

NHS LIFT - Primary Care Premises *... the £1bn+ market*

Tuesday 3 June 2008

EAST MIDLANDS

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NHS LIFT - Primary Care Premises

The issues

Government policy for local health provision is moving from large hospitals to smaller community treatment centres - called Primary Care Premises (PCPs).

Getting PCPs built increasingly uses LIFT - a partnership between Local Health Authorities (20%), Community Health Partnerships (20%) and Private Sector Partners (60%).

With currently over 45 LIFT companies formed, the programme will deliver or upgrade over 3000 Primary Care Premises.

Unit costs range from £1.5m, to over £25m, and around £1bn more work is planned over the next four years.

LIFT can provide major business opportunities for the products sector and most sales territories will have some LIFT projects coming up.

The benefits of attending this seminar

Major LIFT partners will spell out the ground rules for winning business on LIFT projects.

Specifically, at the end of each session, delegates will understand:

- ▶ *HOW*
How LIFT works - how and why products and equipment are chosen
- ▶ *WHO*
The decision-makers - who to contact and what they will be looking for
- ▶ *WHEN*
The right time to make contact with the decision-makers
- ▶ *WHAT*
The right product proposition for LIFT projects - sustainability and other issues are often more important than lowest price.

Who should attend?

- ▶ External and Internal Sales Teams
- ▶ Marketing Departments
- ▶ Sales and Marketing Managers or Directors
- ▶ Key Account Managers
- ▶ Business Development Managers

Programme

1000 - 1600

Welcome and Introduction

- ▶ Setting the scene for the day

*Richard Blakesley and Brian Boley -
Howitt Consulting*

The NHS LIFT Programme Explained

- ▶ The background to LIFT and how it works
- ▶ The LIFT partners and their roles
- ▶ Budgets and programmes 2008 onwards
- ▶ How government environmental policies will affect the choice of building and M+E products to be used for LIFT

*Graham Spence - Innovation Programme Manager,
Community Health Partnerships*

The MaST LIFT Programme - Manchester, Salford, Trafford PCTs

- ▶ Partners, roles and responsibilities
- ▶ Construction programmes 2008 onwards
- ▶ What can construction and M+E product manufacturers contribute?

*John Gilmore - Project Manager MaST LIFT &
Primary Plus*

East Lancs LIFT - Darwen, Burnley, Pendle, Rossendale, Hyndburn, Ribble Valley PCTs

- ▶ East Lancs LIFT - how it is structured
- ▶ Construction plans 2008 onwards
- ▶ How can construction and M+E product manufacturers get involved?

*David Peat - Chief Executive, East Lancs LIFT
Justin Harris - Senior Director, Nightingale
Associates (Tribal Group)*

Elevate Partnerships LIFT - Barnet, Enfield and Haringey PCTs

- ▶ Elevate Partnerships LIFT - the partners and decision-makers
- ▶ Construction programmes from 2008
- ▶ How can construction and M+E product manufacturers win business?

*Geoff Plews - Senior Primary Care Consultant,
Assura Property Ltd (gbconsortium)*

Dudley Infracare LIFT - Dudley PCT

- ▶ Dudley Infracare LIFT - how it works
- ▶ Construction programmes from 2008 onwards
- ▶ Who selects construction and M+E products?
- ▶ What do the decision-makers want from product suppliers?

*John Coyne - Director, Dudley Infracare
Jaime Bishop - Associate Director, Steffian
Bradley Architects (SBA)*

Summary and Implementation

- ▶ Key messages from the seminar
- ▶ Implementation - using the day to develop new LIFT business

*Richard Blakesley and Brian Boley -
Howitt Consulting*

Vital Statistics

- ▶ **£1bn+** market
- ▶ **3000** Primary Care Premises
- ▶ **Unit costs up to £25m**
- ▶ **Over 45** LIFT companies formed
- ▶ **Opportunities on every sales territory**

Seminar Information

Date: *Tuesday 3 June 2008*

Timings: *1000 - 1600*

Location: *East Midlands*

Costs per person (+VAT):

<i>1 reservation</i>	<i>£345.00</i>
<i>2-3 reservations</i>	<i>£315.00</i>
<i>4+ reservations</i>	<i>£270.00</i>

Reservations

Please enrol the following delegates for this event:

Name

1	4
2	5
3	6

Authorising Executive / Title:

Company:

Address:

.....

.....

Tel: Email:

Invoice to be sent to (*please provide email address*):

.....

Please post, fax or email to:

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TERMS AND CONDITIONS

Invoices are raised on confirmation of reservations and are payable within 10 days. Full fees are payable for cancellation within 28 days of the event. Substitutes can be made at any time without cost. The organisers reserve the right to change the programme or contributors, if necessary.