



TRAINING

Professional Certificate- Clinical Procurement

A one day Virtual classroom Course for Healthcare company representatives



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INTRODUCTION

Professional Clinical Procurement

This course is delivered in a virtual classroom set up, by qualified Procurement and Healthcare industry Professionals. The focus is to provide the knowledge and skills relevant to the management of sales processes and approaches to Procurement in healthcare. This qualification identifies competencies that will result in a strategy for a successful sales approach.

The procurement process for all contracts, tenders, and purchases is identified and explored to support good business outcomes.

Objectives

The objective of the Advanced Professional Award in Healthcare Procurement is:

- To explore the structure and strategy required for commercial success with your company's product portfolio
- To know and understand the procurement process and to identify approach which matches the hospital procurement cycle

The outcome of the course is to enable the participants to:

- Know and understand the purchasing environment of the NHS and private Sector
- Understand the current Procurement cycle in the NHS and Private Sector
- Understand the restrictions, processes and initiatives that hospital procurement personnel are benchmarked against
- Promote, market and support your company product portfolio in line with the purchasing systems of the hospital
- Promote how your company improves patient outcomes and develop a planned approach underpinned by the way hospitals want to buy

COURSE OUTCOMES

A variety of approaches are used to support the course outcomes.

- Online Pre-course reference materials
- Virtual class room - Lectures, group activities and discussions
- Online Assessment and Appraisal

On completion of the course you will be able to:

- **DEFINE:** The role of procurement and the responsibilities of those involved. Identify key processes and terms of engagement for all levels of purchasing. The legal and contractual processes and activities pertinent to your role.
- **STATE:** The key components of the procurement cycle; the differing types of supply pathways and buying structures; key procurement terms; the legal and regulatory factors impacting on the procurement professional's role.
- **PLAN:** An approach to the promotion of products, aligned with the way in which hospitals are able to buy.



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PROGRAMME

SESSION ONE

Welcome & Course Introduction 0800

Today's Healthcare Industry

Legal framework
Legal principles Impacting the role of the sales professional
Healthcare compliance, Bribery Act
Duty of care, code of practice

Today's Healthcare Industry

What customers want
Influencing factors in hospital procurement

LUNCH BREAK

SESSION TWO

The Changing face of UK Hospital Procurement

The Operating Model

- Role of hospital procurement
- Role of SCCL and towers
- The procurement iceberg

Routes To Procurement

EU Procurement Rules, Tenders, SFI's
Discussion workshops

Explore the factors involved in a competitive contract and how to keep the process momentum and maintain good working relationships

Establishing agreement from all stakeholders to introduce a new product including the clinical team support strategy

Explore all possible routes that can be used to support contract and sell in the modern NHS procurement environment

Within Clinical Procurement environment investigate potential new business opportunities

COFFEE

Industry in The Hospital Environment Medical device Regulations

Responsible Selling – Managing The Risk
“Why” hospitals shouldn't buy a medical device without Company support

Leading and Driving your business What's your style!

Human Factors – Performance Planning, Customer Profiles Practical Session (Blanchard)

Scan4Safety – Safety and You What is it? Why is it important? Assessment Brief

COURSE CONCLUSION 1715 -1730

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