

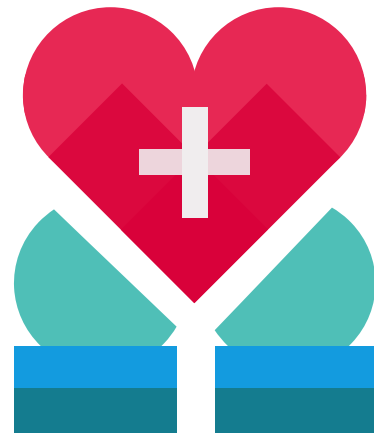
Giving
you the
competitive
edge

in
Health

Helping teams win for over 35 years

The healthcare sector is complex and ever evolving, requiring specialised knowledge and a nuanced approach when it comes to bidding.

Our teams are adept at navigating the intricacies of healthcare regulations, compliance, and patient care standards. We work with private and public sector organisations who are primarily bidding in to the NHS.



Here's what we bring:



An in-depth understanding of complex buyer processes and techniques.



Exceptional know-how in winning bids, proposals and pitches for our customers.



Efficiencies to lighten your load as you put successful bids together.



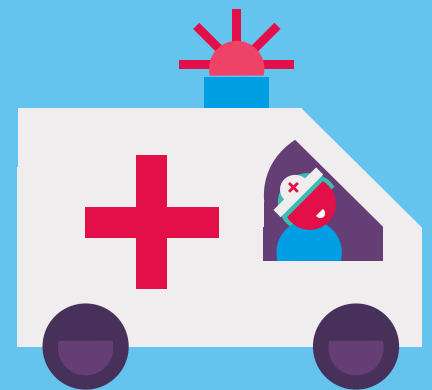


Winning is in our team's DNA.

We're a close-knit team who are always ready to work with you – whatever the assignment requires.

We bring a team of experts in campaigns, bids, proposals and presentations. It's not only our people's talent, skills and expertise that makes us so sought after. It's the unrivalled experience we bring, along with our positive and friendly approach.

We share best practices actively across our teams, continually pushing and helping one another to reach even higher standards.



What we do:



Win bids



Train to win



APMP certification



Capability improvements

Key issues in your sector and how we can help



Adopting AI



Changing ways of working:

Understanding the right use cases and tools to adopt and how to refresh your ways of working to safely benefit from using AI.

Challenge



Building trust, and demonstrating experience



Stringent regulatory requirements

Solution



Case studies and client testimonials:

Supplying patient-based services is a serious business, so fostering confidence and establishing a strong reputation before, during and after the submission is extremely important.



Expertise and documentation support:

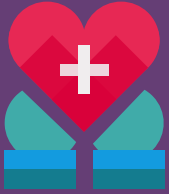
Winners need to show rigorous adherence to regulatory standards and compliance. The emphasis on compliance not only safeguards patients and healthcare workers, but also reflects a commitment to ethical business practices, a critical factor in securing contracts.



Intense competition



Making complex technical solutions clear and precise



Proposal strategy and positioning:

We'll help you develop a clear proposal strategy that highlights unique value propositions, key differentiators, and competitive advantages. This will ensure you stand out from the crowd and increase your chances of winning bids.



Simplified and persuasive communication:

We'll help you to present intricate technical solutions with clarity and precision – a challenge when submissions can contain multiple sections. Your message won't get lost.



Pricing and cost competitiveness



Environmental and sustainability considerations



Competitive and clear pricing strategies, value propositions and value engineering:

We'll help you develop competitive, value-for-money pricing strategies that align with NHS budgets and requirements, while maintaining profitability.

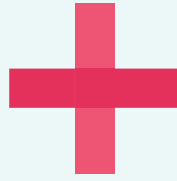


Incorporating sustainable practices:

We help you go beyond demonstrating compliance, to mapping out the associated cost savings, ensuring you have a positive brand image, and showing how you provide long-term resilience to your customer.



Success stories



Benchmarked
healthcare
provider's ability
to win

**uncovering
multiple
opportunities
for
improvement**



**50+
benchmarking
exercises**

with public and private
sector organisations

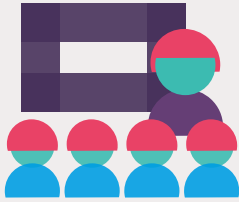
Helped an NHS
team

**to improve
the quality of
their pitches**

"We engaged Strategic Proposals to overhaul our approach to pitching after negative feedback from PHE (Public Health England). We then went back in and pitched to them again. PHE told us that it would be wrong to say that we'd made a big step forward – it was a quantum leap!"

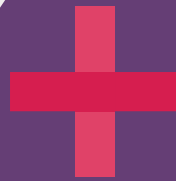
**Managing Director, NHS
Commissioning Support Unit**

Supported an
NHS department
**to secure
a valuable
contract
in their
local Trust**



Trained bid, sales and technical contributors

from a healthcare equipment provider



Developed campaign

for private sector organisation's digital services promotion in to the NHS



"We engaged Strategic Proposals through personal recommendation and we have no doubt that your critical appraisal and support made it possible for us to raise the quality of our tender submission to 82% and successfully be awarded the largest tender we have won.

Your guidance was high quality, timely and specific. You adjusted to our business values and specialities, tailoring your advice and guidance to match. Your feedback was always challenging – in the best way, based on a full understanding of the requirements of the tender, and clarity of understanding of the supporting documents, and positive in realising we were so new to the tendering game.

Feedback on our submissions has been overwhelmingly positive, from internal and external stakeholders. Our board were delighted when an influential external stakeholder stated that they were impressed with our high-quality submission."

Head of Bids, Healthcare Provider

An award-winning team, with over 35 years' experience

Helped clients **win billions** with a capture rate of over **90%**



Over **15** years as an APMP Accredited Training Organisation
Association of Proposal Management Professionals

Over **35** years serving clients globally



Working across all major industries including both the public and private sectors



More than **40** highly experienced professionals



Proven processes and tools



Try our free-to-use tools:



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