



THE CHARTERED SOCIETY OF PHYSIOTHERAPY

# Making the Business Case

## Practical workshops for physiotherapy managers

Creating and presenting a clear, well-reasoned business case is the key to convincing NHS budget holders to invest in your service. So what do physiotherapy and therapy service managers need to know to tackle that challenge confidently?



The Chartered Society of Physiotherapy is holding a series of intensive workshops designed to equip you with the skills and knowledge you need to engage effectively with NHS commissioners, and maximise your chances of success.

The workshops form part of a wider programme of activities to help members demonstrate the business value of their services, including online resources and publications.

**With a practical, hands-on approach, each one-day workshop is designed to:**

- Take you step by step through the key stages involved
- Offer a wealth of practical, relevant examples
- Mix presentations, group work and individual exercises
- Encourage you to share insights and best practice.

Participants will also receive a comprehensive set of handouts and exercises, together with a full background-reading list.

Our Making the Business Case workshops will be taking place during autumn 2007 and spring 2008 across the UK.

### **About the course leader**

David Bailey is an NHS accountant with 20 years' experience of creating successful business cases. He has worked at the John Radcliffe Hospital, the Nuffield Orthopaedic Centre and Torbay Hospital, and in primary care and mental health services. Author of The NHS Budget Holder's Survival Guide, he also brings extensive experience of working with multidisciplinary teams.

## Who should attend?

Chartered Society of Physiotherapy members who are managers of physiotherapy or therapy services

## What does the workshop cover?

- Planning – in theory and reality
- Analytical techniques
- Presenting a business case
- Options appraisal
- Non-financial benefit criteria.

## By the end of the day, you will be able to:

- Use effective analytical techniques to present the need for change
- List the main sections of any business case
- List key business planning models and their applications
- Understand business planning concepts and how they apply to the NHS
- Provide all the information necessary to create a successful business case.

## Where are the workshops taking place?

Making the Business Case workshops are taking place in Wales, Scotland and Northern Ireland, with ten workshops in England (one in each Strategic Health Authority region).

The Chartered Society of Physiotherapy is the professional, educational and trade union body for the United Kingdom's 49,000 chartered physiotherapists, physiotherapy students and assistants.

# Making the Business Case

## Practical workshops for physiotherapy managers

### Booking form

There is space for 20 participants per workshop.

#### Delegate details:

Title: ..... Forename: ..... Surname: .....

Job title: ..... Organisation: .....

CSP Membership No: .....

Address: .....

e-mail(s): .....

Telephone No: ..... Special / dietary requirements: .....

**Please note:** check our website for availability [www.csp.org.uk/makingthebusinesscase](http://www.csp.org.uk/makingthebusinesscase)

Please indicate which regional workshop you would like to attend by ticking the box			✓
Northern Ireland	Belfast	tbc	
Wales	Llandrindod Wells	9th Nov 07	
London	Central London	13th Nov 07	
<b>Scotland</b>			
Scotland	Edinburgh	12th Dec 07	
North East	Middlesbrough	13th Dec 07	
<b>West Midlands</b>			
West Midlands	Birmingham	5th Feb 08	
East Midlands	Nottingham	6th Feb 08	
North West	Wigan	7th Feb 08	
East of England	Cambridge	13th Feb 08	
Yorkshire and the Humber	Leeds	18th Feb 08	
<b>South West</b>			
South West	Taunton	5th Mar 08	
South Central	Oxford	13th Mar 08	
South East Coast	Brighton	14th Mar 08	

## Payment

Cost per participant is £150.



### Inclusive in cost:

- attendance at workshop • full lunch • all workshop materials • refreshments.

### Please indicate how you wish to pay.

- I enclose a cheque for £150 made payable to The Chartered Society of Physiotherapy

### Please return this form with payment to:

Practice Development Unit administrator  
Practice and Development  
The Chartered Society of Physiotherapy  
14 Bedford Row, London, WC1R 4ED

### You will be notified of your successful registration for this event by email.

- Please debit my credit/debit card for £ .....  
(All major cards except American Express and Diners Club)

Card Number

Security number (3 digits on reverse of card)

Expiry date \_\_\_\_ / \_\_\_\_ Issue number (switch card only)

Daytime telephone number: .....

### Card holder name and address

(if different)

Address: .....

..... Postcode: .....

### Terms and conditions

- Places will be allocated on a first come, first served basis
- Non-attendance will incur a full charge to individuals for the cost of attending the workshop.
- A full refund will be given if cancellations are made earlier than ONE month prior to the workshop.
- If a cancellation is made within one month of the workshop, a refund will only be given if another member can fill that place.
- If a cancellation is made due to illness or other unforeseen event, documentation must be provided in order to receive a refund.
- For cancellations or further information please contact the Practice Development Unit administrator via email: [newburyo@csp.org.uk](mailto:newburyo@csp.org.uk) or Tel: 020 7306 6666.
- Please refer to the website to see if places are available in your region and for further information about dates and locations, visit: [www.csp.org.uk/makingthebusinesscase](http://www.csp.org.uk/makingthebusinesscase)

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INVESTOR IN PEOPLE



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