



Pfizer is committed to breakthroughs that change patients' lives, and Pfizer wishes to collaborate with Healthcare Organisations on initiatives for Clinical Improvement. These workforce development workshops are non-promotional\* and have been developed and funded by Pfizer to support NHS organisations' skills to improve services to enhance patient care. All the BSWs have been CPD approved.

The programme is free to the NHS and has a series of nine workshops. They can be delivered EITHER as half day workshops, OR two separate modules in a virtual or face to face setting. The modules will be facilitated by a Pfizer Healthcare Partnership Manager or Clinical Effectiveness Consultant who understands your local NHS environment, whilst also having knowledge and experience using these business skills in a commercial environment.

The current range of workshops are described below:

BSW	Content	Workshop outcomes
Assess Your service	<p><b>Assess your Service Workshop provides tools and techniques to:</b></p> <ul style="list-style-type: none"> <li>• Conduct Service Assessment utilising a PESTLE &amp; SWOT</li> <li>• Understand stakeholders and key stakeholders' needs</li> <li>• Review the 'successful service' elements: Patient outcomes, quality and spend</li> <li>• Consider performance measures and data sources</li> </ul>	<p><b>By the end of this workshop delegates will:</b></p> <p>Understand why they are assessing their service, what they would like their service to achieve, and how to action this</p>
Create an effective business case	<p><b>Create an effective business case workshop which provides tools and techniques to:</b></p> <ul style="list-style-type: none"> <li>• Create context for your business case, based on 'customer' needs, wants, benefits and value</li> <li>• Be able to explore an effective business case framework and comprehend what makes a good business case</li> </ul>	<p><b>By the end of this workshop delegates will be:</b></p> <p>Equipped with techniques and skills to write an effective business case and know what further information/sources to go and explore</p>



<p><b>Engage stakeholders to maximise success</b></p>	<p><b>Engage stakeholders to maximise success provides tools and techniques to:</b></p> <ul style="list-style-type: none"> <li>• Identify stakeholders, know key stakeholders and understand their various roles</li> <li>• Understand influencer maps and how to adopt them</li> <li>• Identify your stakeholders needs and develop a value message for selected stakeholders</li> <li>• Consider how to counter resistance and effectively communicate with your key stakeholders</li> </ul>	<p><b>By the end of this workshop delegates will:</b></p> <p>Understand the importance of identifying your key stakeholders and how best to engage with them in order to improve the effectiveness of project delivery in healthcare organisations</p>
<p><b>Fundamentals of Health Economics (delivered by Internal Medicine Clinical Effectiveness Consultants)</b></p>	<p><b>Fundamentals of Health Economics provides tools and techniques to:</b></p> <ul style="list-style-type: none"> <li>• Know how health economics is relevant to decision making and our evolving NHS</li> <li>• Have a basic understanding of economics and health economics</li> <li>• Have a basic understanding of economic evaluation in healthcare</li> </ul>	<p><b>By the end of this workshop delegates will:</b></p> <p>Appreciate the role of health economics in national and local decision-making by understanding the basic principles, terminology, and application of health economics and economic evaluation</p>
<p><b>Innovating change</b></p>	<p><b>Innovating change provides tools and techniques to:</b></p> <ul style="list-style-type: none"> <li>• Understand why innovation is critical in the NHS</li> <li>• Recognise and address reluctance to change and apply practical approaches to managing resistance</li> <li>• Identify key stakeholders who can champion innovation</li> <li>• Understand the innovation process, including opportunity identification, idea development, testing, implementation and evaluation</li> <li>• Apply tools, frameworks and communication techniques that support effective innovation and behaviour change in real-world NHS settings</li> </ul>	<p><b>By the end of this workshop delegates will:</b></p> <p>Understand the importance of innovation in the NHS and have ways to manage change reluctance. Recognise the innovation process and be introduced to key tools and techniques that aid innovation. They should also be able to identify which stakeholders may champion innovation &amp; how to influence them</p>



<p><b>Planning for service improvement</b></p>	<p><b>Planning for Service Improvement workshop provides tools and techniques to:</b></p> <ul style="list-style-type: none"> <li>• Pathway/process mapping a current service</li> <li>• Find the 'root cause' of the problem or challenge</li> <li>• Look at common blocks to improvement and plan risk mitigation</li> <li>• Identify possible solutions from various perspectives</li> <li>• Explore how to plan test cycles before implementing the change</li> </ul>	<p><b>By the end of this workshop delegates will be able to:</b></p> <p>Have the skills, structure, and tools to deliver quality improvement projects to enhance the patient experience and outcomes</p>
<p><b>Planning for success</b></p>	<p><b>Planning for Success workshop provides tools and techniques to:</b></p> <ul style="list-style-type: none"> <li>• Understand using a work breakdown structure to support delivery of a project</li> <li>• Adopt Outcomes, deliverables, and milestones to create a work breakdown structure</li> <li>• Consider the implications of resources, costs, risks, and issues</li> </ul>	<p><b>By the end of this workshop delegates will:</b></p> <p>Be confident in using a work breakdown structure to support a successful project plan outcome and be able to consider the factors that influence project success.</p>
<p><b>Promote your service</b></p>	<p><b>Promote your service workshop provides:</b></p> <p>The stages required to develop a promotional campaign for a service, including:</p> <ul style="list-style-type: none"> <li>• Setting campaign objectives and defining a market</li> <li>• Describing the service offering</li> <li>• Developing messages by stakeholder type</li> <li>• Selecting communication channels</li> </ul>	<p><b>By the end of this workshop delegates will:</b></p> <p>Enhance the appropriate promotion of service offerings by understanding their service users, the importance of tailoring messages by stakeholder and using an appropriate communication channel.</p>
<p><b>Resilience – bouncing back in turbulent times</b></p>	<p><b>Resilience workshop provides:</b></p> <ul style="list-style-type: none"> <li>• Characteristics of resilient people</li> <li>• Why being resilient is important, particularly in times of change</li> <li>• How to build physical, mental and social resilience</li> <li>• The power of beliefs and language</li> </ul>	<p><b>By the end of this workshop delegates will:</b></p> <p>Understand what resilience is and the characteristics of resilient people, why resilience is important in times of change and acquire some techniques for building physical, mental and social resistance.</p>



## Customer Feedback

“Fantastic to have the protected time to work on this - with time to take everyone’s ideas into account...a fresh eye on the perspective and the “tools” provided delivered such value throughout the workshop”

“...valued, protected time and space to discuss the fundamentals of planning a project as a team; doing the holiday example and then having a go at using the Work Breakdown Structure for our own project was great.”

“Relevant to my practice”

“The workshop was delivered in such a friendly way, it was simple, well taught and easy to understand”

“Thought provoking for future team and personal improvements”

“Productive, positive, fun”

**For more information, or to book a Business Skills Workshop for your organisation, please reply to your Healthcare Partnership Manager or Clinical Effectiveness Consultant directly or visit [Business Skills Workshops | Pfizer UK](#)**

\*Non-promotional cannot be linked to prescribing or use of a specific medicine. Pfizer’s involvement is strictly limited to the provision or delivery of the workshop, and we do not receive any direct benefit in return. This workshop is not constituting an inducement to prescribe, supply, administer, recommend, buy, or sell any medicine.