

**“In business,  
two heads...**

*Karen Mills,  
Senior Local Account Manager,  
Pfizer*



Here's a unique opportunity for people in healthcare and people from Pfizer to work on secondment in each other's worlds and make a positive difference to their career, their organisation and patient care.

**Find a project, nominate a new project, put yourself forward or simply find out more – go to [www.pfizer.co.uk](http://www.pfizer.co.uk) and click on the 'In Healthcare' link.**

**“In business,  
two heads...**

*Chris Heaney,  
Healthcare Strategy Manager,  
Pfizer*



**...are better  
than one.”**

*Wayne Bartlett,  
Urgent and Emergency Care Commissioner,  
NHS Warwickshire*



**Trading Workplaces**  
Sharing skills, building expertise.

## A change for the better

Trading Workplaces is an innovative scheme in which people from healthcare organisations of all types and people from Pfizer can take on flexible, project-based, temporary secondments to work in each other's worlds.

The idea has been successfully piloted and shown to bring measurable benefits to all parties involved. Healthcare professionals can expect to develop business, commercial and process skills which are important in managing available resources to achieve improved patient experience and care.

Pfizer people can deepen their understanding of the challenges and working practices in healthcare which will help to strengthen their impact in supporting healthcare delivery.

This is practical, hands-on work based around well defined projects with clear, achievable objectives and visible results.



## A change will do you good...

On a personal note, working within a different organisation can be refreshing and rewarding. Taking on new challenges and approaching problems from a fresh perspective will test your skills and expand your experience. These are gains you can add to your personal portfolio and take forward in your career.

## ...and your organisation

Trading Workplaces allows healthcare professionals and people from Pfizer to understand at first hand the issues and needs of their healthcare partners.

It's an innovative way to build mutual trust and working relationships by sharing knowledge about the best ways of doing things.

Fresh thinking and outside skills can take problem solving to a different level and produce immediately effective improvements in practices and processes. In the longer term there's the legacy of an expanded pool of knowledge, experience and skills.

## ...and patients too

Patients will be the ultimate winners from projects designed to enhance their experience of care.

## Trading Workplaces – the inside story

### **Karen Mills,**

*Senior Local Account Manager,  
Pfizer*

“Through meetings with Paul Maubach, Director of Strategy and Innovation at NHS Warwickshire, we found that they were very interested in how Pfizer managed organisational change. They had a clear organisational development strategy in place but were less confident about delivering it.

System Alignment was a real issue and I was able to arrange a meeting with members of Pfizer’s Organisational Effectiveness team to share ideas about this.

From a broader discussion about how to bring about cultural change, a specific project centred on acute emergency care procedures was suggested. I was able to identify my colleague Debbie Drew as having the appropriate skills in bringing teams together, engaging people and facilitating a multi-stakeholder process.

To me this is what ‘Trading Workplaces’ should be all about - recognising and understanding a customer need, defining a precise project and matching up the necessary skill set with a Pfizer person who wants to get involved. It’s something we should all be alive to. We need new projects within Pfizer and within our customer organisations if ‘Trading Workplaces’ is to deliver maximum benefits.”

“It is a genuine ‘win-win’, for Pfizer and the NHS and, at the end of it all, patients will clearly benefit too.”

**Paul Maubach,**  
*Director for Strategy and Innovation,  
NHS Warwickshire*



“It’s a learning curve but a fascinating one and I feel the experience will stand me in good stead in my future work.”

**Debbie Drew,**  
*Training Solutions Consultant,  
Pfizer*

### **Debbie Drew,**

*Training Solutions Consultant,  
Pfizer*

“Our original thinking changed a bit after the White Paper on healthcare reform was published, but a significant project around ‘Ambulatory Emergency Care’ was identified. I committed to a ‘Trading Workplaces’ secondment of two days a week over six months beginning in October 2010.

Since then, I’ve been doing the ground work, finding the necessary data and talking to the stakeholders including GP Commissioning Group leads, acute care leads and those people who will need to take decisions about changes in care.

The project is concerned with patient pathways through acute emergency care. Often, in the past, patients might be admitted to a ward for up to one day spells, perhaps while waiting for test results. The goal is to find a more appropriate solution which might see the patient able to go home with their condition identified and treatment given right there and then. Alternatively they could be sent back to their GP or community service or have a new appointment booked to discuss test results.

I’m working towards developing the pathways to achieve that. What it would mean is that the right patients are treated in the right way in the right place. Of course, that makes better use of resources and offers an improved result in patient care.

I’ve really enjoyed my ‘second job’ so far, though there have been some frustrations in getting under the skin of a different organisation. I’ve certainly come to appreciate the complexity of things from an internal point of view, who needs to be engaged and who should be taking responsibility.”

## Making changes that matter

### How does a Trading Workplaces secondment work?

Trading Workplaces secondments can last from six to twelve months and be full or part time, depending on the needs of the project.

Flexibility is the key though and you can tailor the scheme to suit your work patterns. Your involvement could be just one day a week or a few days a month and you can even work on your project from your own desk without going anywhere else.

In general, working more than five days in total on a specific project would constitute a secondment. Your current employment contract and salary will remain the same but there is a simple Trading Workplaces contract for you to sign.

Trading Workplaces secondments are not just shadowing roles. Individual candidates will be interviewed for their involvement with a specific project and be accountable for delivery within the agreed timeframes.

They are designed to be mutually beneficial learning experiences with a practical outcome, not a test of any sort. You will not be left alone in an uncomfortable situation and you'll have a line manager at your host organisation to offer all the support you need.

### Who can Trade Workplaces?

#### From healthcare organisations

Applications for a Trading Workplaces secondment are open across England, Scotland, Wales and Northern Ireland to all employees of:-

The NHS (Salary Band 8 or above)

The Department of Health

Patient Action Groups or Charitable Organisations

Private Health Care Organisations

Local Authorities



### From Pfizer

Any Pfizer employee can apply where a secondment would fit their Personal Development Plan, in general they will be high performers whose relevant skills match an available project.

### What kind of project might I work on?

One of the great things about Trading Workplaces is that projects are identified and nominated by people working in the front line for healthcare organisations or at Pfizer. This means you'll be working on real problems or business needs and you'll become an active member of the team developing solutions.

Every Trading Workplaces project will have clearly defined objectives and measurable outcomes. You'll work with the support of a line manager and as well as learning new things you'll have the satisfaction of seeing your efforts produce positive, practical benefits to the host organisation and ultimately to standards of healthcare.

### The sort of projects suited to Trading Workplaces might include

- Change management
- Marketing and strategy, including social marketing
- Training and development
- Patient and care pathways
- Resource management
- Process analysis and design
- Service delivery

## Trading Workplaces – Let's make a change for the better

### What you should do now

#### 1. Suggest a suitable project

Identify an area of work or a business need which would benefit from bringing in people with different skills and perspectives. You should consider:-

What is the scope and purpose of the project?

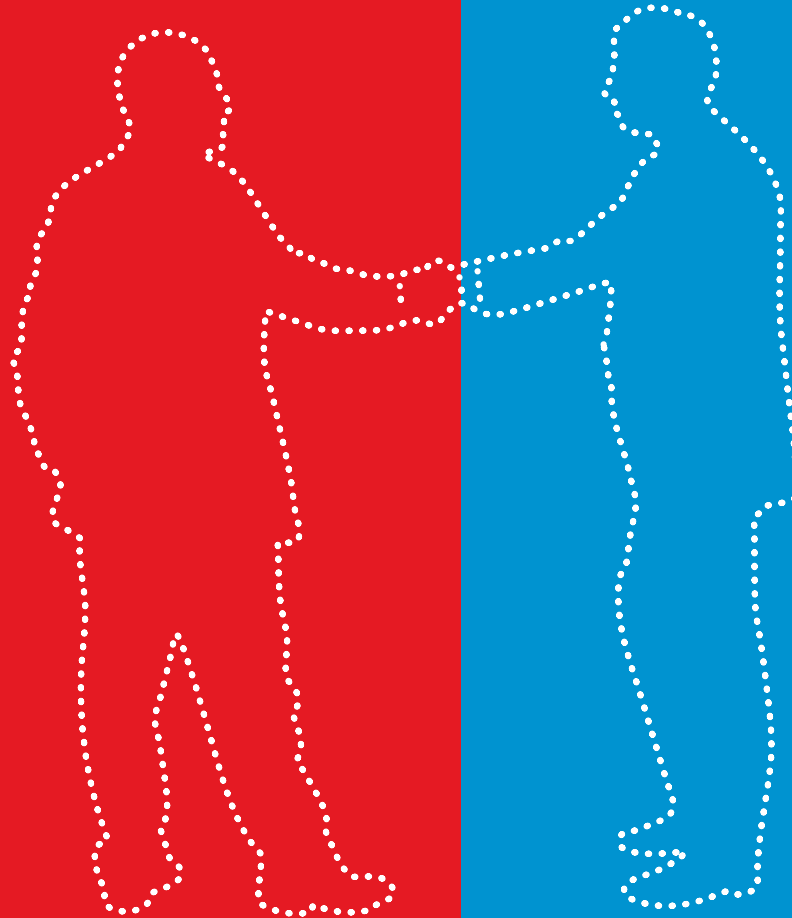
What is the need or desired outcome?

What area of business is involved?

What level of person or skill set would be required?

What time commitment would be involved, for how long?

**To submit your project email**  
**tradingworkplacesuk@pfizer.com**



#### 2. Apply yourself

Make an application to volunteer for a Trading Workplaces secondment. Remember it doesn't have to be full time, it could be one day a week and could involve working out in the host organisation or from your own desk. It's fully flexible and the scope and timing of your involvement will be agreed in advance.

#### What next?

Go for a change! You can look at existing available projects on the Pfizer Healthcare Strategy Trading Workplaces page, submit a new project proposal which needs resourcing with Pfizer or NHS personnel or simply find out more about what Trading Workplaces could mean for you.

**For more information about applying for a secondment, visit [www.pfizer.co.uk](http://www.pfizer.co.uk) and click on the 'In Healthcare' link.**



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