

## Market and Service Development for Providers of Public Care

**At a time when direct funding for social care is reducing, how can you proactively shape your place in the public care market?**

- How can you take a proactive role in identifying and creating business opportunities?
- How can you develop those opportunities by building constructive relationships with commissioners in an increasingly competitive marketplace?
- As budgets tighten, how can you offer purchasers innovative, efficient and effective solutions to achieve good outcomes for service users?

This four-day course is designed to help you answer these questions and develop confidence in your ability to respond to the commissioning agenda.

Providers from the private, statutory or third sectors who have responsibility for leading, planning and pursuing funding opportunities will benefit from improving their business and marketing skills.

### Course Content

This stimulating four-day course focuses on the practical. It's highly interactive and will equip you with tools, methods and transferable skills that you can apply in your organisation. It draws on IPC's work with providers, local authorities and PCTs to develop and implement good commissioning practice.

The course covers:

#### **Understanding the business context and market position**

- Introduction to the IPC Framework for Provider Development and structured self-analysis of your organisation
- Understanding the public care commissioning context, including national and local drivers, analysis of need, mapping of services and resources
- Building effective relationships with commissioners, stakeholders and other providers

#### **Developing your business strategy, redesigning services and influencing the market**

- Understanding the care market
- Redesigning services and care pathways, co-production and social capital
- Understanding different options for funding services

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## **Delivering operational services, and achieving corporate goals**

- Developing specifications and ensuring effective interventions
- Writing, and evaluating effective tenders
- Proving the worth of your services, demonstrating cost effective interventions

## **Appraising people and systems, assessing strategic and operational goals and performance**

- Reviewing services and contract performance
- Developing, measuring and monitoring outcomes
- Managing and implementing change

## **Logistics and Costs**

The next course will be held on:

- 12-13 September and 17-18 October 2012 in **Birmingham**

The course costs £650 per person, which includes materials, refreshments and lunch. To book onto this course or to register your interest please contact Chris Brennan at [ipc\\_courses@brookes.ac.uk](mailto:ipc_courses@brookes.ac.uk).

## **Accreditation**

You could gain a formal postgraduate certificate of credit from Oxford Brookes University – worth 20 CATS points – to help with your Continuing Professional Development (CPD). To do this you will need to attend an additional day on **22 November** 2012 and then complete assessed project work. The cost of accreditation is an additional £600 per person. If this is of interest to you please indicate this on your booking form or contact us to discuss this option.

## **Further Information**

The Institute of Public Care (IPC) is a centre of Oxford Brookes University. Our purpose is to help make public care better run and more evidence-based. We do this through analysis, evaluation and redesign of services, help with implementing change, and skills development programmes.

IPC offers the evidence-based rigour of a university, hands-on experience gained from work in public care management and practice. Our clients include the voluntary and private sectors, central and local government, and NHS organisations. Since 1987 we have led the way in thinking and practice on service redesign and change, commissioning arrangements, performance management, workforce planning, managing practice quality and market development in public care. We offer postgraduate level certificates of credit in all of these areas. If you would like to know more about our work, visit our website <http://ipc.brookes.ac.uk>.

If you would like further information, to book onto the course, or wish to discuss how IPC can help your organisation please contact Jane Taylor on 01225 484088 or email [ipc@brookes.ac.uk](mailto:ipc@brookes.ac.uk).