



market
analysis
centre

working for well run evidence-based public care

DCMQC Briefing Paper 4

Testing a Market Position Statement

June 2014

OXFORD
BROOKES
UNIVERSITY

<http://ipc.brookes.ac.uk>

DCMQC Briefing Paper 4

Testing a Market Position Statement

1 Is the MPS market facing, comprehensive and easy to read?

Topic	Example	Yes / No
Brevity	1. Is it a relatively short document, ie, between twelve and twenty pages/	
Market facing	2. Is the document written in a way that providers would find helpful?	
Analytical	3. Where data is presented, is there an interpretation and analysis of that data?	
Structure	4. Is there a logic and a coherence between the analysis and the conclusions drawn, ie, does the review of demand and the supply logically lead to the services available or is there no match between the two?	
	5. Where appropriate does the document align with other funding bodies such as housing and health or other parts of the local authority?	
	6. Is there an index at the front which easily enables providers and consumers to identify which section deals with which particular section of the market, eg, older people learning disability, etc?	
Comment		

2 Does the MPS offer a clear understanding of demand?

Topic	Example	Yes / No
An overview of key demographics	1. Does it identify which sectors of that population, relevant to care may change, eg, older people with a learning disability or particular mental health conditions?	
	2. Does it show how those population trends may translate into a demand for care?	
Segmenting the population	3. Does it cover if there are geographical distinctions in the way populations are distributed, eg, particular areas with a greater older person's populations?	
	4. Does it show if there are market sectors which have particular problems in meeting need, eg, dementia, people with profound and multiple disabilities etc?	
Describing the whole population that uses care services	5. Does the document cover the whole actual and potential care population as well as people who currently receive a service funded by the local authority?	
	6. Does it distinguish between populations that are known, those that the local authority / CCG should know and those that are likely to remain unknown?	
Using provider information	7. Has there been work with providers to identify the changes in demand that they may be experiencing, eg, changes in the frailty and age of people being admitted to care homes?	
Distinguishing between demographics and demand	8. Are there charts, diagrams or tables which show how past service take up may indicate a future trajectory for demand, eg, what is the relationship between an ageing learning disability population and demand? What is the throughput from self-funders in residential care to local authority funded?	
Building up consumer research	Does the document describe: 9. Consumer research undertaken and how it influences the MPS?	
	10. The volume of care assessments that have been completed and how this is changing?	
Comment		

3 Does the MPS offer a clear understanding of supply?

Topic	Example	Yes / No
Mapping the market	Does the MPS cover:	
	1. The distribution of services as compared to where the relevant population lives?	
	2. What does service take up look like over time? Are there services that are currently seen as over, or under supplied and what is the evidence base for this?	
	3. What kinds of providers – e.g. voluntary, statutory, independent, large/small?	
	4. Whether there is a diversity of supply?	
	5. Are there particular providers who have a significant or dominant market share?	
Funding basis	6. Not just mainstream services but also the market in preventative care and support and the role that all provides might play in reducing demand?	
	7. Does it identify people who fund their own care and support and if so what is the distribution between local authority funded and self-funded? <i>This might also take into account the market share taken up by Direct Payments and how that money is spent.</i>	
Market stability	8. Is this a stable market, a market that is growing or a market that is in decline and what are the consequences of any of these positions?	
	9. Does it chart provider exits and entries to the market?	
	10. Does it identify which services are financially vulnerable, which have grown and which diminished?	
Workforce	11. What kind of workforce turnover is there from amongst providers?	
	12. What proportions of front line care staff are trained? Does the training offered locally reflect issues and problems care users face?	
Quality	13. What is considered to be the threshold of quality, how good is local performance as shown through complaints, CQC inspections etc?	
Comment		

4 Does the MPS describe the market facilitation role the local authority will be undertaking?

Topic	Example	Yes / No
Using the MPS	1. Does the document identify a clear plan for how the MPS will be used and a process by which providers can respond to the market analysis?	
	2. Does the MPS indicate who to contact to discuss its content with, give examples of what the commissioner is seeking and how it plans to use the MPS in the future?	
Pricing and the local authority	Does the document describe:	
	3. What sensitivity there is to price and what relationship has been established between price and service quality?	
	4. What is the relationship between publicly funded and self-funded care?	
Information and advice	5. Does it show the number of people who have a care account?	
	6. Does the MPS describe how providers and the local authority can make information more available to actual and potential users of care and support services?	
Evidence-based practice	7. Does the MPS outline and use evidence to show what good practice might look like?	
	8. Where it does this, does it show what volumes of new or extended service provision might be required relating this into the demand model that has been presented?	
	9. Does it say how the local authority will help facilitate this, including what kinds of contracts it might be offering in the future and how it wishes to engage with the market before specifying this in detail?	
	10. Does the MPS also say what, if anything, the local authority does not know or understand and what it will seek to supply in future MPSs?	
Next steps	11. Does the document clearly outline how the local authority plans to use the MPS with providers and consumers of care?	
Comment		