

Writing a bid

Imagine that you have been asked by your Clinical Tutor to prepare a bid for a clinical librarian initiative. In the next 30 minutes you will be preparing your bid using the 'five case model' used for such projects as the NeLH. Your pressurised timetable is as follows:

0-5 minutes – Work in full group to brainstorm current health service initiatives, buzz-words etcetera. This will inform the **Strategic Case**.

6-25 minutes – Decide in your small group what resources you will require (Approximate cost of each in 000s) and over what timescale this is achievable (Four or five major milestones with approximate months). This will inform the **Financial Case** and **Project Management Case**.

26-30 minutes – Focus on whichever of the following your small group is assigned, **Economic Case**, **Commercial Case** or **Evaluation**.

31-35 minutes – Write bulletpoints on acetate

(+ **2 minutes**) – Brief presentation from each small group

Smith CA & Flanagan J. *Making sense of public sector investments: the 'five case model' in decision making* Oxford: Radcliffe, 2001.

<p><i>The strategic case</i></p>	<ul style="list-style-type: none"> • What are the important trends and concerns of the health service in general and your organisation in particular? • What are the buzzwords that push the right buttons in your organisation? • Which objectives within your organisation can be mapped to this particular initiative?
<p>Where are we now and where do we want to be?</p>	
<p><i>The economic case</i></p>	<ul style="list-style-type: none"> • Why have you chosen this solution? • What are the alternatives and why is this option better/more cost effective? <i>Cp. Baseline, Do nothing, Do minimum</i> • What are the potential benefits?
<p>What are the available options for getting us there? Which is the best route to adopt?</p>	
<p><i>The commercial case</i></p>	<ul style="list-style-type: none"> • From where are the funds most likely to come? • Who else might contribute to offset the costs? • What costing model will you adopt? <i>Pay as you go, service contract, volume-linked payment etcetera</i> • Is anyone likely to sponsor part/all of your project?
<p>Who is going to help us get there?</p>	

<i>The financial case</i>	<ul style="list-style-type: none"> • Can the funding body afford it? • What is the initial outlay before benefits are realised? • What are the risks (worst case scenario)? • What are the main outgoings?
Can we afford to get there within the given time-scale?	
<i>The project management case</i>	<ul style="list-style-type: none"> • Will the project keep within the timescale and resources? • How will risks be managed? • How will the project be monitored? • What are the critical success factors?
How will we ensure that we get there? Will we know when we have got there?	

And then importantly!

<i>Evaluation</i>	<ul style="list-style-type: none"> • What routine data will we require to demonstrate success? • How will we collect this data? • How reliable is it likely to be? • What ad hoc data will we require? • How will we collect this data? Survey, questionnaire, observation etc
Did we get there? How can we prove it?	

The strategic case (Where are we now and where do we want to be?)

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The financial case (Can we afford to get there within the given time-scale?)

Item of Expenditure	000s

The project management case (How will we ensure that we get there? Will we know when we have got there?)

Milestones	Months

The economic case (What are the available options for getting us there? Which is the best route to adopt?)

The commercial case (Who is going to help us get there?)

Evaluation (Did we get there? How can we prove it?)

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