



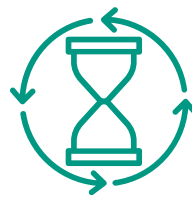
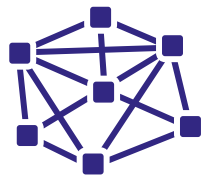
AT SCALE LTD: CASE STUDY

Bid Preparation and Submission Support for GP Contract



BACKGROUND

Developing, completing and ensuring a compelling story why your bid is the winning bid can be complex and time consuming whilst delivering your business as usual.



At Scale collaborated with St Mary's Surgery Ely to assist them in preparing and submitting a bid for a local GP delivery contract. St Mary's practice is a locally recognised innovative practice delivering high quality and patient focussed services, well respected locally by both patients and community groups.

The objective was to leverage our expertise to enhance the practice's chances of winning the contract by providing tailored support that reflects the quality and innovation as well as stability and sustainability of their services to the patients within the contract being procured. However, they recognised the complexity and competitive nature of the bidding process and sought specialised support to ensure their submission stood out.

WHY AT SCALE?

The client chose At Scale due to our proven track record in bid preparation and submission, our understanding of the procurement landscape and the healthcare sector. To articulate the story the bidders need to tell commissioners, how to draw out the expertise the organisation has and reflect the ambition, quality, stability, sustainability and innovation in the bid response.

Our team provided strategic guidance and practical assistance to help the practice articulate their strengths and align their proposal with the requirements of the contract.

WHAT WE DID

In all our projects we work with clients, rapidly building the relationship and assurance of project delivery.

Our team provided:



Initial Consultation - We began with an in-depth consultation to understand the GP practice's goals, capabilities, and unique selling points. This allowed us to tailor our approach and address specific areas that needed enhancement.



Bid Preparation - Our team worked closely with the client to develop a compelling bid that highlighted their expertise and value proposition. We focused on creating clear, concise responses that directly addressed the evaluation criteria.



Financial and workforce modelling – We worked with the team to address the resource, TUPE and costings required to meet the specification. To evidence how the combined workforce would provide staff development and career development as well as enhanced services and multidisciplinary staff addressing health inequalities and access at the local level.



Submission and Review - Before submission, we conducted a thorough review to ensure all aspects of the bid were covered and met the necessary standards. Our attention to detail helped minimise the risk of errors and omissions.

OUTCOMES

As well as securing preferred bidder status patients, staff and commissioners can be assured of the smooth transition of services with a strong engagement plan.

“Their expertise helped us understand the type of language and responses needed to meet the appropriate criteria” This was just one of many positive comments from the client, reflecting their satisfaction with our collaborative approach. They appreciated the clarity and thoroughness of our support, which helped them feel confident in their submission. In turn our approach and methodology will help the team articulate future bids if resources allow.

The client also mentioned, ***“The answering of the questions was extremely beneficial as it provided us with critical insights and strengthened our responses”***.

Thanks to At Scale's support, the GP practice submitted a well-prepared bid that effectively communicated their capability to deliver high-quality services. The organised and professional submission enhanced their chances of success in a highly competitive environment.

This case study showcases At Scale's ability to provide valuable support in the bid preparation and submission process. By partnering with us, clients can benefit from our expertise, ensuring their bids are compelling and aligned with contract requirements. We look forward to helping more clients achieve their goals.