Elevator pitches should be interesting, memorable, and succinct. It needs to explain what makes your proposal unique**



# The Elevator Pitch

What it  
is

How  
will you  
do it?

*“This proposal is to ..... by .....  
This will give/provide/enable/ensure  
.....by allowing/enabling ....., ..., and ....”*

Describe/quantify  
the benefits

Describe the new  
state/proposed  
outcomes

WHAT

# An Elevator Pitch

HOW

*“This proposal seeks funding to provide a community-based rehabilitation programme for osteoarthritis patients. As a team of public and private physiotherapists, we will deliver a structured, evidence-based 12 week exercise program in a local gymnasium. **Patients will have improved health outcomes across a range of indicators, with lower conversion to surgery rates. This will enable scarce orthopaedic surgical resource to be optimised, and increased patient satisfaction.**”*

OUTCOMES

BENEFITS



**HOW EXCITING!!  
PLEASE TELL ME  
MORE!!**

# Stakeholder Feedback



- *I would like it to be mandatory for ALL patients with arthritis to go through the programme before being seen in secondary services* – Orthopaedic Surgeon
- *I like this project. It works*– GP
- *I've forgotten I have arthritis. I just get on with life* - Participant
- *Arthritis doesn't control my life now; I control it* - Participant
- *I've never had exercises so tailored to my needs nor so much support* - Participant
- *I can always tell which patients have been through the programme, they do fantastically well post operatively* – Orthopaedic Surgeon