



# Preparing a Business Case

09.30 – 16.30 Hours

Wednesday, 1<sup>st</sup> November 2017

## Venue:

Lecture Theatre, First Floor,  
Macclesfield District General Hospital

Who this is for: SAS doctors

## Educational objectives:

- Understand the importance of business cases in professional life
- Understand key elements and skills for business case development
- Be able to build a business case in a real world situation

**CPD approval:** This programme is subject to 6 CPD points

**About the trainer: Mr Graham Knight – Res Senior Associate** Business Consultant, marketer and trainer with more than 15 years' industry experience in healthcare, media and FMCG. Graham has a track-record for delivering successful outcomes and positive change. In the past he has worked with NHS commissioning and provider organisations, local authorities, GP and dental practices, networks, universities, GP Federations, multinational retail and business to business organisations, independent healthcare providers and media production houses. He has a special interest in health and social care recently leading new service development projects that focus on delivering quality and productivity through integration and new models of care. He is also a skilled trainer, having worked with universities and NHS postgraduate education centres to design and deliver MBA-level courses on medical management topics, including: ethics, project management, leadership, negotiation, reflective practice and avoidable adverse outcomes. His training programmes are designed to deliver real-life outcomes and change in the working styles of the professional groups that attend.

**Booking a place:** Please contact Ms Catherine Rimmer Undergraduate & SAS Doctors Administrator

Email: [catherinerimmer@nhs.net](mailto:catherinerimmer@nhs.net)

Tel: 01625 661170 Direct line

**This session is free of charge, however, a £50 cheque to secure your booking is required and will be returned on attendance – if place is cancelled within 2 weeks of workshop cheque will be cashed**

**Please make Cheque payable to:**

East Cheshire NHS Trust and Send to  
Ms Catherine Rimmer, Undergraduate & SAS Doctors  
Administrator, **Macclesfield District General  
Hospital**, Victoria Road, Macclesfield, Cheshire,  
SK10 3BL

6 CPD  
points

## Agenda

### From 09.00 Registration

09.30 Setting module objectives & defining scenario

09.50 ABC of Business Case Development

10.20 Skills 1: Getting the most out of Data

### 11.00 Break

11.15 Skills 1: Building a vision

12.20 Skills 2: The business case process

### 13.00 Lunch

13.30 Case study: A local special interest clinic – *Please feel free to bring local ideas*

14.10 Skills 3: Assembling your own business case – Supervised sessions

### 15.00 Break

15.15 Skills 4: Putting together the proposal

15.50 Skills 5: Getting approval for your business case

16.10 Business development plan

**16.30 Summary & close**