

Making a Case for Your Improvement Idea 0.5 day

A business case is a formal, structured written document submitted to those responsible for approving and/or funding a service development initiative or project. A business case is usually made at a local level and if approved, then support is provided for a comprehensive planning project from in house experts.

Writing a business case, whilst time-consuming, is not complicated – but getting it wrong can be costly and frustrating. At a time when the healthcare system is trying to cut costs, clinicians who want to improve or expand services need to be able to write business cases that stand out and convince decision makers.

By the end of this half-day workshop, delegates will be able to:

- Identify and prioritise alternative solutions against beneficial themes
- Utilise tools to describe the current position and appraisal of options
- Evaluate direct, indirect and overhead costs within a return on investment calculation
- Apply their learning to a complete and well-presented document

Outline Content:

- The context, including challenges, of improving services in the NHS
- Popular improvement themes and the six quality domains
- Ideas, viability matrix and the five-case model
- The three-phase model in a business case
- Focus on scoping your business case:
 - Current case: well-known tools
 - Option appraisal
 - Positioning ideas in financial terms, including return on investment
 - Using a small capital template
- Authorship Tips and Final Checklist

Zoom test

Please make sure you are set up to run Zoom and to participate (via both camera and audio). Please [follow this link](#) to test your settings in advance.

Participation is a requirement in order to receive a certificate of attendance.

**3 guided learning hours
3 CPD Points**



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